# AGENDA

1. Call to Order ........................................................................ 4:15 Dana Cserepes
2. Confirmation of Agenda
3. Approval of Minutes of February 2, 2011
4. Chair’s Report
5. Program Revision: Graphic/Interior Design English 12 Requirements ...... 4:30 Barbara Duggan
6. Program Revision: Harmonization of BA and BAA Requirements .......... 4:45 Roger Tweed
7. Program Revision: Public Relations Diploma Program ......................... 5:00 David Wiens
8. Items for Discussion
9. Adjournment
10. Next meeting: April 6, 2011
MINUTES

Present:

Baron, Jackie               Morris, Susan
Bennett, Pat                 Motzek, Reese
Cserepes, Dana (Chair)       Richard, Paul
Derwojed, Jacob              Samwald, Elaine
Mitchell, Zena               Wade, Tally

Regrets:

Adamoski, Rob
Erickson, Shawn
Fletcher, Douglas
Royal, Wendy

Guests:

Hughes, Kenneth
Lyon, Dave
Massey, Joanne

Secretariat: Thompson, Kerry

1. Call to Order at 4:20pm

2. Confirmation of Agenda

The agenda was confirmed by consensus

3. Approval of Minutes of January 5, 2011

Moved by Paul Richard, seconded by Tally Wade that the minutes of the January 5, 2011 SSCC meeting be approved.

MOTION CARRIED
4. **Chair’s Report**

The following items were brought forward by SCC and approved at the Monday, January 31, 2011 Senate meeting:

- **Program Revision: Public Relations Diploma program**
- **Full Program Proposal: Bachelor of Applied Science in Sustainable Agriculture**

The revision to the Bachelor of Science Template met with questions regarding how the revision meets with the residency requirements in Policy B14: Credit for Prior Learning Assessment. Senate asked that the item go back to SCC for further review. The Registrar has since reviewed the discussion at Senate and the Template will now go back to Senate in February, without SCC review, as it is his opinion that the policy should be viewed separately from the Template.

A joint Board of Governors/Senate Task Force will be looking at Kwantlen’s degree development process.

5. **Program Revision: CADD Technologies Diploma Program**

The CADD program is proposing to lower the Math entrance requirement from C+ to C, which is appropriate for entrance to the CADD Diploma and for the completion of the CADD Certificate.

**Moved by Tally Wade, seconded by Elaine Samwald that SCC approve the change to the Math entrance requirement to the CADD Diploma program.**

**MOTION CARRIED**

To Senate

6. **Program Revision: Credit Conversion Agreement DRAF / CADD**

After thorough discussion of the current process for granting undergraduate credits to students with vocational course credits transferring from external programs, it was determined that the internal transfer issue requires further discussion at the Registrar’s office level.

**ACTION:** Registrar’s Services to review the credit conversion agreement process currently in place.

**ACTION:** Item to be brought back to SCC in March and moved forward to Senate if approved.

7. **Program Revision: Associate of Arts, Criminology**

The revision to the Associate of Arts, Criminology program will allow greater flexibility in course selection for current AA Criminology students, and align the foundation requirements for students transferring up to the Bachelor of Arts in Criminology and the Bachelor in Community Criminal Justice programs.
Moved by Pat Bennett, seconded by Jackie Baron that SSCC approve the revisions to the Associate of Arts, Criminology program.

MOTION CARRIED

To Senate.

8. Program Revision: Bachelor of Arts, Major in Criminology

CRIM 1215 Interpersonal and Professional Development is being added as a required course to the BA Major in Criminology program and will help to align it with the lower-level prerequisites for the AA Major in Criminology and the BA Community Criminal Justice program

Moved by Pat Bennett, seconded by Tally Wade that SSCC approve the revision to the Bachelor of Arts, Major in Criminology program, with revision.

MOTION CARRIED

To Senate.

9. Program Revision: Graphic Design for Marketing Program

GDMA Diploma and Degree Programs Revision: Minimum B- Policy

Currently students in the GDMA program require a B- progression grade which is out of line with standard University requirements. The revision would change the prerequisite grade requirement to a C.

