I. CALL TO ORDER
II. ROLL CALL
III. APPROVAL OF THE AGENDA
IV. PUBLIC COMMENTS
V. APPROVAL OF MINUTES: February 3, 2015
VI. POLICY AND PROCESS DISCUSSION:
   A. Curriculum Committee Subcommittees
      1. Philosophy and General Education
      2. Curriculum Technical Review & Prerequisites
      3. Distance Education Curriculum Review

VII. Curricular Proposals for Approval
   A. Credit Courses: Second Reading
      1. New
         - **BUS V49**
           Introduction to Social Media Marketing  3 units
           *effective Fall 2015

      2. Revise
         T=Title (substantial); U=Units, H=Hours (increased); EL=Enrollment Limitation, P=Prereq, C=Coreq (substantial),
         RP=Recom. Prep.; D=Description (substantial); F=Fees (required); FT=Field Trips; R=Repeat (added or increased)
         - **HED V9301**
           ID- from ‘HED V93’ to ‘HED V01’

      3. Prerequisite(s)/Corequisite(s)/Recommended Preparation
         - **BUS V49** RP – “Student should have basic computer skills”
           *effective Fall 2015

      4. 88s and 89s

      5. Distance Education

      6. Degrees, Certificates and Awards (new programs, deleted, and substantial revisions):
         - **Social Media Marketing**
           Associate of Science Degree (New)
           Certificate of Achievement (New)
           *effective Fall 2015
7. Noncredit Courses

8. Study Abroad/International Education

B. Credit Courses: First Reading

1. New

- **HED V20**
  - Introduction to Public Health
  - 3 units
- **HED V24**
  - Drugs, Health, and Society
  - 3 units
- **POSC V01**
  - Basic Law Enforcement Academy
  - 32 units
  - *first and second reading, effective Fall 2015*
- **MATH V19**
  - Precalculus & Trigonometry
  - 7 units

2. Revise

T=Title (substantial); U=Units, H=Hours (increased); EL=Enrollment Limitation, P=Prereq, C=Coreq (substantial), RP=Recom. Prep.; D=Description (substantial); F=Fees (required); FT=Field Trips; R=Repeat (added or increased)

- **HED V76**
  - T- from "Understanding and Managing Stress’ to ‘Managing Stress’
  - (D)

3. Prerequisite(s)/Corequisite(s)/Recommended Preparation/Enrollment Limitation(s)

- **MATH V19**
  - P-new: ‘MATH V03 or MATH V03E or MATH V13B or placement as measured by the college assessment process.’

- **POSC V01**
  - EL-new: Enrollment is limited to those students who meet state screening requirements as outlined in the Government Code, California Penal Code and the Commission on Peace Officer Standards and Training Administrative Manual.
  - *first and second reading, effective Fall 2015*

4. 88s and 89s

5. Distance Education

- **HED V20**
  - New: Hybrid (1-50% online)
  - *first and second reading, effective Fall 2015*

- **HED V76**
  - New: Hybrid (1-50% online)
  - New: Fully Online (100% online)

6. Degrees, Certificates and Awards (new programs, deleted, and substantial revisions):

- **Police Science: Basic Law Enforcement Academy**
  - Associate of Science Degree (New)
  - Certificate of Achievement (New)
  - *first and second reading, effective Fall 2015*

7. Noncredit Courses
8. Study Abroad/International Education

VIII. COURSE AND PROGRAM INFORMATION ONLY—CONSENT AGENDA

A. Curricular Activity: Technical Action

1. Delete (Remove from catalog)
   - BUS V06/V23/V24/V80A/V80B/V99A/V99B/V99C/V99D*
   - CJ V70/V71*
   - SUP V90*
   *effective Fall 2015

2. Technical Revisions (Nonsubstantial Changes in Catalog)
   ID=Course Number; T=Title; U=Units; H=Hours; P=Prereq; C=Coreq; RP=Rec Prep; EL=Enrollment Limitation;
   D=Description; F=Fees; FT=Field Trips; R=Repeat; Was=Formerly; Same as; RS=Record Symbol; Non-degree;
   TR=Transfer
   - **MATH V35**
     P-update
   - **MATH V46**
     P-update

3. Technical Revision (Articulation Purposes)
   Does not require DTRW-I or Board approval
   CO=Course Objectives (substantial); CC=Course Content (substantial); LC=Lab Content (substantial)
   - **HED V9301** (CO, CC)
   - **HED V76** (CO, CC)
   - **MATH V46** (CO, CC)

4. Course Review/Update (No catalog changes)
   - 

5. Prerequisite(s)/Corequisite(s)/Recommended Preparation Review
   - **MATH V35**
     P-update ‘MATH V01 or MATH V01A-V01E or MATH V11B or MATH V88A-V88E or 1 year of high school beginning algebra (Algebra I) with grade of C or better; or placement as measured by the college’s multiple measures assessment process’
   - **MATH V46**
     P-remove ‘the fourth year of high school mathematics (advanced mathematics) with grade of C or better’
     P-review ‘MATH V04 or MATH V20 or placement as measured by the college’s multiple measures assessment process’

6. Distance Education (Revision/Update – No catalog changes)
   - **HED V9301**
     Review: Hybrid (1-50% online)
     Review: Fully Online (100% online)

7. Degrees, Certificates and Awards (Nonsubstantial)
   - **Bookkeeping**
     Proficiency Award
• **Theatre Arts**
  Associate of Art Degree for Transfer (nonsubstantial revisions)
  Proficiency Awards (nonsubstantial revisions)
  - Acting
  - Costume
  - Directing
  - Make-Up
  - Technical Theatre Production
  *effective Fall 2015

IX. DISCUSSION/INFORMATION (CONSENT and/or ACTION)

A. Curriculum Committee Faculty Co-Chair (Discussion/Action) – P. Jefferson
   - Two year term commencing in June 2015 and ending in May 2017
B. DTRW-I Report for meeting held 02.12.15 (Information) – A. Gonzales
   - ART V50A/V50B/V50C/50D
C. Non-Credit Instruction and Training (Information/Discussion) – G. Arevalo
D. Other

**NEXT MEETING**
March 3, 2015 – 3:00 p.m.
Multidisciplinary Center West Conference Room (MCW-312)

**DEADLINE**
for effective date of Fall 2016
May 1, 2015
for all courses, degrees and distance education

Written materials relating to a Curriculum Committee meeting item that are distributed to at least a majority of the Curriculum Committee members less than 72 hours before a noticed meeting and that are public record not otherwise exempt from disclosure will be available for inspection at Ventura College located at 4667 Telegraph Road, Ventura, CA 93003 or at the Curriculum Committee meeting.

Pursuant to the Federal Americans with Disabilities Act, if you require any special accommodation or assistance to attend or participate in the meeting, please direct your written request, as far in advance of the meeting as possible, to the office of Patrick Jefferson, Executive Vice President
Ventura College
4667 Telegraph Road
Ventura, CA 93003
(805) 299-6464
CALL TO ORDER
A. Gonzales called the meeting to order at 3:07 p.m.


[ABSENT: P. King, and D. Young (note vacant seats: AFT Representative, 1 representative from Distance Education, Professional Development, Social Science & Humanities Division, and 2 representatives from Communications & Learning Resources division)]


GUESTS: Alex Kolesnik, Ryan Petitfils, and Jenchi Wu

Motion to reorder the agenda made by G. Arevalo, second by M. Bowen (RP abstain)
Final Resolution: Motion was approved.

Discussion ensured regarding agenda Section Three, Item F. Roles and Responsibility of Curriculum Committee Members. Please reference that item for notes.

