



Curriculum Committee

Minutes

Multidisciplinary Center West Conference Room (MCW-312)
February 17, 2015 at 3:00pm

**NOTE: ALL COURSES/PROGRAMS UP FOR APPROVAL FROM THIS DATE FORWARD
WILL BE EFFECTIVE FALL 2016 UNLESS OTHERWISE NOTED.**

I. CALL TO ORDER

A. Gonzales called the meeting to order at 3:08 p.m.

II. ROLL CALL

VOTING MEMBERS PRESENT: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner*, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Via Phone: G. Arevalo

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

**arrived after the approval of the minutes*

NON-VOTING MEMBERS PRESENT: O. Duangpun, P. Jefferson (co-chair), O. Long, and J. Osborne (ASVC Rep.) (*ABSENT: S. Bricker, T. Harrison, D. Kumpf, Gwendolyn Lewis-Huddleston, V. Lugo, K. Schrader, and L. Wright*)

GUESTS: Connie Baker and Richard Goff

III. APPROVAL OF THE AGENDA

A. Gonzales called for a motion to approve the agenda.

Motion by M. Bowen, second by D. Young

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, , A. Gaines, A. Gonzales (co-chair), D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstentions: G. Arevalo

IV. PUBLIC COMMENTS

G. Arevalo inquired if the Curriculum Committee would approve the addition of public comments to the agenda.

Motion to approve adding public comments as a standing agenda item made by M. Bowen, second by D. Newcomb

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, , A. Gaines, A. Gonzales (co-chair), D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstentions: G. Arevalo

V. APPROVAL OF MINUTES: February 3, 2015

A. Gonzales called for a motion to approve the minutes.

Note corrections: R. Petitfils is a voting member and record his abstentions properly, correct typo

Motion to approve with corrections made by G. Arevalo, second by M. Bowen

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstentions: G. Arevalo and R. Koerner*

**arrived after the approval of the minutes*

VI. POLICY AND PROCESS DISCUSSION:

A. Curriculum Committee Subcommittees

1. Philosophy and General Education

It was noted that G. Arevalo and A. Gonzales were co-chairs. A. Gonzales stated that there has not been a meeting in spring nor was a date scheduled for May.

2. Curriculum Technical Review & Prerequisites

P. Jefferson stated that this section was added to the agenda as a standing item to have reports from the subcommittees. G. Arevalo brought up issues related to the Brown Act, the "Making Decisions at Ventura College, 2012-2013" document, and Academic Senate bylaws. M. Bowen noted that the Academic Senate President was not present at the meeting and that the issues identified should be discussed with him present.

M. Bowen stated that he inquired on a curriculum committee chair list serve regarding the process other institutions utilize for minimum qualifications (MQs) listed in course outlines of record. A response received involved another subcommittee to review the MQs. Another discussion ensued that touched on the process for the revision of the "Making Decisions at Ventura College, 2012-2013" document.

Motion to table the discussion until G. Arevalo and A. Kolesnik were physically present, was made by R. Koerner, second by D. Newcomb

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstentions: G. Arevalo

3. Distance Education Curriculum Review

Item tabled per motion above.

VII. Curricular Proposals for Approval

A. Credit Courses: Second Reading

1. New

<ul style="list-style-type: none"> • BUS V49* Introduction to Social Media Marketing 3 units *effective Fall 2015
<p>Motion by M. Bowen, second by D. Young <i>Discussion: D. Newcomb noted that it was not a transferable course. She</i></p>

stated that it is a new topic and that there are not a lot of colleges currently offering it.

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstentions: G. Arevalo

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'

Motion by D. Newcomb, second by D. Young

Discussion: C. Baker noted that historically ID numbers have not been changed because of the problems that the change causes. Currently the change would cause problems with Degree Works in particular. The problems an ID change causes in regards to computer systems is not the only concern. The other concern was to set a precedent that could result in other departments proposing ID number changes thereby placing a burden on the department responsible for maintaining the data in various computer systems used district-wide.

