April 16, 2014

To: Dean Van Galen, Chancellor
    116 North Hall
    University of Wisconsin-River Falls

From: David P. Rainville, Chair
      Faculty Senate
      University of Wisconsin-River Falls

Re: UWRF Faculty Senate Motion 2013-14/60

At the April 9, 2014 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2013-14/60 was passed and is effective immediately. The motion is forwarded to you for your action.

A motion from the Academic Programs and Policies Committee (James Zimmerman, Chair) to approve the following program changes:

a. Marketing Communications Major (CAFES) Program (see attached)
b. History Minor Program (see attached)

Approved ✓

Disapproved

[Signature]
Dean Van Galen, Chancellor

[Date] 4/21/14
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

1. Program title: History Minor
2. Department(s): History And Philosophy
3. College(s): Arts And Sciences
4. Proposal prepared by: Zhiguo Yang Date: 11/26/2020

5. Check all that apply:
   - [ ] New program
   - [ ] Change in course name
   - [ ] Change in Major
   - [ ] Change in course content
   - [ ] Existing program
   - [ ] Change in number of credits
   - [x] Change in Minor
   - [ ] Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):
   - 1. No Departments Or Programs Will
   - 2. Be Affected By This Change.

7. Date of Implementation: Fall Semester 2014 Year

8. Have all courses in this program been approved? Yes [x] No [ ]
   If “No,” which ones?

9. Attach Request Narrative. (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

   Department Chair: Zhiguo Yang
   College Curriculum Cmtt. Chair:
   Dean of College:
   University Curriculum Cmtt. Chair: Alex Tyron
   Academic Policy & Programs Cmtt. Chair:
   Faculty Senate Chair:
   Provost / Vice Chancellor:
   Chancellor:

   Signature: [Signature]
   Date: Nov. 27, 2013

   Signature: [Signature]
   Date: 12/10/13

   Signature: [Signature]
   Date: 12/15/13

   Signature: [Signature]
   Date: 3/25/14

   Signature: [Signature]
   Date: 4/19/2014

   Signature: [Signature]
   Date: 4/21/14

NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost’s office upon final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

Rev. 11/08
Narrative

Before the revision of History Minor Requirement, students could get a minor in history without taking any advanced—300- or 400-level—history courses. To enable our students to study history and learn historical perspectives at a higher intellectual level and make their training in history more rigorous and thus more rewarding, the History and Philosophy Department has decided to require history minor students to take four 300- or 400-level history courses. Put in another way, out of the 24 credits required of the minor, 12 of them must be from advanced history courses. Please see the attached new History Minor Requirement.
Proposed: History Minor Requirement (24 credits)

I. Required supporting course: take one of the following General Education courses—
HIST 101 Origins of Civilization
HIST 102 History of the Modern World

II. World history courses: take two of the following courses (6 credits)—
HIST 201 Introduction to Asian Civilization
HIST 202 Introduction to Latin American Civilizations
HIST 203 The Mediterranean: A Survey
HIST 209 Introduction to African History

III. US history courses: take two of the following courses. One of them must be HIST 215 or 216 (6 credits)—
HIST 204 Global Migration in US History
HIST 205 Women’s History: United States
HIST 206 Native Americans and the United States
HIST 207 African American History
HIST 215 United States History to 1865 (3 credits)
HIST 216 United States History from 1865 (3 credits)

IV. Advanced study of history: take four of the following courses (8 credits)—

US History
HIST 351 United States Colonial History I
HIST 352 United States Colonial History II
HIST 353 United States History: 1790-1850
HIST 354 United States History: Age of Growth
HIST 358 United States History 1890-1945
HIST 359 United States History from 1945
HIST 364 History of the Upper Midwest: Furs, Logs and Farms
HIST 365 American Environmental History
HIST 367 History of United States Foreign Policy
HIST 368 Social Movements in United States’ History
HIST 369 American Intellectual History
HIST 402 History in Film
HIST 481 Material & Popular Culture

World History
HIST 303 Women’s history: Europe
HIST 315 The World of Napoleon
HIST 316 The British Empire
HIST 317 Social Movements in Modern Britain: 1879-1936
HIST 318 Twentieth Century Europe
HIST 320 Ancient Rome
HIST 321 Early Middle Ages
HIST 322 The Renaissance
HIST 323 The Reformation
HIST 324 Early Modern Europe
HIST 325 Late Middle Ages
HIST 327 WWI to WWII
HIST 328 WWII to Cold War
HIST 332 The Islamic Middle East to 1500
HIST 333 Silk, Spices, and Silver: The Making of the Global Exchange System to 1700
HIST 334 Modern China, 1800 to Present
HIST 335 Modern Japan, 1600 to Present
HIST 336 Traditional East Asia, Prehistory-1800
HIST 360 The Long Nineteenth Century: Europe 1789-1914
HIST 436 History of Colonial & Imperialism
Current History Minor