Moved by Elaine Samwald, seconded by Pat Bennett that SSCC approve the change in the prerequisite grade from a B- to a C in the Graphic Design for Marketing Diploma and Degree programs, with revision.

MOTION CARRIED

To Senate.

GDMA Degree Program Continuation Policy

To maintain the status and strong links within the graphic design industry that Kwantlen has developed, the department is looking at ways to ensure that degree graduates continue to have the caliber of skills indicated by having earned a Kwantlen degree. To this end, students will be required to achieve a cumulative GPA of B- by the end of their 3rd year in order to progress to 4th year.

Moved by Paul Richard, seconded by Pat Bennett that SSCC approve the revision to the Continuation Policy in the Graphic Design Degree program, with revision.

MOTION CARRIED
To Senate

10. Calendar Content Template

As a result of a review of the online calendar, the Registrar’s Office has determined that a standard format and a template driven process for updating changes to department academic calendars is desirable.

The goal of the template is to capture all aspects requisite in an online academic calendar, in broad categories resulting in consistent, up to date information available to current and prospective Kwantlen students.

Moved by Susan Morris, seconded by Tally Wade that the Calendar Content Template be approved.

MOTION CARRIED

ACTION: Add template to website

ACTION: Add to degree template

ACTION: D Cserepes and Robert Hensley to issue joint email to departments

11. BA Major Building on a BA Minor Mini Concept

The committee reviewed a template that will be utilized by developers who are developing an FPP for a BA program that has an existing Minor.

ACTION: Document to be updated based on feedback from the committee

12. Program Implementation Survey Form

The committee discussed the Program Implementation Survey Form and made suggestions for revisions.

ACTION: Form to be updated based on feedback from the committee

13. Items for Discussion

14. The meeting was meeting adjourned at 6:14 pm.
MEMORANDUM

TO:        SSCC
FROM:  Barbara Duggan
DATE:  8-Feb-11
SUBJECT:  Graphic Design and Interior Design – changes to English 12 entrance requirements

At the December 2010 Faculty of Design’s Curriculum Committee meeting, proposed changes to Graphic Design and Interior Design programs’ English 12 entrance requirements were approved for implementation for the Fall 2011 intake.

Changes
The following change will apply to 1) the degree and diploma programs in the Bachelor of Design in Graphic Design for Marketing (GDMA) and 2) the Bachelor of Interior Design program (IDSN).

- replacing English 12 with a minimum B
- with English 12 with a minimum B (or equivalent)

Rationale
Zena Mitchell, Director, Admissions and Records, alerted Barbara that the inclusion of IELTS/TOEFL equivalencies in Fashion Design (FASN), GDMA and IDSN’s entrance requirements will better facilitate the admission of international students. In order to formalize the equivalencies as a permanent mode of admission assessment, the changes need to be approved by SSCC.

SSCC’s approval is requested.
TO: Senate Standing Committee on Curriculum
C: Kevin Hamilton, Chair, Psychology
    Sabine Stratton, Chair, SS Curriculum Committee
FROM: Robert Adamoski, Dean, Social Sciences
DATE: February 7, 2011
SUBJECT: Program Revision: Harmonization of BA and BAA course requirements

Please accept the attached revisions to the BA and BAA in Psychology course requirements. The revisions were passed by the Social Sciences Curriculum Committee on January 10, 2011, and by the Faculty Council on January 21, 2011.

The department seeks an implementation date on or before September 1, 2011.

Thank you for your consideration.
Memo

To: Chair, Social Sciences Standing Committee on Curriculum  
From: Department of Psychology  Kwantlen Polytechnic University  
Subject: Request for program change: Harmonization of BA and BAA required psychology courses for years 1 and 2  
Date: December 10, 2010

What is at issue and what is the rationale behind this program change:
Psychology’s BAA and BA degrees have different course requirements in the 1st and 2nd years. Largely this is because the two degrees were developed at different times and according to different structural models. The different underlying frameworks for the Psychology BAA and BA degrees in years one and two are a source of confusion to students. Furthermore, the current requirement that the first two years of the BAA (Psychology) be completed within the AA framework is far more restrictive than the year one and two requirements for the BA.