APPROVAL OF MINUTES: December 2, 2014
A. Gonzales called for a motion to approve the minutes.
Motion by M. Bowen, second by D. Newcomb
Final Resolution: Motion was approved.

SECTION ONE:
REQUIREING COMMITTEE ACTION
I. Curricular Proposals for Approval
   A. Credit Courses: Second Reading
      1. New
2. Revise
T=Title (substantial); U=Units, H=Hours (increased); EL=Enrollment Limitation, P=Prereq, C=Coreq (substantial), RP=Recom. Prep.; D=Description (substantial); F=Fees (required); FT=Field Trips; R=Repeat (added or increased)

3. Prerequisite(s)/Corequisite(s)/Recommended Preparation

4. 88s and 89s

5. Distance Education

6. Degrees, Certificates and Awards (new programs, deleted, and substantial revisions):
   Second Reading

7. Noncredit Courses

8. Study Abroad/International Education

B. Credit Courses: First and Second Reading

1. New

   - **ART V50B**  Handbuilding Ceramics II  3 units
   - **ART V50C**  Handbuilding Ceramics III  3 units
   - **ART V50D**  Handbuilding Ceramics IV  3 units
   - **BUS V49**  Introduction to Social Media Marketing  3 units
     *(motion amended for first reading only on this course)*
   - **BUS V50**  Public Relations  3 units
   - **HED V22**  Health and Social Justice  3 units
   - **HED V32**  Principles of Food with Lab  3 units

Motion by M. Bowen, amended with BUS V49 first reading only, all others first and second reading, motion seconded by D. Newcomb

Discussion: Jenchi Wu presented the Art courses, Debbie Newcomb presented the Business courses, and Raeann Koerner presented the Health Education courses. Discussion ensued regarding repeatability, transfer and C-ID.

Final Resolution: Motion was approved.


2. Revise
T=Title (substantial); U=Units, H=Hours (increased); EL=Enrollment Limitation, P=Prereq, C=Coreq (substantial), RP=Recom. Prep.; D=Description (substantial); F=Fees (required); FT=Field Trips; R=Repeat (added or increased)

Motion by M. Bowen, to vote separately on each course, motion second by R.
3. Prerequisite(s)/Corequisite(s)/Recommended Preparation/Enrollment Limitation(s)

- **ART V50B** P – ART V50A
- **ART V50C** P – ART V50B
- **ART V50D** P – ART V50C
- **BUS V49** RP – “Student should have basic computer skills”
  
  *motion for first reading only on this course*

Motion by A. Gonzales, with BUS V49 first reading only, all others first and second reading, motion seconded by D. Newcomb

*Discussion: Jenchi Wu presented the Art courses, Debbie Newcomb presented the Business courses, and Raeann Koerner presented the Health Education courses. Discussion ensued regarding repeatability, transfer and C-ID.*

Final Resolution: Motion was approved.


Abstentions: G. Arevalo

4. 88s and 89s

5. Distance Education

6. Degrees, Certificates and Awards (new programs, deleted, and substantial revisions):

   - **First and Second Reading**
   - **Social Media Marketing**
D. Newcomb presented the program proposals.

Motion by D. Newcomb, for first reading with revision to course ID on last line from BUS V48 to BUS V47, second by M. Bowen
Final Resolution: Motion was approved.

7. Noncredit Courses

8. Study Abroad/International Education

SECTION TWO:
COURSE AND PROGRAM INFORMATION ONLY—CONSENT AGENDA

II. Curricular Activity: Technical Action

A. Delete (Remove from catalog)

- AUTO
  V17LB/V18/V18L/V20/V20LA/V20LB/V22/V22LA/V22LB

B. Technical Revisions (Nonsubstantial Changes in Catalog)
ID=Course Number; T=Title; U=Units; H=Hours; P=Prereq; C=Coreq; RP=Rec Prep; EL=Enrollment Limitation; D=Description; F=Fees; FT=Field Trips; R=Repeat; Was=Formerly; Same as; RS=Record Symbol; Non-degree; TR=Transfer

- ESRM V14 (D)

C. Technical Revision (Articulation Purposes)
Does not require DTRW-I or Board approval
CO=Course Objectives (substantial); CC=Course Content (substantial); LC=Lab Content (substantial)

- ART V50A (LC)
- BIOL V10 (same as ESRM V01) (CO)
- BUS V17 (CO, CC)
- ESRM V01 (same as BIOL V10) (CO)
- ESRM V02 (CO, CC)
- HED V9301 (CO, CC) pulled
- HED V87 (CO, CC)
- PHIL V01 (CO, CC)

D. Course Review/Update (No catalog changes)

- BIOL V10 (same as ESRM V01) (Update)
- BUS V17 (Update)
- HED V87 (Update)
- ESRM V01 (same as BIOL V10) (Update)
- ESRM V02 (Update)
E. Prerequisite(s)/Corequisite(s)/Recommended Preparation Review

F. Distance Education (Revision/Update – No catalog changes)

- **BUS V17**
  - Review: Fully Online (100% online)
- **HED V9301** (pulled)
  - Review: Hybrid (1-50% online)
  - Review: Fully Online (100% online)
- **HED V87**
  - Review: Hybrid (1-50% online)
  - Review: Fully Online (100% online)
- **PHIL V01**
  - Review: Fully Online (100% online)

G. Degrees, Certificates and Awards (Nonsubstantial)

- **AUTOMOTIVE TECHNOLOGY**
  - Associate of Science Degree (nonsubstantial revisions)
  - Certificate of Achievement (nonsubstantial revisions)
- **Business Management**
  - Associate of Science Degree (nonsubstantial revisions)
  - Certificate of Achievement (nonsubstantial revisions)
- **Child Development**
  - Associate of Science Degree (nonsubstantial revisions)
  - Certificate of Achievement (nonsubstantial revisions)

Motion by M. Bowen, pulling HED V01 from section C and F, second by R. Koerner
Final Resolution: Motion was approved.

SECTION THREE:
DISCUSSION (CONSENT and/or ACTION)

III. Action/Information/Discussion

A. Curriculum Committee Faculty Co-Chair (Discussion/Action) – P. Jefferson
   - Two year term commencing in June 2015 and ending in May 2017
   - P. Jefferson stated that the committee needed a permanent co-chair elected. A brief discussion ensued regarding process. P. Jefferson stated that nominations should be forwarded to him before the next meeting in order for a vote to occur at the next meeting.

B. Course Proposals for which SLOs are unavailable (Information) – M. Bowen
   - M. Bowen noted that he encountered a couple of courses during technical review that were missing SLOs. After a brief discussion, it was reiterated that courses missing SLOs would not be passed to the next level of tech review until the SLOs were entered.
C. DTRW-I Report for meetings held 12.11.14 and 01.15.15 (Information) – A. Gonzales
  ß VCCCD Board Policy and Administrative Procedure Review
    o BP 4050 Articulation
    o AP 4050 Articulation
    o AP 4051 Articulation between VCCCD and High School Institutions
    o BP 4105 Distance Education
    o AP 4105 Distance Education
    o AP 4235 Credit by Examination

A. Gonzales provided an update and shared information about a discussion that occurred regarding DTRW-I curriculum agenda items that would be informational and not forwarded to the Board of Trustees.

D. Non-Credit Instruction and Training (Information/Discussion) – G. Arevalo
  G. Arevalo provided an update regarding organizing the training for non-credit instruction.

E. C-ID (Information) – G. Arevalo
  ß Update on C-ID Verification for Associate Degrees for Transfer (ADT)
  ß C-ID January 2015 Newsletter
  G. Arevalo presented the information from the agenda packet.

