

**MINUTES
LONG-RANGE PLANNING COMMITTEE**

**UNIVERSITY OF SOUTHERN INDIANA
BOARD OF TRUSTEES**

March 2, 1998

The University of Southern Indiana Board of Trustees Long-Range Planning Committee met on Monday, March 2, 1998, at 9:00 a.m. in the Health Professions Center, Room 1027. Present were Trustees Bruce Baker, Louise Bruce, and Brian Pauley. Also attending were Vice President for Advancement Sherrienne Standley and Vice President for Academic Affairs Robert Reid.

There being a quorum present, Mr. Baker called the meeting to order at 9:00 a.m.

Vice President for Academic Affairs Robert Reid discussed the School of Liberal Arts proposal to convert its present communications major from one with several emphasis areas to five new majors. The new Bachelor of Arts or Bachelor of Science degree programs include majors in interpersonal-organizational communication, journalism and computer publishing, public relations and advertising, radio and television, and theatre arts. The program is recommended by the Dean of the School of Liberal Arts, the Academic Planning Council, the Faculty Senate, and the Vice President for Academic Affairs.

On a motion by Mrs. Bruce, seconded by Mr. Pauley, the committee voted to recommend that the Board of Trustees approve the new Bachelor of Arts and Bachelor of Science degree programs with majors in interpersonal-organizational communication, journalism and computer publishing, public relations and advertising, radio and television, and theatre arts.

A demonstration of the School of Nursing and Health Professions Distance Education Programs was presented by Dean Nadine Coudret, Faculty Senate Chair Connie Cooper, and Judith Halstead, Director of the Charles E. Day Learning Resources Center.

There being no further business, the meeting was adjourned at 9:55 a.m.

Abstract
Bachelor of Arts or Bachelor of Science
In Interpersonal-Organizational Communication
University of Southern Indiana

Objectives:

The Bachelor of Arts or Bachelor of Science major in interpersonal-organizational communication is designed to prepare graduates to enter corporate work, particularly in areas in which interviewing and interpersonal skills are required. Graduates will be qualified for entry-level positions in corporate, commercial, and community settings in which professionals are needed in the human resources areas.

Clientele to be Served:

The Evansville Standard Metropolitan Area (SMSA) consists of Gibson, Posey, Vanderburgh, and Warrick Counties in Indiana, and Henderson County in Kentucky. This area serves approximately 300,000 residents and is the center of trade for over 900,000 individuals living in Indiana, Illinois, and Kentucky. This major is particularly suited for students interested in corporations or government agencies which need personnel with interpersonal and organizational skills.

Curriculum:

The Bachelor of Arts or Bachelor of Science major in interpersonal-organizational communication requires the completion of 124 hours, of which a minimum of 34 hours is in major course work. Students also must complete 50 hours of University Core Curriculum and may elect to complete a minor in a related or another field.

Employment Possibilities:

Many of the graduates in this program can be expected to take positions with local firms. This is a rapidly growing field and the services of persons with skills in interpersonal-organizational communication are increasingly recognized and sought. Graduates find employment working in agencies, corporate public relations or advertising departments, human resource departments, or in other related communications positions.

Abstract
Bachelor of Arts or Bachelor of Science
In Journalism and Computer Publishing
University of Southern Indiana

Objectives:

The Bachelor of Arts or Bachelor of Science major in journalism and computer publishing is designed to prepare students to function as professional journalists, which includes interviewing sources, writing news stories, taking photographs, editing copy and headlines, laying out and designing pages, and performing various kinds of desktop publishing. Graduates will be qualified for entry-level positions in corporate, commercial, and community settings.

Clientele to be Served:

The Evansville Standard Metropolitan Area (SMSA) consists of Gibson, Posey, Vanderburgh, and Warrick Counties in Indiana, and Henderson County in Kentucky. This area serves approximately 300,000 residents and is the center of trade for over 900,000 individuals living in Indiana, Illinois, and Kentucky. This major is particularly suited for students interested in working for newspapers, magazines, or in the news departments of broadcast stations. Those interested in computer publishing will find jobs doing graphic layout and design for publications, commercial Web sites, broadcast stations, and advertising and public relations agencies.

Curriculum:

The Bachelor of Arts or Bachelor of Science major in journalism and computer publishing requires the completion of 124 hours, of which a minimum of 34 hours is in major course work. Students also must complete 50 hours of University Core Curriculum and may elect to complete a minor in a related or another field.