P. Jefferson stated that inquiry was made for justification for this change and it was a compelling reason. R. Koerner stated that HED V01 has never been used before and that the change will result in an ID number that is consistent with the C-ID for the degree and the state, to remain consistent.

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

No: G. Arevalo

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

• **BUS V49* RP – “Student should have basic computer skills”
*effective Fall 2015**

Motion by M. Bowen, second by D. Young

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstain: G. Arevalo

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**

Motion by M. Bowen, second by D. Young

Discussion: A. Gonzales inquired about the facilitation of BUS V95 Business Internship as listed in the required core of the program requirements. D. Newcomb responded that the course is facilitated by business faculty and mentioned the possibility of involvement with the VC Innovates grant.

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstain: G. Arevalo

7. Noncredit Courses

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8. Study Abroad/International Education

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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 - TABLED	7 units

Motion, excluding MATH V19, by M. Bowen, second by D. Young

Discussion: M. Bowen noted that during technical review an issue with the units/hours and Title V compliance for POSC V01 was identified. His recommendation was to either add 0.5 hours of lecture or a full hour of laboratory to the proposal to ensure a total of 32 units, as it is, it only adds to 31.5 units. G. Arevalo replied that was correct, and stated that the code certification was 910 hours for sheriffs, and that the other hours are out of class hours, diverging from Title V, similar to art and pe. R. Goff stated that the hours are set by POST as minimum, and that we can exceed them if necessary. G. Arevalo stated 644 hours, Ventura County Sheriffs is 910 hours, including inside and outside assignments, physical training or testing required by POST. M. Bowen stated that we can do that, thank you.

C. Wendt asked for clarification regarding the MATH course proposal and its unit value. A long discussion ensued which concluded with an amended motion to table approval of the first reading of the course until A. Kolesnik was present.

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstain: G. Arevalo

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)

Motion by M. Bowen, second by D. Newcomb
Discussion: R. Koerner noted that the title change conforms to what the course is currently called by everybody.
Final Resolution: Motion was approved.
Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.
Abstain: G. Arevalo

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

- **MATH V19 - TABLED**
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**

Motion by M. Bowen, to table MATH V19, second by D. Young
Final Resolution: Motion was approved.
Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.
Abstain: G. Arevalo

Motion by M. Bowen, POSC V01, second by Ayanna
Final Resolution: Motion was approved.
Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.
Abstain: G. Arevalo

4. 88s and 89s

5. Distance Education

- **HED V20***
New: Hybrid (1-50% online)
- **HED V76***
New: Hybrid (1-50% online)
~~New: Fully Online (100% online) - PULLED~~
***first and second reading, effective Fall 2015**

Motion by D. Newcomb, as hybrid only both courses for first and second reading effective Fall 2015, second by M. Bowen
Discussion: R. Koerner noted that both courses were proposed to be effective for Fall 2015; motion was amended to reflect that. The proposal for HED V76 to be offered Fully Online (100% online) was pulled, noted that it was suggested by the dean but that faculty deemed the course was not appropriate for 100% online.
 Final Resolution: Motion was approved.
 Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.
 Abstain: G. Arevalo

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*

Motion by M. Bowen, second by D. Young
 Final Resolution: Motion was approved.
 Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.
 Abstain: G. Arevalo

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)

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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)- PULLED
 > **Acting; Costume; Directing; Make-Up; Technical Theatre Production**
*effective Fall 2015

Motion by M. Bowen, amended to pull the Theatre Proficiency Awards, second by R. Koerner
Discussion: D. Newcomb noted that she was part of the committee that created the proficiency award form three years ago and acknowledged that it works well for new proposals but is cumbersome for revisions. She noted for the record that the form needs to be revisited specifically for its use in revisions. The form states as one of the proficiency award requirements a maximum of 17.5 units. It was noted that the revised theatre arts proficiency awards did not comply with that requirement. After a discussion regarding the submission process for proficiency awards the conclusion was to pull the theatre proficiency awards and the motion was amended as such.

Motion by M. Bowen, second by D. Young

Final Resolution: Motion was approved.

Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.