F. Roles and Responsibility of Curriculum Committee Members (Information) – G. Arevalo
  G. Arevalo stated her concerns regarding the agenda format and brown act compliance. She provided handouts. A discussion ensued. A. Gonzales noted that a discussion regarding roles and responsibilities occurred at the technical review meeting and is ongoing.

G. Other
  G. Arevalo noted that the Police Academy was coming back and would be on the next agenda to be effective Fall 2015.

A. Gonzales adjourned the meeting at 4:41pm

NEXT MEETING
February 17, 2015 – 3:00 p.m.
Multidisciplinary Center West Conference Room (MCW-312)

DEADLINE
for effective date of Fall 2016
May 1, 2015
for all courses, degrees and distance education
STACKABLE CERTIFICATES

REQUIRED CORE COURSES FOR CERTIFICATE

SELECT FROM ADDITIONAL COURSES

NOTE: IF STUDENTS CHOOSE THE COURSES IN BLACK (IN DEGREES WHERE IT SAYS “SELECT ONE OF THE FOLLOWING COURSES”, THEY WILL MEET REQUIREMENTS FOR MORE THAN ONE DEGREE.

<table>
<thead>
<tr>
<th>ENTREPRENEURSHIP</th>
<th>SOCIAL MEDIA MARKETING</th>
<th>BUSINESS ADMINISTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS V03</td>
<td>BUS V03</td>
<td></td>
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<tr>
<td>BUS V30</td>
<td>BUS V30</td>
<td>BUS V30</td>
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<tr>
<td></td>
<td></td>
<td>BUS V31/SUPV94</td>
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<tr>
<td>BUS V32/SUP V93</td>
<td>BUS V32/SUPV93</td>
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<td>BUS V33</td>
<td>BUS V33</td>
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<tr>
<td>BUS V38/CDV38</td>
<td>BUS V38/CD 38</td>
<td>BUS V38/CDV38</td>
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<td>BUS V43</td>
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<td>BUS V46</td>
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<td>BUS V47</td>
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<td>BUS V49</td>
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<td>BUS V50</td>
<td>BUSV50</td>
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<td>BUS V95</td>
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<tr>
<td>BUS V07B</td>
<td></td>
<td>BUS V17</td>
</tr>
</tbody>
</table>

If you complete Entrepreneurship, you only need 3 more classes to get either Social Media or Business Administration.
Item 1. Program Goals and Objectives

The goals, objectives, program student learning outcomes (PSLOs), and occupational preparedness of the Ventura College Social Media Marketing Program are presented below.

The Ventura College Social Media Marketing Program is designed with the goal of enabling students to develop skills and strategies to integrate social media into the conventional marketing variable mix.

Social media is now inextricably embedded in the current business environment. Social media has changed the way businesses communicate with their target market, customers and other businesses. It has also changed the skills needed by today's business workforce. The inclusion of social media for market planning can mean success or failure of a business plan.


- 86% of marketers said that social media was important to their businesses.
- 88% of marketers want to know more about the most effective social media tactics and ways to increase engagement of their target market using it.
- 89% of all businesses reported that use of social media increased their market exposure.

Social media allows businesses to cost effectively reach out to consumers on a more frequent basis than conventional marketing thereby increasing exposure to their target market. It allows for specific targeting of individual consumers, reaches a more expansive market through mobile technology, and enables interactivity between businesses and consumers. In addition, social media helps to develop brand awareness, provide customer relations management for existing customers, and acquire new business.

For social media marketing to be effective, it is important that it be strategically implemented. This requires education and training in this new age media.

The design of this program is consistent with the mission of Ventura College as stated below:

Vision
Ventura College will be a model community college known for enhancing the lives and economic futures of its students and the community.
Mission
At Ventura College, we transform students' lives, develop human potential, create an informed citizenry, and serve as the educational and cultural heart of our community. Placing students at the center of the educational experience, we serve a highly diverse student body by providing quality instruction and student support, focusing on associate degree and certificate completion, transfer, workforce preparation, and basic skills. We are committed to the sustainable continuous improvement of our college and its services.

The college is dedicated to enhancing the lives of students, developing their potential and improving the economic future of both students and the community. This program will enable students to enhance their business skills, increase employability skills, and contribute to increasing success for the businesses for which they will work or for businesses they will create.

The objectives of this program are as follows:
- Explore factors that drive social media
- Understand social media networks
- Utilize effective communication strategies in social media
- Identify and analyze social media marketing opportunities
- Learn how to design and implement social media strategies
- Learn how to integrate social media into a business marketing plan

Program Student Learning Outcomes for the Social Media Marketing Program are:
1. Students will be able to identify opportunities for use of social media in marketing.
2. Students will be able to design social media marketing strategies.
3. Students will be able to integrate use of social media into a business marketing plan.

The Social Media Marketing Program prepares students for work in the following areas.
- Social Media Marketer
- Marketing and Media Communications Worker
- Advertising Sales Agent
- Sales Representative
- Public Relations Specialist
- Business Professional

This program is not selective and there is no specific entry criterion. Student fees include the standard community college registration fees, tuition for twenty units of credit, and textbooks.

Item 2. Catalog Description

The Social Media Marketing Program develops skills and strategies required for integrating social media marketing into the integrated marketing plans of businesses.
Program Student Learning Outcomes for the Social Media Marketing Program are:

1. Students will be able to identify opportunities for use of social media in marketing.
2. Students will be able to design social media marketing strategies.
3. Students will be able to integrate use of social media into a business marketing plan.

Successful completion of the program will enable students to enhance their business skills, increase employability skills, and contribute to increasing success for the businesses for which they will work or for businesses they will create.

The Social Media Marketing Program prepares students for careers such as the following:
- Social Media Marketer
- Marketing and Media Communications Worker
- Advertising Sales Agent
- Sales Representative
- Public Relations Specialist
- Business Professional

Successful completion of the courses required for this program may culminate in a Certificate of Achievement or Associate of Science degree. Successful completion may also contribute to requirements for the Ventura College Business Management Certificate of Achievement and Associates of Science degree.

**Item 3. Program Requirements**

Associate of Science Degree and Certificate of Achievement: Social Media Marketing

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Dept. Name/#</th>
<th>Name</th>
<th>Units</th>
<th>Sequence</th>
</tr>
</thead>
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<tr>
<td>Required Core</td>
<td>BUS V30</td>
<td>Introduction to Business</td>
<td>3</td>
<td>Yr 1, Fall</td>
</tr>
<tr>
<td></td>
<td>BUS V45</td>
<td>Business Communication</td>
<td>3</td>
<td>Yr 1, Fall</td>
</tr>
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<td></td>
<td>BUS V46</td>
<td>Marketing</td>
<td>3</td>
<td>Yr 1, Spring</td>
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<tr>
<td></td>
<td>BUS V49</td>
<td>Introduction to Social Media Marketing</td>
<td>3</td>
<td>Yr 2, Fall</td>
</tr>
<tr>
<td></td>
<td>BUS V50</td>
<td>Public Relations</td>
<td>3</td>
<td>Yr 2, Fall</td>
</tr>
<tr>
<td></td>
<td>BUS V95</td>
<td>Business Internship</td>
<td>2</td>
<td>Yr 2, Spring</td>
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<td>One Elective</td>
<td>BUS V38/CD V38</td>
<td>Small Business Management</td>
<td>3</td>
<td>Yr 1, Spring</td>
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<tr>
<td></td>
<td>BUS V47</td>
<td>Sales</td>
<td>3</td>
<td>Yr 2, Spring</td>
</tr>
</tbody>
</table>

| Required Major Total: | 20 units |
| Completion of CSU-GE Breadth or IGETC pattern | 37-39 units |
| TOTAL UNITS          | 57-59 units |

Proposed Sequence:
Year 1, Fall = 15 units
Year 1, Spring = 12 units
Year 1, Summer = 3 units
Year 2, Fall = 14 units
Year 2, Spring = 14 units
TOTAL UNITS: 57-59 units

Approval of Business Advisory Council

The Business Advisory Council was provided with an update on the Ventura College Business Department activities in October of 2014. They were also asked to vote on the proposed Certificate of Achievement and Associates of Science Degree for Social Media Marketing. Of the total respondents, 89% voted in favor of both the COA and AS Degree. The remaining respondent voted “Maybe” with the stipulation that she was in favor of both the COA and degree as long as they included practical applications and not just theory. It should be noted that practical applications are, in fact, included in this program as is an internship experience.