Employment Possibilities:

Many of the graduates in this program can be expected to take positions with local firms. This is a rapidly growing field and the services of persons with skills in journalism and computer publishing are increasingly recognized and sought. Graduates find employment working for newspapers, magazines, broadcast stations, advertising and public relations agencies, or in other related communications positions.

Abstract
Bachelor of Arts or Bachelor of Science
in Public Relations and Advertising
University of Southern Indiana

Objectives:

The Bachelor of Arts or Bachelor of Science major in public relations and advertising is designed to prepare graduates to go into professional areas of promotion and publicity. Graduates will be qualified for entry-level positions in corporate, commercial, and community settings working for agencies, corporations, newspapers, magazines, or broadcast stations, doing promotional campaigns, advertising sales, layout and design, and marketing analyses.

Clientele to be Served:

The Evansville Standard Metropolitan Area (SMSA) consists of Gibson, Posey, Vanderburgh, and Warrick Counties in Indiana, and Henderson County in Kentucky. This area serves approximately 300,000 residents and is the center of trade for over 900,000 individuals living in Indiana, Illinois, and Kentucky. This major is well suited for students interested in the advertising or public relations employment, particularly since this is a designated experimental product marketing area and home to one of the nation's largest advertising agencies.

Curriculum:

The Bachelor of Arts or Bachelor of Science major in public relations and advertising requires the completion of 124 hours, of which a minimum of 34 hours is in major course work. Students also must complete 50 hours of University Core Curriculum and may elect to complete a minor in a related or another field.

Employment Possibilities:

Many of the graduates in this program can be expected to take positions with local firms. This is a rapidly growing field and the services of persons with skills in advertising and/or public relations are increasingly recognized and sought. Graduates find employment working in agencies, corporate public relations or advertising departments, or in other related communications positions. There are numerous agencies in this area which supply major corporations and large ad agencies with out-sourced work.

Abstract
Bachelor of Arts or Bachelor of Science
In Radio and Television
University of Southern Indiana

Objectives:

The Bachelor of Arts or Bachelor of Science major in radio and television is designed to prepare students to enter the field of broadcast communications. Graduates will be qualified for entry-level positions in corporate, commercial, and community settings working for radio or TV stations, or for agencies involved in multi-media production.

Clientele to be Served:

The Evansville Standard Metropolitan Area (SMSA) consists of Gibson, Posey, Vanderburgh, and Warrick Counties in Indiana, and Henderson County in Kentucky. This area serves approximately 300,000 residents and is the center of trade for over 900,000 individuals living in Indiana, Illinois, and Kentucky. This major is particularly suited for students interested in the broadcast profession.

Curriculum:

The Bachelor of Arts or Bachelor of Science major in radio and television requires the completion of 124 hours, of which a minimum of 34 hours is in major course work. Students also must complete 50 hours of University Core Curriculum and may elect to complete a minor in a related or another field.

Employment Possibilities:

Many of the graduates in this program can be expected to take positions with local firms. This is a rapidly growing field and the services of persons with skills in radio and television are increasingly recognized and sought. Graduates find employment working in studio production, editing, and news coverage positions at radio and television stations, or in other related communications positions. There are six television stations and more than a dozen radio stations in the local market area.

Abstract
Bachelor of Arts or Bachelor of Science
In Theatre Arts
University of Southern Indiana

Objectives:

The Bachelor of Arts or Bachelor of Science major in theatre arts is designed to prepare graduates for entry-level positions in corporate, commercial, and community settings in which musical or dramatic productions are staged, promoted, designed, or otherwise produced.

Clientele to be Served:

The Evansville Standard Metropolitan Area (SMSA) consists of Gibson, Posey, Vanderburgh, and Warrick Counties in Indiana, and Henderson County in Kentucky. This area serves approximately 300,000 residents and is the center of trade for over 900,000 individuals living in Indiana, Illinois, and Kentucky. This major is particularly suited for students interested in the performing arts.

Curriculum:

The Bachelor of Arts or Bachelor of Science major in theatre arts requires the completion of 124 hours, of which a minimum of 43 hours is in major course work. Students also must complete 50 hours of University Core Curriculum and may elect to complete a minor in a related or another field.

Employment Possibilities:

Many of the graduates in this program can be expected to take positions with local or regional theatrical companies. This is an established professional area and the services of persons with skills in theatre arts are increasingly recognized and sought. Graduates find employment working for professional theatre companies, doing promotion and administrative work in the performing arts, or taking positions in other related communications areas. Students often graduate and enter graduate schools or conservatory training.