Abstain: G. Arevalo

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

P. Jefferson noted that one nomination was received but that the person was not willing to serve. He stated that more nominations were needed. It would need to be someone currently on the committee. G. Arevalo made a motion to nominate M. Bowen as the next Curriculum Committee Faculty Co-Chair. P. Jefferson noted that the motion was tabled for lack of a second and the item will be voted on at the next meeting March 3rd.

- B. [DTRW-I](#) Report for meeting held 02.12.15 (Information) – A. Gonzales
- ART V50A/V50B/V50C/50D

A. Gonzales provided a report for the DTRW-I meeting. It was the recommendation of the members to bring back the ART courses listed above to be designated as a family.

P. Jefferson initiated a discussion regarding training for Curriculum Committee members and stated that a conversation was needed to decide what would best suit our needs.

- C. Non-Credit Instruction and Training (Information/Discussion) – G. Arevalo

G. Arevalo stated to table this item. She noted the training scheduled for Tuesday and instructed everyone to register for it.

- D. Other

P. Jefferson stated that a [ASCCC Noncredit/Curriculum Regional Meeting](#) was scheduled for March 21st at Cerritos College. A. Gonzales noted that a communication was sent by the Academic Senate President regarding the meeting on Feb. 6th.

T. Dalton requested to note for the record that having a member call in caused miscommunication, and unprofessional behavior, it was disruptive, and would like for it to not occur again in the future. G. Arevalo indicated to him that a motion had to be made.

~~T. Dalton moved to not allow call in for meetings; people need to be physically present to participate, second by M. Bowen~~

~~Final Resolution: Motion was approved.~~

~~Yes: M. Bowen, C. Branciforte, T. Dalton, A. Gaines, A. Gonzales (co-chair), R. Koerner, D. Newcomb, R. Petitfils, C. Wendt, and D. Young.~~

~~Abstain: G. Arevalo¹~~

D. Newcomb inquired about the May deadline being inclusive of updates and noted that without issuance of the priority one list, it does not leave much time. She inquired about the change from the division rotation to a single date. M. Bowen replied that the rotation was voted out, and if the department chair needs the list, to contact him.

G. Arevalo stated for the record the motion regarding calling in was a violation of the Brown Act.

A. Gonzales adjourned the meeting at 4:25pm

Motion was rescinded by T. Dalton at Curriculum Committee Meeting March 3, 2015, reference [minutes](#) from stated meeting.¹

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) 289-6464

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.

ENTREPRENEURSHIP	SOCIAL MEDIA MARKETING	BUSINESS ADMINISTRATION
BUS V03		BUS V03
BUS V30	BUS V30	BUS V30
		BUS V31/SUPV94
BUS V32/SUP V93		BUS V32/SUPV93
BUS V33		BUS V33
BUS V38/CDV38	BUS V38/CD 38	BUS V38/CDV38
BUS V43		
BUS V45	BUS V45	BUS V45
BUS V46	BUS V46	
BUS V47	BUS V47	
BUS V49	BUS V49	
BUS V50	BUSV50	
BUS V95	BUS V95	
BUS V07B		
		BUS V17

If you complete Entrepreneurship, you only need 3 more classes to get either Social Media or Business Administration.

SOCIAL MEDIA MARKETING PROGRAM

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.

Here are some facts from the 2013 Social Media Marketing Industry Report:

(<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2013.pdf> Accessed 09-21-14)

- 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

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (17 units)	BUS V30	Introduction to Business	3	Yr 1, Fall
	BUS V45	Business Communication	3	Yr 1, Fall
	BUS V46	Marketing	3	Yr 1, Spring
	BUS V49	Introduction to Social Media Marketing	3	Yr 2, Fall
	BUS V50	Public Relations	3	Yr 2, Fall
	BUS V95	Business Internship	2	Yr 2, Spring
One Elective (3 units)	BUS V38/CD V38	Small Business Management	3	Yr 1, Spring
	BUS V47	Sales	3	Yr 2, Spring