In an effort to simplify 1st and 2nd year degree requirements for students majoring in Psychology and to allow equal access to the BAA and BA programs for students preparing to enter years 3 and 4, the Psychology Department proposes to harmonize the 1st and 2nd year required Psychology courses for the BAA and BA. The harmonized framework was developed in consultation with Psychology’s Curriculum Committee and the BA Advising Centre.

While students pursuing the BAA will still have the option of entering year three via the AA with a specialization in Psychology, with the proposed harmonization, the majority of BAA students and all BA students will take the same 1st and 2nd year Psychology courses. The reason for retaining the AA route is to continue to allow students the flexibility of being able to transfer out of Kwantlen following year two.

BA:

<table>
<thead>
<tr>
<th>Current Psyc. BA Major Requirements for 1st and 2nd Year</th>
<th>Proposed Harmonized BA / BAA Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must take all of the following Psychology courses required by the first two years of the BA Framework:</td>
<td>Students must take all of the following required Psychology courses within the harmonized BA / BAA framework:</td>
</tr>
<tr>
<td>PSYC 1100 Introduction to Psychology: Basic Processes</td>
<td>PSYC 1100 Introduction to Psychology: Basic Processes</td>
</tr>
<tr>
<td>PSYC 1200 Introduction to Psychology: Areas and Applications</td>
<td>PSYC 1200 Introduction to Psychology: Areas and Applications</td>
</tr>
<tr>
<td>PSYC 2300 Applied Statistics</td>
<td>PSYC 2300 Applied Statistics</td>
</tr>
<tr>
<td>PSYC 2400 Experimental Psychology: Research Methodology</td>
<td>PSYC 2400 Experimental Psychology: Research Methodology</td>
</tr>
<tr>
<td>PSYC 2315 Brain and Behavior</td>
<td>PSYC 2315 Brain and Behavior</td>
</tr>
<tr>
<td>PSYC 2385 Cognition</td>
<td><strong>PSYC 2330 Social Psychology</strong></td>
</tr>
<tr>
<td>Also, at least two (2) courses from the following list:</td>
<td><strong>Recommended electives:</strong> PSYC 2350</td>
</tr>
<tr>
<td>PSYC 2308 History &amp; Systems of Contemporary Psychology</td>
<td></td>
</tr>
<tr>
<td>Psychology</td>
<td>Psychopathology, PSYC 2308 History and Systems of Contemporary Psychology and 1 of PSYC 2320/2321/2322 (Developmental)</td>
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<tr>
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</tr>
<tr>
<td>PSYC 2320 Developmental Psychology: Childhood*</td>
<td>PSYC 2315 Brain and Behavior</td>
</tr>
<tr>
<td>PSYC 2321 Developmental Psychology: Adolescence*</td>
<td>PSYC 2330 Social Psychology</td>
</tr>
<tr>
<td>PSYC 2322 Developmental Psychology: Adulthood*</td>
<td>PSYC 2385 Cognition</td>
</tr>
<tr>
<td>PSYC 2330 Social Psychology</td>
<td></td>
</tr>
<tr>
<td>PSYC 2350 Psychopathology</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Students may not take more than one of PSYC 2320, 2321, or 2322 towards this requirement. Students who complete more than one of PSYC 2320, 2321 and 2322 may use the additional course(s) as part of their lower level electives.

**BAA (Psychology):**

<table>
<thead>
<tr>
<th>Current Psyc. BAA Requirements: For 1\textsuperscript{st} and 2\textsuperscript{nd} year Psychology courses as they exist within the AA framework with a specialization in Psychology</th>
<th>Proposed Revision: This offers the first two years of the harmonized BA / BAA framework as a pathway into the BAA. It also adds one second year Psychology course (2315 Brain and Behaviour). The addition is underlined.</th>
</tr>
</thead>
</table>

Students must take the following 1\textsuperscript{st} and 2\textsuperscript{nd} year Psychology courses as required by the AA Framework with a specialization in Psychology:

- PSYC 1100 Introduction to Psychology: Basic Processes
- PSYC 1200 Introduction to Psychology: Areas and Applications
- PSYC 2300 Applied Statistics
- PSYC 2400 Experimental Psychology: Research Methodology
- PSYC 2330 Social Psychology
- PSYC 2385 Cognition

Students will have a choice in years one and two of the BAA:

They can take the courses required for an AA with specialization in Psychology (indicated to the left) and the addition of PSYC 2315

or

They can take their first two years within the proposed harmonized BA / BAA Framework (again, this is expected to become the more common route and standardizes required 1\textsuperscript{st} and 2\textsuperscript{nd} year Psychology courses for the BAA and BA). For the BAA this harmonization is indicated below and involves the addition of one required course (underlined) PSYC 2315 Brain and Behavior.