Item 4. Master Planning

As was stated in page one of this narrative document, social media has become a powerful force that is now being harnessed by the business world for use in reaching target markets and developing ongoing relationships with customers. Social media has changed the way businesses communicate with their target market, customers and other businesses, and the skills needed by their workforce. The Social Media Marketing Program at Ventura College meets the needs of businesses, both locally and globally, by providing education and training in the incorporation of social media marketing into the integrated marketing plans of businesses.

According to the Economic and Workforce Development Small Business Survey for the South Central Region, employers reported that marketing and promotion were barriers for many small businesses due to the time and complexity involved in them. They reported that increased marketing skills would be likely to help them move their business to the next level. Nearly 60% of those surveyed indicated an interest in learning more about social networking and on-line presence and 65% wanted to learn more about marketing. (Small Business Survey, April 2014 Economic and Workforce Development through the California Community Colleges). This program fills a need in the business community by providing the educational opportunities businesses are requesting and providing a trained workforce to contribute to these businesses. It also aligns directly with the California Community Colleges’ Doing What Matters program for the Small Business Sector. The goals of this program include “Increase the success of business through partnerships and collaborations with industry, education and government” and “Expand entrepreneurship curriculum across community college campuses”.

1http://www.ccczewd.net/initiative_business_entrepreneurship.cfm Accessed 09-21-14
The Centers of Excellence environmental scan on Social Media documented that social media occupations are growing “at an average of seven percent over the next 5 years”\(^2\). Their data also indicates that businesses surveyed indicated a need to update the skills of their current workforce. This report states that “California Community Colleges are well positioned to build a pipeline of skilled workers, create and expand industry partnerships, and meet existing workforce needs in social media and future needs as they arise.”\(^3\) The COE indicates that the community college system has the opportunity to develop courses in social media and professional certificates. Ventura College’s Social Media Marketing Program is doing just that. We have created courses in Social Media Marketing, Marketing, Public Relations, and Sales as well as an Associate of Science Degree and Certificate of Achievement in Social Media Marketing. A labor market reports can be found in Attachment B.

Currently there are no other community colleges in the state that are offering this program. Additionally, there are no colleges in the service region surrounding Ventura College that are offering a course in Social Media Marketing. Santa Barbara City College offers two courses in the use and creation of social media content but these courses are computer technology courses and are not specifically for the use of social media in the marketing plans for business.

**Item 5. Enrollment and Completer Projections**

<table>
<thead>
<tr>
<th>CB01: Course Department Number</th>
<th>CB02: Course Title</th>
<th>FY 2013</th>
<th>FY 2014</th>
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<td>BUS V30</td>
<td>Introduction to Business</td>
<td>16</td>
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<tr>
<td>BUS V45</td>
<td>Business Communication</td>
<td>5</td>
<td>148</td>
</tr>
<tr>
<td>BUS V46</td>
<td>Marketing (new course effective Fall 2015)</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>BUS V49</td>
<td>Introduction to Social Media Marketing (new course pending approval)</td>
<td>*</td>
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<tr>
<td>BUS V50</td>
<td>Public Relations (new course pending approval)</td>
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<tr>
<td>BUS V95</td>
<td>Business Internship</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>BUS V38/CD V38</td>
<td>Small Business Management</td>
<td>4</td>
<td>93</td>
</tr>
<tr>
<td>BUS V47</td>
<td>Sales (new course)</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

\(^2\) Centers of Excellence Environmental Scan Social Media, California, February 2012  
\(^3\) Centers of Excellence Environmental Scan Social Media, California, February 2012
* New course – no data available – student survey was completed

(B) Survey

Because of the inclusion of new courses in this new program, there is no historical data available on the courses noted with asterisks above. Therefore, a survey was distributed to Fall 2014 business students. A copy of the survey can be found in Attachment A. The results are shown in the table below.

<table>
<thead>
<tr>
<th>Interest in courses focused on Social Media in Business</th>
<th>79%  Some to considerable interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in a COA or AS Degree in Social Media in Business</td>
<td>71%  Yes or Maybe</td>
</tr>
</tbody>
</table>

The Centers of Excellence environmental scan on Social Media shows that occupations in this field are growing at a rate of 7%. The Economic and Workforce Development Small Business Survey for the South Central Region demonstrates that over 60% of small businesses are interested in either use of social media and/or learning more about marketing for their companies. Additionally, it is important to note that these statistics do not account for the number of employers seeking employees with additional skills in social media marketing. Therefore, a comparison of the completer projections and the labor market demand demonstrates that this program will be beneficial not only to program completers who seek employment in related careers but also for incumbent workers and business owners.

Item 6. Place of Program in Curriculum/Similar Programs

The Social Media Program is a new program that allows our college to offer students education and training in the latest business and marketing competencies. It does not replace any other programs or curriculum and enhances our current programs by providing the means for students to achieve multiple, “stackable” certificates. Many of the courses in this program are also in the Business Management Program as well as in our proposed Entrepreneurship Program, which will also be submitted this year. It incorporates existing courses as well as some new courses that were approved in the past year. It also incorporates two courses that are currently going through the curriculum process.

Item 7. Similar Programs at Other Colleges in Service Area

Currently there are no other community colleges in the state that are offering this program. Additionally, there are no colleges in the service region surrounding Ventura College that are offering a course in Social Media Marketing. Santa Barbara City College offers two courses in the use and creation of social media content but these courses are computer technology based and are not specifically for the use of social media in the marketing plans for business.
The Business Advisory Council held a meeting via e-mail for Fall 2014. The council members were updated on the status of the Business Department activities and the Career Pathways Grant, which will affect all CTE programs. A copy of the letter, which includes the survey, can be found below. Although there was a low response to the e-mail, there was overwhelming support of the proposed courses, degree and certificate in Social Media. Nearly 100% of the respondents supported all of the proposals. The one member who responded as a ‘maybe’ instead of ‘yes’ stated that she supported it as long as the program was practical and not theoretical. The plans for this program will include very practical applications, including a student internship experience.

Letter sent to Business Advisory Council Members (copies of the two AS Degree/COA proposals were also attached):

BUSINESS ADVISORY COUNCIL REQUEST AND UPDATE
November, 2014

WHAT WE NEED FROM YOU:

1. What, if anything, has changed in your business environment since our last meeting, that could affect our business curriculum?

2. Are employers asking for any new credentials or knowledge when hiring new business employees?

3. Please vote on establishing our proposed new Entrepreneurship Certificate of Achievement/AS degree (Yes/No). (See attachment and explanation below)

4. Please vote on establishing our proposed new Social Media in Marketing Certificate of Achievement/AS degree (Yes/No). (See attachment and explanation below)
5. Do you have any other comments on our current or future course offerings?