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”.¹

¹http://www.ccewd.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

CB01: Course Department Number	CB02: Course Title	FY 2013		FY 2014	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
BUS V30	Introduction to Business	16	531	17	568
BUS V45	Business Communication	5	148	5	141
BUS V46	Marketing (new course effective Fall 2015)	*	*	*	*
BUS V49	Introduction to Social Media Marketing (new course pending approval)	*	*	*	*
BUS V50	Public Relations (new course pending approval)	*	*	*	*
BUS V95	Business Internship	*	*	*	*
BUS V38/CD V38	Small Business Management	4	93	3	80
BUS V47	Sales (new course	*	*	*	*

² Centers of Excellence Environmental Scan Social Media, California, February 2012

³ Centers of Excellence Environmental Scan Social Media, California, February 2012

	approved but not yet offered)				
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*** 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.

Interest in courses focused on Social Media in Business	79% Some to considerable interest
Interest in a COA or AS Degree in Social Media in Business	71% Yes or Maybe

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.

Attachments:

- A. Business Advisory Council Minutes
- B. Labor Market Information
- C. Student Survey

Attachment A: Business Advisory Council Minutes

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/>
- **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

BAC MEMBER	Company	Q1 - Any changes in skills	Q2 - Certifications	Q3 - Entrepreneur	Q4 - Social Media	Comments
Carolyn Herrera	Quest Temps	N	N	Y	Y	
Lu Setnicka	Setnicka Consulting	Y	Y	Y	Y	Interviewing & presentation skills seem to be lacking so emphasis is needed on these. Also social media channels, Word, Excel & PowerPoint
Paul Newman	SGB-NIA Insurance	Y	Y	Y	Y	Computer & communications
Kay Wigton	Union Bank	-	-	Y	Y	These programs are very much needed
						Sales course is critical! Social media students should learn to use it to promote, build and inform. Entrepreneur curriculum is aggressive for entry-level students. Be sure to cover entrepreneur vs employee, problem solving, understanding the market, market research, & product development. Stay abreast of gov't changes, have entrepreneurial approach to employment.
Jerome Williams	Sansum Clinic	Y	Y	Y	Y	
David Fleisch	County of Ventura	N	N	Y	Y	
Lesia Caputo	Beneflex	Y	N	Y	Y	New skills needs: operational management, Human Resources generalist experience, training, and finance. Social media and marketing
Harriet Cohen	Training Solutions			M	M	Supports degrees only if they are practical and not theoretical. They must be future-thinking. Social Media: strongly linked to marketing, branding, and identifying the psychographic target. It needs to focus on the mission and vision of a business and understand if and how social media in all its forms is used. The forms range from websites and blogs to e-books, video, and linked in google, facebook, Instagram Pinterest, SEO and more. I would like to see more classes aimed at developing the specifics. Entrepreneur: focus on business basics. An entrepreneur is one who takes risks, see possibilities, seeks alternatives, and often finds a new path. I would like to see more on future trends. Students need the foundational tools to succeed, want to know how to get funding, from crowd sourcing to angel investors to venture capital. They want to find collaborators who share their vision. They flourish in environments that are completely interactive and stretch their beliefs.
Patricia Duffy	WIB	Y	N	Y	Y	Credentials must be recognized by employer to be of value. Soft skills and critical thinking skills being requested by employers
TOTALS						
Respondents	3			8Yes	8Yes	
				1May	1Maybe	
				83%	83%	

Attachment B: Labor Market Information

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.

Exhibit 3: 2011 Employment, 5-year Growth, and Replacement Jobs, California

Job Title	2011 Jobs	2016 Jobs	New Jobs	Total Job ¹² Openings	% Change	Average Hourly Wages
Sales representatives, services, all other	86,599	91,804	5,205	15,947	6%	\$27.61
Public relations specialists	36,243	40,239	3,996	8,290	11%	\$29.58
Advertising sales agents	17,708	18,829	1,121	3,014	6%	\$27.33
Media and communication workers, all other	12,603	13,424	821	2,309	7%	\$23.35
Advertising & promotions managers	7,725	8,050	325	1,250	4%	\$39.57
TOTALS	160,878	172,346	11,468	30,810	7%	\$28.26

(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*?