The following Psychology courses are required:

- PSYC 1100 Introduction to Psychology: Basic Processes
- PSYC 1200 Introduction to Psychology: Areas and Applications
- PSYC 2300 Applied Statistics
- PSYC 2400 Experimental Psychology: Research Methodology
- PSYC 2315 Brain and Behavior
- PSYC 2330 Social Psychology
- PSYC 2385 Cognition

**Note:**

1. All current GPA requirements for the BAA and BA will be retained with this new harmonized framework
2. No changes are proposed for the Minor in Psychology

**Implementation date:** September 2011
How will students in the Psychology programs be affected by this change:
All Incoming Psychology Majors, on or after September 1, 2011 will be required to abide by these changes. Students who have declared a Psychology Major before September 2011 will not be affected by these changes.

Kevin M. Hamilton, M.E.S., Ph.D. Chair, Department of Psychology
cc. Roger Tweed
    Dianne Crisp
    Somi Chuhon
    Naomi Ben-Yehuda
MEMORANDUM

DATE: March 2, 2011

TO: Senate Standing Committee on Curriculum

FROM: David Wiens, Associate Dean School of Business

RE: Program Change in Public Relations Diploma Program

The Public Relations Department proposes a restructuring of the Diploma Program to make its course offerings consistent with current practice in the School of Business and to update content.

Revisions Requested

- Increase all class sizes of 22 students to 25 students in all PRLN Diploma courses effective September 2011
- Revise year 1 of the program by eliminating one course and adding a new course, the new course would be effective January 2012
- Restructure year 2 of the program by eliminating three courses, adding five new courses, and changing the title of one existing course effective September 2012

Rationale

- Aligns more closely with course standards for Kwantlen and School of Business.
- Updates courses and content that is aligned with industry standards.
- Facilitates transfer credit with partner institutions with public relations programs.

Impact on Students

Students who entered the program in 2010 will complete the 2nd year offerings under the old scheme. The changes are being phased in so that students entering the program in September 2011 will benefit from the first year course revisions, and will benefit from the 2nd year revisions in September 2012. The implementation date is September 2011 for the first year of the revised program with the second year changes to be implemented in September 2012.

This program change was approved at the School of Business Curriculum Committee meeting on February 11, 2011 and at the School of Business Faculty Council meeting on February 25, 2011.

Thank you,
Terri Smolar, Coordinator Public Relations Diploma Program, Kwantlen Polytechnic University
### Before Revision

**Year One = 30 credits**
- ENGL 1100 Writing, Reading and Thinking: An Introduction (3)
- PRLN 1120 Public Relations Writing (3)
- PRLN 1230 Public Relations Research (1.5)
- PRLN 1140 Computer Skills I (3)
- PRLN 1150 Public Relations Practice (3)
- JRNL 1141 Visual Design with Computers (3)
- PRLN 1210 Media Relations (3)
- PRLN 1220 Writing for Newspapers and Features (3)
- PRLN 1236 Visual Presentations (3)
- PRLN 1240 Computer Skills II (1.5)
- MRKT 1199 Introduction to Marketing (3)

**Year Two = 30 credits**
- PRLN 2310 Issues Management & Crisis Response (3)
- PRLN 2320 Writing for Corporate Communications (3)
- PRLN 2330 Event Planning and Sponsorship (1.5)
- PRLN 2340 Computer Skills III (1.5)
- PRLN 2345 Introduction to Fundraising & Development (3)
- PRLN 2350 PR Advertising (3)
- PRLN 2431 Event Production and Management (1.5)
- PRLN 2441 Organizational Communications (3)
- PRLN 2455 Public Relations Consulting (3)
- PRLN 2476 Public Relations Work Experience (4.5)
- PRLN 3010 Ethics of Communication (3)