Thanks for your responses. Please e-mail them by Nov. 15th to dnewcomb@vcccd.edu – they’re important!

WHAT’S NEW SINCE OUR MARCH MEETING:

- **"Doing What Matters for Jobs and the Economy" program**: The California Community College launched this program, which focuses on 10 of the top sectors for jobs. Small Business is one of those sectors. Here is a link to their web page:
  - [http://doingwhatmatters.cccco.edu/](http://doingwhatmatters.cccco.edu/)

- **Two new Certificates of Achievement (COA)/AS Degrees**: As part of the above program, our Business Department has proposed these certificates and degrees. One of our new programs is a COA/AS degree in Entrepreneurship. The other program is in the hottest topic in business - use of social media. We will be the first California Community College to have a program in Social Media in Marketing. Attachments regarding these certificates are included and we are asking for your votes of confirmation on these.

- **Entrepreneurship Grant**: We used this grant to survey 2500 small- and medium-sized businesses in Ventura County about their use of social media and traditional marketing methods. We also asked about their interest in using a Ventura College business intern. Summarized data will be forthcoming.

- **Associate Degree in Administrative Assistant**: Our proposal received unanimous approval from the South Central Regional Consortium (SCAC). We are pursuing final approval from the State.

- **4-week intersession**: For summer 2015, we will add this as well as the regular 8-week summer school session.

- **Funding from the California Career Pathways Trust**: Opportunities for students to receive real-world experience and hands-on learning will be increased with the recent $13M to Ventura County Community College District and the VC Office of Education. This will provide career exposure through guest speakers, field trips, job shadowing, internships, and expanding and updating curriculum to focus on relevant career topics. Currently, we have a number of partners and will be developing 62 career pathways over the next four years.

  Alan Walker  
  Chairperson  
  Business Advisory Council

  Debbie Newcomb  
  Department Chair  
  Business Department

  Kathy Schrader  
  Dean  
  Career/Technical Education

Summary of Data from Business Advisory Council Survey
Social Media is one of the newest and strongest aspects of marketing plans for businesses across all industries and all sizes. According to Brazen Life, “One thing is abundantly clear: social media is now necessary for global commerce, and 2014 will be the catalyst for vital social media marketing positions.” It will be a vital factor for businesses in global commerce. (Accessed 09-08-14: http://jobs.aol.com/articles/2014/01/13/6-social-media-jobs-that-will-be-big-in-2014/). Social Media has become a staple for marketing plans, especially for small businesses. A survey done in May 2013, showed that 87% of small businesses are using it as part of their marketing plans.

The skills needed for this type of marketing include:
- Analytical skills
- Research skills and metrics
- Communication skills
- Linking social media to business strategies
- Execution of social media strategies

Job titles include:
- Search engine optimization (SEO) specialist
- Social media strategist
• Online community manager
• Social media marketing manager
• Social media marketing coordinator
• Blogger or social media copywriter

According to Marketingprofs.com, social media jobs will be in the top five marketing positions that will be needed. (Accessed 09-08-14: http://www.marketingprofs.com/charts/2013/9760/2013-marketing-jobs-outlook-whos-hiring-must-have-skills).

The Centers of Excellence conducted an environmental scan in Social Media in February of 2012. The research concluded that social media was growing at a rapid pace and was affecting four major occupations. Those include: Public Relations, Marketing and Media Communications, Business Professionals, and Social Media Management (refer to Exhibit 1 below).

(Accessed from Centers of Excellent Environmental Scan Social Media February 2012)

Their research showed that social media occupations are “growing at an average of seven percent over the next 5 years”. According to the COE, social media jobs provide good pay and sustainable employment.

Employment projections are illustrated in the diagram below.

(Accessed from Centers of Excellent Environmental Scan Social Media February 2012)
Employers have indicated a need for an updating of skills as social media grows in prevalence, which the Social Media Program at Ventura College could provide. Additionally, the COE report indicated that the California Community Colleges are "well positioned" to provide these skills. Their report showed that 64% of employers said they would encourage workers to attend one-day seminars in social media and 51% would encourage workers to attend a certificate program in social media if offered by a community college. (Source: COE Environmental Scan on Social Media February 2012) The COE further stated that the California Community Colleges "can play a critical role in preparing the social media workforce through:

- The development of professional certificates
- The development of courses in social media to provide a skills update for professionals
- Embedding social media into current programs

They also indicated that offerings at community colleges were "sparse". Ventura College is prepared to fill that role.

Attachment C: Student Survey

The following survey was used to assess the interest of the Ventura College Business students in this program.

Business Student Survey
October 2014

Please participate in this survey by circling your response to each of the questions below. Thank you.

What is your level of interest in courses focused on Social Media in Business?

<table>
<thead>
<tr>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considerable interest</td>
<td>Moderate interest</td>
<td>Some interest</td>
<td>Little interest</td>
<td>No interest</td>
</tr>
</tbody>
</table>

What is your level of interest in courses focused on Entrepreneurship?

<table>
<thead>
<tr>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considerable interest</td>
<td>Moderate interest</td>
<td>Some interest</td>
<td>Little interest</td>
<td>No interest</td>
</tr>
</tbody>
</table>

Would you be interested in completing a Certificate of Achievement or an Associate Degree in Social Media in Business?

Yes  No  Maybe

Would you be interested in completing a Certificate of Achievement or an Associate Degree in Entrepreneurship?

Yes  No  Maybe

Results were as follows.

51% Moderate to considerable interest in Social Media courses
28% Some interest in Social Media courses
79% Total interest in Social Media courses

71% Interest (Yes or Maybe) in Social Media Certificate of Achievement or Associate Degree in Social Media in Business
Associates in Science Degree  
Certificate of Achievement  

SOCIAL MEDIA MARKETING

The Social Media Marketing Program develops skills and strategies required for integrating social media marketing into the integrated marketing plans of businesses.

<table>
<thead>
<tr>
<th>REQUIRED COURSES:</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS V30 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS V45 Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>BUS V46 Marketing</td>
<td>3</td>
</tr>
<tr>
<td>*BUS V49 Introduction to Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>*BUS V50 Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>BUS V95 Business Internship</td>
<td>2</td>
</tr>
</tbody>
</table>

REQUIRED ADDITIONAL COURSES:
Select one (1) of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS V38/CDV38 Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS V47 Sales</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>20</td>
</tr>
</tbody>
</table>

* Course was submitted and is pending curriculum approval
Ventura College
Office of Student Learning

Program and New Course Approval Request Form

Proposal Type: (check one)  □ Course  □ Program
Proposal Request: (check one)  □ New (program/course)  □ Revision (program only)
Program or Course Title: Basic Law Enforcement Academy AS/COA
Faculty Originator Name: Richard Goff
Discipline: CJ-Criminal Justice

Purpose or Justification: (Please provide the reason for development or revision and provide supporting documentation if applicable).

Required by POST in collaboration with Ventura County Sheriffs Department basic training academy.

Was the above proposal reviewed and discussed by the department?  ☑ Yes  ☐ No  Date: 02/12/15
Number of FT faculty in the department?  2
How many FT faculty in the department approved the program or course?  2
(Please note this action requires a two-thirds vote)

Signatures of those that endorsed this proposal:

Originator  2-12-15  Date  Department Faculty  Date
Department Chair  2-12-15  Date  Department Faculty  Date
Division Dean  2-12-15  Date  Department Faculty  Date
Department Faculty  2-12-15  Date  Department Faculty  Date
Department Faculty  Date  Department Faculty  Date
Department Faculty  Date  Department Faculty  Date

Attach additional signature page if needed.
Submit this form with your proposal, including supporting documentation to the Curriculum Committee for approval.
Ventura College
Office of Student Learning

Program and New Course Approval Request Form

Proposal Type: (check one)  ☑ Course  ☐ Program
Proposal Request: (check one)  ☑ New (program/course)  ☐ Revision (program only)
Program or Course Title: Basic Law Enforcement Academy
Faculty Originator Name: Richard Goff
Discipline: CJ-Criminal Justice

Purpose or Justification: (Please provide the reason for development or revision and provide supporting documentation if applicable).