Required supporting course: take one of the following General Education courses—
HIST 101 Origins of Civilization
HIST 102 History of the Modern World

Choose One of the following Non-Western History (3)
HIST 201 Introduction to Asian Civilization
HIST 202 Introduction to Latin American Civilizations
HIST 203 The Mediterranean: A Survey

Choose Two of the following courses in US History (6)
(One must be HIST 215 OR HIST 216)
HIST 204 Global Migration in US History
HIST 205 Women's History: United States
HIST 206 Native Americans and the United States
HIST 207 African American History
HIST 215 United States History to 1865 (3 credits)
HIST 216 United States History from 1865 (3 credits)

Directed Electives (12)
Select 4 HIST courses 200 level or above
TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Marketing Communications - CAFES Option
2. Department(s): Marketing Communications-Interdisciplinary CAFES
3. College(s): CAFES
4. Proposal prepared by: [David Trechter] Date: 02/27/2014
5. Check all that apply
   - New program
   - Change in course name
   - Change in major
   - Change in course content
   - Existing program
   - Change in number of credits
   - Change in minor
   - Change in emphasis/option

6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a.) Ag Economics  b.) Animal Science  c.) Plant/Earth Sci  d.) Ag Engineering

7. Catalog year (and semester) of Implementation: Semester Fall Year 2014-15

8. Have all courses in this program been approved? Yes [ ] No [ ]
   If "No" which courses have not been approved?

9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a program change also include a listing of course array for both the current and proposed program.

10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in "6" above), are on the addendum to this form. These signatures should be obtained prior to review by all other shared governance levels.

   Signature Date
   Department Curriculum Committee Chair (optional)

   Department/Program Chair [Signature] [Date]
   College Curriculum Committee Chair [Signature] [Date]
   Dean of College [Signature] [Date]
   University Curriculum Cmmt. Chair [Signature] [Date]
   Academic Policy & Program Cmmt. Chair [Signature] [Date]
   Faculty Senate Chair [Signature] [Date]
   Provost / Vice Chancellor [Signature] [Date]
   Chancellor [Signature] [Date]

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), Department Chair(s)] of approvals & necessary actions to implement changes.

Revised December 2012
Narrative for modifying Marketing Communications – CAFES Option

Currently, the only requirement for students majoring in Marketing Communications who want to receive their degree from the College of Agriculture, Food and Environmental Sciences is that they complete Agricultural Foundation courses. This sequence of 5 introductory courses is designed to provide students with a base-level of knowledge about agriculture.

All Marketing Communication majors are required to complete a minor. The proposed modification to the Marketing Communications – CAFES option is to require that these students complete a minor in CAFES. This will ensure that graduates of this program have more than a base-level of knowledge of the agricultural discipline of their choice.

The proposed modification to the CAFES option will not affect the Marketing Communication – CAS option.
Letters of support for proposed change to the Marketing Communications – CAFES emphasis:

Animal and Food Science Department:

Dave,

I think this makes sense, so the Department of Animal and Food Science supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline within the College of Agriculture, Food and Environmental Sciences.

Gary Onan
Animal & Food Science Chair

Plant and Earth Science Department:

Department of Plant and Earth Science • College of Agriculture, Food and Environmental Sciences
Recipient of the UW Regents Teaching Excellence Award
Phone: (715) 425-3345 • Fax: (715) 425-3785 • pes@uwrf.edu

March 19, 2013

To: David Trechter, Chair
    Agricultural Economics Department

Re: Marketing Communication Program Change

The Department of Plant and Earth Science supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline within the College of Agriculture, Food and Environmental Sciences.

Sincerely,

Donavon H. Taylor, Chair
Department of Plant and Earth Science
Agricultural Engineering Department:

March 19, 2013

To: David Trechter, Chair Agricultural Economics Department

From: Dean Olson, Chair Agricultural Engineering Technology Department

Re: Proposed change to the Marketing Communications major

The Agricultural Engineering Technology Department supports the proposal to require Marketing Communication – CAFES emphasis students to complete a minor in some discipline with the College of Agriculture, Food and Environmental Sciences.

Agricultural Education Department:

David,

The agricultural Education Department supports the proposal to require a CAFES minor for all Mar Com - CAFES students.

At the same time we want to clarify the internship requirement for Mar Com - CAFES students and propose that the current language of any CAFES intern course be limited to AGEC or AGED 200/300 internship courses.

Tim

Tim Buttiles, Ph.D.
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