### After Revision

**Year One = 31.5 credits**
- ENGL 1100 Writing, Reading and Thinking: An Introduction (3)
- PRLN 1120 PR Writing Fundamentals (3) – CO revision incl. title change in process
- PRLN 1230 Public Relations Research (1.5)
- PRLN 1140 Digital Applications for Print Media (3) – CO revision incl. title change in process
- PRLN 1141 Visual Design (3) – CO revision incl. title change in process
- PRLN 1150 Introduction to Public Relations (3) – CO revision incl. title change in process
- PRLN 1210 Media Relations (3)
- PRLN 1220 Writing for Newspapers and Features (3)
- PRLN 1236 Visual Presentations (3)
- PRLN 1240 Computer Skills II (1.5)
- PRLN 1250 Digital Applications for Electronic Media (3) NEW COURSE impl. date January 2012, CO pending.

**Year Two = 28.5 credits**
- PRLN 2310 Issues Management & Crisis Response (3)
- PRLN 2320 Promotional Writing (3) – revised outline approved at January 2011 SCC meeting
- PRLN 2331 Event Planning and Sponsorship (1.5)
- PRLN 2332 Event Planning and Sponsorship (3) – NEW COURSE impl. date September 2012, CO pending
- PRLN 2334 – Advanced Visual Design (3) – NEW COURSE impl. date September 2012, CO pending
- PRLN 2340 Computer Skills III (1.5 credits)
- PRLN 2345 Introduction to Fundraising & Development (3)
- PRLN 2350 Publicity and Promotion (3) – title revision, CO pending
- PRLN 2341 Event Production and Management (1.5)
- PRLN 2342 Event Production and Management (3) – NEW COURSE impl. date September 2012, CO pending
- PRLN 2441 Organizational Communications (3)
- PRLN 2455 Public Relations Consulting (3)
- PRLN 2476 Public Relations Work Experience (4.5)
- PRLN 2477 Public Relations Work Experience (3) – NEW COURSE impl. date September 2012, CO pending
- PRLN 2478 – Professional Readiness (1.5) – NEW COURSE impl. date September 2012, CO pending
- PRLN 3010 Ethics of Communication (3)

### Details of the Revision

#### Year One
- ENGL 1120, 1140 and 1150 undergo title changes and other revisions. The revised course titles more effectively represent the course content.
- PRLN 1240 Computer Skills II (1.5 credits) is being replaced with PRLN 1250 Digital Applications for Electronic Media, a new 3-credit course. The new course has added content as a result of the elimination of PRLN 2340.

#### Year Two
- PRLN 2331 Event Planning and Sponsorship (1.5 credits) is being replaced with PRLN 2332 Event Planning and Sponsorship, a new 3-credit course. The new course has added content as a result of the elimination of PRLN 2345.
- PRLN 2338 Advanced Visual Design is a new 3-credit course that contains some content formerly in PRLN 2340 plus new content.
- PRLN 2340 Computer Skills III is eliminated because specialized content is covered within two new courses – PRLN 1250 and PRLN 2338.
- PRLN 2350 will undergo a title change.
- PRLN 2345 Introduction to Fundraising is eliminated from the Diploma program because specialized content is covered within two new courses - PRLN 2332 and PRLN 2432.
- PRLN 2431 Event Production and Management (1.5 credits) is being replaced with PRLN 2432 Event Production and Management, a new 3-credit course. The new course has added content as a result of the elimination of PRLN 2345.
- PRLN 2476 Public Relations Work Experience (4.5 credits) is being replaced with PRLN 2477 Public Relations Work Experience, a new 3-credit course. The new course is 3 credits rather than 4.5 because some of the course content will be moved to a new course, PRLN 2478 Professional Readiness (1.5 credits).
- PRLN 2478 Professional Readiness is a new 1.5 credit course that contains some content formerly in PRLN 2476 plus new content that reflects material covered at other institutions with public relations programs.
- PRLN 3010 Ethics of Communication is eliminated from the Diploma program.