5	4	3	2	1
Considerable interest	Moderate interest	Some interest	Little interest	No interest

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

5	4	3	2	1
Considerable interest	Moderate interest	Some interest	Little interest	No interest

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.

REQUIRED COURSES:		Units
BUS V30	Introduction to Business	3
BUS V45	Business Communication	3
BUS V46	Marketing	3
*BUS V49	Introduction to Social Media Marketing	3
*BUS V50	Public Relations	3
BUS V95	Business Internship	2
REQUIRED ADDITIONAL COURSES:		
Select one (1) of the following courses:		
BUS V38/CDV38	Small Business Management	3
BUS V47	Sales	<u>3</u>
		20

* 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 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:

<u>Richard Goff</u>	<u>2-12-15</u>	_____	_____
Originator	Date	Department Faculty	Date
<u>Richard Goff</u>	<u>2-12-15</u>	_____	_____
Department Chair	Date	Department Faculty	Date
<u>Kathleen Schneider</u>	<u>2-12-15</u>	_____	_____
Division Dean	Date	Department Faculty	Date
<u>Joe Free</u>	<u>2-12-15</u>	_____	_____
Department Faculty	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:

<u>[Signature]</u> Originator	<u>2-12-15</u> Date	_____	_____
		Department Faculty	Date
<u>[Signature]</u> Department Chair	<u>2-12-15</u> Date	_____	_____
		Department Faculty	Date
<u>[Signature]</u> Division Dean	<u>2-12-15</u> Date	_____	_____
		Department Faculty	Date
<u>[Signature]</u> Department Faculty	<u>2-12-15</u> 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.

Associates in Science Degree
Certificate of Achievement

POLICE SCIENCE: BASIC LAW ENFORCEMENT ACADEMY

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:

		Units
POSC V01	Basic Law Enforcement Academy	32
	Total Units:	<u>32</u>

Memo

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)

REQUIRED COURSES:		UNITS
BUS V03	Introduction to Accounting	3
BUS V04	Computerized Payroll Accounting	3
BUS V07A	Business Calculations	2.5
BUS V07B	Business Calculations Using Excel	2.5
<i>BUS V17</i>	<i>Computer Applications</i>	3
BUS V08	Computerized Accounting	3
TOTAL		14 14.5

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):

	Units
THA V01 Theatre Arts Appreciation	3
THA V02A Fundamentals of Actin	3

Choose one of the following for 3 units

THA V10A Performance I	3
OR	
THA V11A Production I	3

LIST A:

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

THA V05A	Stagecraft I	3
THA V06A	Stage Make-up I	3
THA V20	Costume Design and History	3
THA V22A	Fundamentals of Stage Costuming I	3

THA V02B	Advanced Acting	3
OR		
THA V31A	Acting for Film and Television I	3

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

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

Transfer Model Curriculum (TMC) Template for Theatre Arts

Template # 1005

CCC Major or Area of Emphasis: Theatre Arts

Rev. 1: 03/01/13

TOP Code: 100700

CSU Major(s): Theatre Arts; Drama

Total Units: 18 (all units are semester units)