Required by POST in collaboration with Ventura County Sherriffs Department basic training academy.

Was the above proposal reviewed and discussed by the department?  ☑ Yes  ☐ No  Date: 02/12/15
Number of FT faculty in the department?  2
How many FT faculty in the department approved the program or course?  2
(Please note this action requires a two-thirds vote)

Signatures of those that endorsed this proposal:

[Signatures and dates for Originator, Department Chair, Division Dean, and Department Faculty]

Attach additional signature page if needed.
Submit this form with your proposal, including supporting documentation to the Curriculum Committee for approval.
The Associate in Science Degree and Certificate of Achievement in Police Science: Basic Law Enforcement Academy develops skills and knowledge required for basic training for new Law Enforcement Officers as required by Government Code, California Penal Code and the Commission on Peace Officer Standards and Training Administrative Manual.

**REQUIRED COURSES:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSC V01</td>
<td>Basic Law Enforcement Academy</td>
<td>32</td>
</tr>
</tbody>
</table>

**Total Units:** 32
To: Curriculum Committee
From: Debbie Newcomb, Business Department Chair
Date: 01-26-15
Re: Revision to Bookkeeping Proficiency Award

The Business Department would like to revise the Bookkeeping Proficiency Awards to remove BUS V07B (Business Calculations Using Excel) and replace it with BUS V17 (Computer Applications). The revision is necessary because BUS V07B is no longer offered and the necessary content is included in BUS V17.

A copy of the revision is attached.

The Business Department voted unanimously on 01-26-15 to revise it as seen on the attachment.

Debbie Newcomb
Department Chair
Business Department
Proficiency Award
BOOKKEEPING
(Awarded by the Department)

<table>
<thead>
<tr>
<th>REQUIRED COURSES</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS V03 Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS V04 Computerized Payroll Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS V07A Business Calculations</td>
<td>2.5</td>
</tr>
<tr>
<td>BUS V07B Business Calculations Using Excel</td>
<td>2.5</td>
</tr>
<tr>
<td>BUS V17 Computer Applications</td>
<td>3</td>
</tr>
<tr>
<td>BUS V08 Computerized Accounting</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>-14 14.5</td>
</tr>
</tbody>
</table>
NARRATIVE
for
Associate Degree in Theatre Arts for Transfer

Please note well:

- Use the heading (item) and numbering convention (for example: Item 1. Program Goals and Objectives).
- Ensure the description provided under each item is removed from the narrative prior to submission.
- When referring to the ADT throughout the narrative, please use the following convention – Associate in Arts/Science in (approved discipline) for Transfer – for example, “Associate in Arts in Art History for Transfer”.

Item 1. Statement of Program Goals and Objectives
The Theatre Arts Department provides both academic and production experience in all aspects of theatre. Our hands-on approach prepares students to go on to four-year universities, professional training programs, to work in the theatre, film, or television industry, or to simply and more fully appreciate the arts. A comprehensive set of undergraduate courses fulfill general education and transfer requirements, and students may obtain an AA in Theatre Arts or work toward Certificates of Achievement in acting, directing, technical theatre production, costume, and make-up. Students majoring in theater may transfer to four-year universities to further their education at the Bachelor level. Most important, we encourage all students to enrich their appreciation of varying forms of art and enhance their abilities in communication, critical analysis and self-expression.

Ventura College Theatre Arts Department is about getting involved and it is the program’s goal to provide every interested student with a chance to participate. The program is structured to provide students with multiple performance opportunities and learning experiences. There is an opportunity to be active both onstage and backstage in various performance mediums. The program produces two plays each year, including one Festivals of One-Act Plays directed and designed by students. In addition, each semester the department hosts multiple acting forums which demonstrate a portfolio of work by the current semester’s acting students.

As for behind the scenes, technical students have opportunities in department productions, but main stage events within the disciplines of music, opera, and dance as well. The department’s productions vary in content and style from year to year. We believe theatre provides a significant enrichment for both its participants and its audience, and we value it as collaborative art in which all participants contribute equally and mutually share responsibility. Students participating in the theatre arts program will express themselves creatively and/or collaborate as an effective member of a team to perform the work of others or to create original work, apply learned knowledge and skills to new and varied situations, use feedback to improve performance, implement time management skills to complete a task, recognize a problem, devise and implement a plan of action.
PROGRAM LEVEL STUDENT LEARNING OUTCOMES:
1. Express themselves creatively through application of the theatrical skills of acting, directing, design, technical production, stagecraft, costume craft, or make-up.
2. Collaborate as an effective member of a team to perform the work of others or to create original work.
3. Apply learned knowledge and skills to new and varied situations.
4. Apply feedback to improve performance.
5. Apply time management skills to complete a task.
6. Recognize a problem, devise and implement a plan of action.

Item 2. Catalog Description

The Associate in Art in Theatre Arts for Transfer Degree (Theatre Arts AA-T) is intended for students who plan to complete a bachelor’s degree in a similar major at a CSU campus. Students completing the degree are guaranteed admission to the CSU system, but not to a particular campus or major.

A student graduating with an Associate in Art in Theatre Arts for Transfer Degree may transfer to a CSU Campus to complete a Bachelor’s Degree in Theatre Arts or related fields.

To earn a Theatre Arts AA-T degree, students must complete:
1. Certified completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following:
   a. The Intersegmental General Education Transfer Curriculum (IGETC-CSU) or the California State University General Education-Breadth Requirements.
   b. A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district.
2. Obtainment of a minimum grade point average of 2.0 on transfer courses.
3. Obtainment of a “C or P” grade or better in all courses required for the major or area of emphasis. Although a "P" grade is allowed (Title 5, Section 55063), it is recommended that students take the course for a letter grade (A, B, or C) due to unit limitations on "P/NP" courses.
4. Complete a minimum of 12 units in residency at the college granting the degree.

REQUIRED CORE (9 units):

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA V01</td>
<td>Theatre Arts Appreciation</td>
<td>3</td>
</tr>
<tr>
<td>THA V02A</td>
<td>Fundamentals of Acting</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following for 3 units

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA V10A</td>
<td>Performance I</td>
<td>3</td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>THA V11A</td>
<td>Production I</td>
<td>3</td>
</tr>
</tbody>
</table>
LIST A:

**Select three (3) of the following courses (9 units):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA V05A</td>
<td>Stagecraft I</td>
<td>3</td>
</tr>
<tr>
<td>THA V06A</td>
<td>Stage Make-up I</td>
<td>3</td>
</tr>
<tr>
<td>THA V20</td>
<td>Costume Design and History</td>
<td>3</td>
</tr>
<tr>
<td>THA V22A</td>
<td>Fundamentals of Stage Costuming I</td>
<td>3</td>
</tr>
<tr>
<td>THA V02B</td>
<td>Advanced Acting</td>
<td>3</td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>THA V31A</td>
<td>Acting for Film and Television I</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Units** | **18**
**CSU General Education or IGETC-CSU Pattern** | **37-39**
**Electives (CSU transferrable units to reach 60)** | **(6)**
**Double-Counted Units**

**DEGREE TOTAL** | **60**

See a counselor or consult assist.org, especially if you plan to transfer to a UC campus or a college or university other than CSU.
In the four columns to the right under the **College Program Requirements**, enter the college’s course identifier, title and the number of units comparable to the course indicated for the TMC. If the course may be double-counted with either CSU-GE or IGETC, enter the GE Area to which the course is articulated. To review the GE Areas and associated unit requirements, please go to Chancellor’s Office Academic Affairs page, RESOURCE section located at: [http://extranet.cccco.edu/Divisions/AcademicAffairs/CurriculumandInstructionUnit/TransferModelCurriculum.aspx](http://extranet.cccco.edu/Divisions/AcademicAffairs/CurriculumandInstructionUnit/TransferModelCurriculum.aspx) or the ASSIST website: [http://web1.assist.org/web-assist/help/help-csu_ge.html](http://web1.assist.org/web-assist/help/help-csu_ge.html).