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>

or the ASSIST website: 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				
TRANSFER MODEL CURRICULUM (TMC)		COLLEGE PROGRAM REQUIREMENTS		
Course Title (units)	C-ID Descriptor	Course ID	Course Title	Units CSU GE/IGETC Area
REQUIRED CORE: (9 units)				
Introduction to Theatre (3) OR Theatre History I (3)	THTR 111 THTR 113	THA V01 (C-ID Pending)	THEATRE ARTS APPRECIATION	3 C1/3A
Acting I	THTR 151	THA V02A	FUNDAMENTALS OF ACTING	3 C1
Rehearsal and Performance Production (maximum of 3 units) OR Technical Theatre in Production (maximum of 3 units)	THTR 191 THTR 192	THA V10A OR THAV11A	PERFORMANCE I PRODUCTION I	3
LIST A: Select three (9 units)				
Acting II (3)	THTR 152	THA V02B OR THA V31A (C-ID Pending)	ADVANCED ACTING ACTING FOR FILM AND TELEVISION I	3 3
Introduction to Design / Introduction to Theatre Design (3)	THTR 172	THA V20 (C-ID Pending)	COSTUME DESIGN AND HISTORY	3 C1/3A
Introduction to Stage Lighting / Lighting Design Fundamentals (3)	THTR 173			
Introduction to Stage Costume / Fundamentals of Costume Design (3)	THTR 174	THA V22A (C-ID Pending)	FUNDAMENTALS OF STAGE COSTUMING I	3
Introduction to Stage Make-up / Stage Make-up (3)	THTR 175	THA V06A (C-ID Pending)	STAGE MAKE-UP I	3
Script Analysis (3)	THTR 114			
Stagecraft (3)	THTR 171	THA V05A (STAGECRAFT I	3
If not used in REQUIRED CORE: Rehearsal and Performance Production	THTR 191	THA V10A	PERFORMANCE I	3

(maximum of 3 units) OR Technical Theatre in Production (maximum of 3 units)	THTR 192	OR				
		THA V10B	PERFORMANCE II	2		
		OR				
		THA V10C	PRODUCTION I	3		
		OR				
		THA V10D (C-ID Pending)	PRODUCTION II	3		
Total Units for the Major:	18	Total Units for the Major:		18		
				Total Units that may be double-counted <i>(Ensure that the total for each Area does not exceed the limit for the specific Area)</i>		6
				General Education (CSU GE or IGETC) Units		44-45
				Elective (CSU Transferable) Units		3-4
				Total Degree Units (maximum)		60

Ventura College Curriculum Committee

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

COURSE ID	COURSE TITLE	UNITS
THA 02A	Fundamentals of Acting	3
THA V14/DANC V14	Movement for the Theatre	2
THA 31A	Acting for Film and Television I	3
THA V2B	Advanced Acting	3

REQUIRED ADDITIONAL COURSES

Select one (1) of the following courses:

COURSE ID	COURSE TITLE	UNITS
MUS V10	College Chorus	1
MUS V11	College Singer1	1
MUS V12	Community Choir	1
MUS V13	Voice	1
MUS V45	Beginning Opera/Musical Theatre Workshop	1

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

COURSE ID	COURSE TITLE	UNITS
THA V10A	Performance I	3
THA V10B	Performance II	3
THA V31B	Acting for Film and Television II	3
THA V90	Directed Studies in Theatre Arts	3

TOTAL REQUIRED UNITS: 18 hrs

Department Chair

Date

Dean

Date

Ventura College Curriculum Committee

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_____

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.

Ventura College Curriculum Committee

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.

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

COURSE ID	COURSE TITLE	UNITS
THA 02A	Fundamentals of Acting	3
THA V05A	Stagecraft I	3

REQUIRED ADDITIONAL COURSES

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

COURSE ID	COURSE TITLE	UNITS
THA V2B	Advanced Acting	3
THA V10A	Performance I	3
THA V10B	Performance II	3
THA V11A	Production I	3
THA V11B	Production II	3
THA V90	Directed Studies	3

TOTAL REQUIRED UNITS: 15 hrs

Department Chair

Date

Dean

Date

Ventura College Curriculum Committee

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

COURSE ID	COURSE TITLE	UNITS
_Tha V05A	Stagecraft	_3_
_Tha V6A	Stage Makeup I	_3_
_Tha V6B	Stage Makeup II	_3_
_____	_____	_____
_____	_____	_____
_____	_____	_____

REQUIRED ADDITIONAL COURSES

COURSE ID	COURSE TITLE	UNITS
_Tha V11A	Production 1	_3_
_Tha V11B	Production II	_3_
_Tha V90	Directed Studies in Theater Arts	_3_
_____	_____	_____
_____	_____	_____

TOTAL REQUIRED UNITS: _15_

Department Chair

Date

Dean

Date