The units indicated in the template are the **minimum** semester units required for the prescribed course or list. All courses must be CSU transferable. *All courses must be submitted to C-ID prior to completing the Associate Degree for Transfer (ADT) proposal for Chancellor’s Office approval.*

### Associate in Arts in Theatre Arts for Transfer Degree
**College Name:** VENTURA COLLEGE

<table>
<thead>
<tr>
<th>TRANSFER MODEL CURRICULUM (TMC)</th>
<th>COLLEGE PROGRAM REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Title (units)</strong></td>
<td><strong>Course ID</strong></td>
</tr>
<tr>
<td>REQUIRED CORE: (9 units)</td>
<td></td>
</tr>
<tr>
<td>Introduction to Theatre (3) OR Theatre History I (3)</td>
<td>THTR 111</td>
</tr>
<tr>
<td>Acting I</td>
<td>THTR 151</td>
</tr>
<tr>
<td>Rehearsal and Performance Production (maximum of 3 units) OR Technical Theatre in Production (maximum of 3 units)</td>
<td>THTR 191</td>
</tr>
<tr>
<td></td>
<td>THTR 192</td>
</tr>
<tr>
<td>LIST A: Select three (9 units)</td>
<td></td>
</tr>
<tr>
<td>Acting II (3)</td>
<td>THTR 152</td>
</tr>
<tr>
<td>Introduction to Design / Introduction to Theatre Design (3)</td>
<td>THTR 172</td>
</tr>
<tr>
<td>Introduction to Stage Lighting / Lighting Design Fundamentals (3)</td>
<td>THTR 173</td>
</tr>
<tr>
<td>Introduction to Stage Costume / Fundamentals of Costume Design (3)</td>
<td>THTR 174</td>
</tr>
<tr>
<td>Introduction to Stage Make-up / Stage Make-up (3)</td>
<td>THTR 175</td>
</tr>
<tr>
<td>Script Analysis (3)</td>
<td>THTR 114</td>
</tr>
<tr>
<td>Stagecraft (3)</td>
<td>THTR 171</td>
</tr>
<tr>
<td>If not used in REQUIRED CORE: Rehearsal and Performance Production</td>
<td>THTR 191</td>
</tr>
</tbody>
</table>
(maximum of 3 units) OR Technical Theatre in Production (maximum of 3 units)

| OR | THTR 192 | PERFORMANCE II | 2 |
| OR | THA V10B | PRODUCTION I | 3 |
| OR | THA V10C | PRODUCTION II | 3 |
| OR | THA V10D (C-ID Pending) | | |

**Total Units for the Major: 18**

**Total Units for the Major:** 18

**Total Units that may be double-counted**

(Ensure that the total for each Area does not exceed the limit for the specific Area)

| General Education (CSU GE or IGETC) Units | 44-45 |
| Elective (CSU Transferable) Units | 3-4 |

**Total Degree Units (maximum): 60**
REQUEST FOR ESTABLISHMENT/REVISION OF A PROFICIENCY AWARD

1. Proposed name for the proficiency award: Proficiency Award – Acting

2. Provide a statement of purpose for this award. Include a description of the program: This award is for students who have demonstrated achievement in acting within the discipline of theatre.

3. Which department would take stewardship of the award (updating, revising, etc.): Theatre Arts

4. Briefly describe a job or career that a student would be able to attain with this award: By completing the listed courses and receiving this award, students will gain both academic and production experience that will lead to possible casting for projects within the community and surrounding areas or better prepare him/her to transfer to a four-year institution as an acting major.

5. Please address, if applicable, whether this award scaffolds into an existing Certificate of Achievement or Associates Degree. If so, which one(s): Associate in Art Degree – Theatre Arts Transfer

6. If the award is in a Career/Technical area, has your Advisory Committee reviewed and recommended it? Please provide supporting evidence (e.g., minutes from your Advisory Committee) either below or attached to this form: Currently we do not possess an advisory committee. Students submit a printed transcript providing evidence of successful course completion (C or better) to the faculty of the department who monitor and assess the student’s progress before anything is awarded.
**Requirements for a Proficiency Award are as follows:**

- Minimum of 9 units (exceptions are possible with explanation)
- Maximum of 17.5 units
- Requirement of at least one course in residence
- Earn a cumulative grade point average of not less than 2.0 in all degree-applicable coursework attempted.

7. List the course ID, title, and units for each required course(s) and each required additional course(s) or restricted elective(s).

**REQUIRED COURSES**

<table>
<thead>
<tr>
<th>COURSE ID</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA 02A</td>
<td>Fundamentals of Acting</td>
<td>3</td>
</tr>
<tr>
<td>THA V14/DANC V14</td>
<td>Movement for the Theatre</td>
<td>2</td>
</tr>
<tr>
<td>THA 31A</td>
<td>Acting for Film and Television I</td>
<td>3</td>
</tr>
<tr>
<td>THA V2B</td>
<td>Advanced Acting</td>
<td>3</td>
</tr>
</tbody>
</table>

**REQUIRED ADDITIONAL COURSES**

Select one (1) of the following courses:

<table>
<thead>
<tr>
<th>COURSE ID</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUS V10</td>
<td>College Chorus</td>
<td>1</td>
</tr>
<tr>
<td>MUS V11</td>
<td>College Singer1</td>
<td>1</td>
</tr>
<tr>
<td>MUS V12</td>
<td>Community Choir</td>
<td>1</td>
</tr>
<tr>
<td>MUS V13</td>
<td>Voice</td>
<td>1</td>
</tr>
<tr>
<td>MUS V45</td>
<td>Beginning Opera/Musical Theatre Workshop</td>
<td>1</td>
</tr>
</tbody>
</table>

Select six (6) units from the following courses with an emphasis on acting:

<table>
<thead>
<tr>
<th>COURSE ID</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA V10A</td>
<td>Performance I</td>
<td>3</td>
</tr>
<tr>
<td>THA V10B</td>
<td>Performance II</td>
<td>3</td>
</tr>
<tr>
<td>THA V31B</td>
<td>Acting for Film and Television II</td>
<td>3</td>
</tr>
<tr>
<td>THA V90</td>
<td>Directed Studies in Theatre Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL REQUIRED UNITS:** 18 hrs

_________________________  ____________
Department Chair          Date

____________________________  ____________
Dean                       Date
REQUEST FOR ESTABLISHMENT/REVISION OF A PROFICIENCY AWARD

1. Proposed name for the proficiency award: _____Costume Design______________

2. Provide a statement of purpose for this award. Include a description of the program:
The Costume Design Proficiency Award is designed to prepare students for an introductory position in the Costuming Industry or for further study in Costume Design, by using classroom training and practical experience. The coursework is in line with the state transfer requirements, and the practicums are structured so students are working in a professional manner on real productions produced by the Theatre, Music, and Dance departments. The practicums cover all aspects of Costume Design, including cataloging, maintenance, sewing, repairing, researching and designing of costuming.

3. Which department would take stewardship of the award (updating, revising, etc.): ___
   ______ Theatre Department ______________________________________________

4. Briefly describe a job or career that a student would be able to attain with this award:
A student would have several options, all involve either working on a live production (theatre, opera, ice show, circus & cruise ship) as well as film production. Some of the job opportunities would be Wardrobe, Dresser, Stitcher, Shopper, Stylist, First Hand, and Costumer.

5. Please address, if applicable, whether this award scaffolds into an existing Certificate of Achievement or Associates Degree. If so, which one(s): ____________________________
   ______ Not at this time______________________________________________________

Ventura College Curriculum Committee
6. If the award is in a Career/Technical area, has your Advisory Committee reviewed and recommended it? Please provide supporting evidence (e.g., minutes from your Advisory Committee) either below or attached to this form: _____________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Requirements for a Proficiency Award are as follows:
- Minimum of 9 units (exceptions are possible with explanation)
- Maximum of 17.5 units
- Requirement of at least one course in residence
- Earn a cumulative grade point average of not less than 2.0 in all degree-applicable coursework attempted.
7. List the course ID, title, and units for each required course(s) and each required additional course(s) or restricted elective(s).

**REQUIRED COURSES**

<table>
<thead>
<tr>
<th>COURSE ID</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Tha V05A</em></td>
<td><em><strong>Stagecraft</strong></em>_____________</td>
<td>3</td>
</tr>
<tr>
<td><em>Tha V22A</em></td>
<td><em><strong>Fundamentals of Stage Costuming I</strong></em></td>
<td>3</td>
</tr>
<tr>
<td><em>Tha V22B</em></td>
<td><em><strong>Fundamentals of Stage Costuming II</strong></em>_</td>
<td>3</td>
</tr>
</tbody>
</table>

**REQUIRED ADDITIONAL COURSES**

<table>
<thead>
<tr>
<th>COURSE ID</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Tha V11A</em></td>
<td><em><strong>Production 1</strong></em>_____________</td>
<td>3</td>
</tr>
<tr>
<td><em>Tha V11B</em></td>
<td><em><strong>Production II</strong></em>_____________</td>
<td>3</td>
</tr>
<tr>
<td><em>Tha V90</em></td>
<td><em><strong>Directed Studies in Theater Arts</strong></em>_____________</td>
<td>3</td>
</tr>
</tbody>
</table>

TOTAL REQUIRED UNITS: 15

_________________________       _____________
Department Chair               Date

_________________________       _____________
Dean                           Date
REQUEST FOR ESTABLISHMENT/REVISION OF A PROFICIENCY AWARD

1. Proposed name for the proficiency award: Proficiency Award – Directing

2. Provide a statement of purpose for this award. Include a description of the program: This award is for students who have demonstrated achievement in directing within the discipline of theatre.

3. Which department would take stewardship of the award (updating, revising, etc.): Theatre Arts

4. Briefly describe a job or career that a student would be able to attain with this award: By completing the listed courses and receiving this award, students will gain both academic and production experience that will lead to possible positions as a director, assistant director, or production assistant for projects within the community and surrounding areas or better prepare him/her to transfer to a four-year institution as a directing major.

5. Please address, if applicable, whether this award scaffolds into an existing Certificate of Achievement or Associates Degree. If so, which one(s): Associate in Art Degree – Theatre Arts Transfer

6. If the award is in a Career/Technical area, has your Advisory Committee reviewed and recommended it? Please provide supporting evidence (e.g., minutes from your Advisory Committee) either below or attached to this form: Currently we do not possess an advisory committee. Students submit a printed transcript providing evidence of successful course completion (C or better) to the faculty of the department who monitor and assess the student’s progress before anything is awarded.
7. List the course ID, title, and units for each required course(s) and each required additional course(s) or restricted elective(s).

**REQUIRED COURSES**

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</thead>
<tbody>
<tr>
<td>THA 02A</td>
<td>Fundamentals of Acting</td>
<td>3</td>
</tr>
<tr>
<td>THA V05A</td>
<td>Stagecraft I</td>
<td>3</td>
</tr>
</tbody>
</table>

**REQUIRED ADDITIONAL COURSES**

Select six (6) units from the following courses with an emphasis on acting or technical theatre:

<table>
<thead>
<tr>
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<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THA V2B</td>
<td>Advanced Acting</td>
<td>3</td>
</tr>
<tr>
<td>THA V10A</td>
<td>Performance I</td>
<td>3</td>
</tr>
<tr>
<td>THA V10B</td>
<td>Performance II</td>
<td>3</td>
</tr>
<tr>
<td>THA V11A</td>
<td>Production I</td>
<td>3</td>
</tr>
<tr>
<td>THA V11B</td>
<td>Production II</td>
<td>3</td>
</tr>
<tr>
<td>THA V90</td>
<td>Directed Studies</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL REQUIRED UNITS:** 15 hrs

_________________________ _________
Department Chair   Date

____________________________ _________
Dean     Date
REQUEST FOR ESTABLISHMENT/REVISION OF A PROFICIENCY AWARD

1. Proposed name for the proficiency award: _____Makeup________________

2. Provide a statement of purpose for this award. Include a description of the program:
   The Makeup Proficiency Award is designed to prepare students for an introductory position in the Makeup Industry, by using classroom training and practical experience. The practicums are structured so students are working in a professional manner on real productions produced by the Theatre, Music, and Dance departments. The practicums cover all aspects of Makeup, including organizing, researching, designing and applying all aspects of Makeup.

   __________________________________________________________________________
   __________________________________________________________________________

3. Which department would take stewardship of the award (updating, revising, etc.): ___
   __________ Theatre Department______________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

4. Briefly describe a job or career that a student would be able to attain with this award:
   A student would have several options, all involve either working on a live production (theatre, opera, ice show, circus & cruise ship) as well as film production, as a Makeup Artist.

5. Please address, if applicable, whether this award scaffolds into an existing Certificate of Achievement or Associates Degree. If so, which one(s): _________________________
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
   ______ Not at this time________________________________________________

6. If the award is in a Career/Technical area, has your Advisory Committee reviewed and recommended it? Please provide supporting evidence (e.g., minutes from your Advisory Committee) either below or attached to this form: ________________________________
Requirements for a Proficiency Award are as follows:

- Minimum of 9 units (exceptions are possible with explanation)
- Maximum of 17.5 units
- Requirement of at least one course in residence
- Earn a cumulative grade point average of not less than 2.0 in all degree-applicable coursework attempted.
7. List the course ID, title, and units for each required course(s) and each required additional course(s) or restricted elective(s).

**REQUIRED COURSES**

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<tbody>
<tr>
<td>Tha V05A</td>
<td>Stagecraft</td>
<td>3</td>
</tr>
<tr>
<td>Tha V6A</td>
<td>Stage Makeup I</td>
<td>3</td>
</tr>
<tr>
<td>Tha V6B</td>
<td>Stage Makeup II</td>
<td>3</td>
</tr>
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**REQUIRED ADDITIONAL COURSES**

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</tr>
<tr>
<td>Tha V11B</td>
<td>Production II</td>
<td>3</td>
</tr>
<tr>
<td>Tha V90</td>
<td>Directed Studies in Theater Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL REQUIRED UNITS:** 15

_____________________________  ____________
Department Chair            Date

_____________________________  ____________
Dean                        Date