

Butler Community College

New Program Proposal
Associate of Applied Science degree
Mass Communication – Radio Television

22 October 2018

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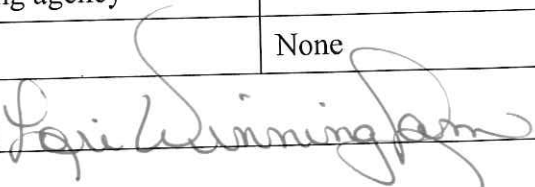
New Program Request Form

CA1

General Information

Institution submitting proposal	Butler Community College
Name, title, phone, and email of person submitting the application <i>(contact person for the approval process)</i>	Lori Winningham, Vice President of Academics 316-322-3110 lwinning@butlercc.edu
Identify the person responsible for oversight of the proposed program	Richard Nichols, Dean of Division of Fine Arts and Communications
Title of proposed program	Mass Communication – Radio Television
Proposed suggested Classification of Instructional Program (CIP) Code	Radio and Television Broadcasting Technology/Technician (10.0202)
CIP code description	A program that prepares individuals to apply technical knowledge and skills to the production of radio and television programs, and related operations, under the supervision of broadcast and studio managers, directors, editors, and producers. Includes instruction in sound, lighting, and camera operation and maintenance; power and feed control; studio operations; production preparation; broadcast engineering; related computer applications; and specialized applications such as news, entertainment, live talk, sports, commercials, and taping.
Standard Occupation Code (SOC) associated to the proposed program (https://www.bls.gov/oes/current/oes_stru.htm)	Broadcast Technicians (27-4012)
SOC description	Set up, operate, and maintain the electronic equipment used to transmit radio and television programs. Control audio equipment to regulate volume level and quality of sound during radio and television broadcasts. Operate transmitter to broadcast radio or television programs.
Number of credits for the degree <u>and</u> all certificates requested	60
Proposed Date of Initiation	August 2019
Specialty program accrediting agency	None
Industry certification	None

Signature of College Official



Date 11-14-18

Signature of KBOR Official _____

Date _____

Section I: Program Description

Program Description

The AAS Mass Communication-Radio Television degree will prepare students to use professional multimedia equipment to create informational, entertainment, educational, and artistic content primarily for electronic media. Students will be exposed to all facets of broadcast and convergence media through work at our award-winning newspaper, magazine, radio, television, and online media outlets. Writing, production management/planning, and media buying and selling will be part of the course of study.

Program Objectives

- Appraise message givers and the techniques they use.
- Explain media theory, operation, and history of mass media.
- Identify how the mass media impact society.
- Write a basic news story from idea to publication for both hard and soft (feature) news.
- Appraise and adhere to a reporter's legal and ethical responsibility for gathering and writing print and broadcast news.
- Execute basic live and pre-recorded audio and video entertainment and information programming, including performance, component selection, and supporting paperwork.
- Execute basic level pre-recorded spots, including performance and scripts.
- Identify common situations associated with, and responses to, audio and video program creation and distribution.
- Create proposals for audio, video, and Web scripts.
- Demonstrate the scriptwriting process from idea to end product.
- Identify the elements of a good electronic media script.
- Prepare on-air news scripts for radio, including information gathering and script writing.
- Perform on-air news content for radio, including story assembly and performance.
- Create advertising instruments for print, radio, television, and Web.
- Demonstrate the media sales process from inception to evaluation.
- Create integrated media plans based on client needs.
- Demonstrate the concept of convergence media.
- Design individual media instruments within a common framework.
- Apply convergence design and production skills to a traditional media organization.
- Execute intermediate-level audio and video entertainment and information programming, including performance, component selection, and supporting paperwork.
- Execute intermediate-level long- and short-format audio and video programming, including performance and scripts.
- Identify common situations association with, and responses to, recording studio and independent audio producer operations.
- Identify common situations associated with, and responses to, independent video program creation and distribution.
- Identify the elements of film as defined by Aristotle's Drama.
- Discuss film from an analytical point of view.
- Compare and contrast films within the same school of thought.
- Organize video shots to present a complete story.
- Apply previously learned script writing and visual skills to video projects.
- Demonstrate competent use of the video editing process.
- Apply the mechanics of professional video software to creative video stories.

Admission Requirements

Program admission follows Butler Community College procedure on admissions.

- Complete the Application for Admission
- Submit official transcripts from each institution for prior coursework to be used toward a degree program.
- Placement Test Requirements: Degree seeking students and those enrolling in math or English courses must meet placement test requirements (ACT/SAT scores taken within last 3 years, Butler placement test, Accuplacer test, or college transcripts showing completion of course prerequisites)
- Submit proof indicating proper residence classification for tuition costs.

Graduation Requirement

- Minimum 2.0 GPA at Butler Community College
- Attain a grade of C or better in all required courses
- Complete a Butler Community College degree application form

Section II: Demand for the Program

KDOL Long-Term Occupational Outlook

The SOC related to the program is 27-4012 (Broadcast Technicians). According to the Kansas 10 Year Job Outlook statewide (all regions) 2014-2024 ([klic.dol.ks.gov/admin/gsipub/htmlarea/Projections 2024 KS Occupations.xlsx](http://klic.dol.ks.gov/admin/gsipub/htmlarea/Projections%2024%20KS%20Occupations.xlsx)), demand for broadcast technicians will decline 0.4% annually over the next 10 years. Replacement hires over the same period are 46 employees. The estimated annual median wage for this SOC in Kansas is \$31,940. Typically, organizations are looking for long-term employees with an Associate degree and experience.

Demand from Local Community

Compared with state and federal data associated with the identified SOC, demand from industry leaders for graduates of the proposed program is high. Broadcast radio and television stations, along with multimedia information distribution organizations are among those expressing a demand for graduates. Informal discussions with high school multimedia teachers, high school students and parents, and current 2-year students have all indicated high interest in the program. Recent graduates (within 4 years) of the current AA program concur with these opinions.

Business/Industry Partnerships

Butler Community College will strive to add numerous possibilities and partnerships that will improve the program for both the students and the faculty. **While no formal agreements currently exist,** numerous media leaders have specifically requested Butler students for their existing internship and mentorship programs. In addition, a number of area non-profit organizations have engaged Butler students to create programming and projects.

Anticipated cooperative programs to be implemented once degrees are in place:

- Mentorships – Professionals in journalism business and industry will volunteer to provide career guidance, advice and project critiques for individual students throughout their studies at Butler.
- Internships – Journalism businesses and industry participants will create formal internship programs within their businesses to provide “real-world” experience through observation and active participation/production of news content at the businesses. Participation will be

administered through Butler's general internship courses and internship coordinators within the businesses.

- Critique/Product Evaluations – Business and industry professionals will provide critiques of individual student products in anticipation of contests, in addition to critiques included in mentorship relationships and internships.
- Technical Support – Businesses and industry participants will advise Butler regarding hardware and software currently used in journalism for purchase, as well as provide personnel from their businesses to assist Butler in installation, operation and maintenance of Butler technology used in the degree programs.

Section III: Duplication of Existing Programs

Similar Programs in K-TIP

According to the FY2016 K-TIP report, there are two AAS/certificate programs similar to the proposed Mass Communication-Radio Television program. Dodge City Community College reports 6 declared majors enrolled in their program, while Hutchinson Community College reports 15 declared majors and 7 concentrators. No other data was reported by either college for their similar programs.

Collaboration with Similar Programs

Collaboration agreements were not pursued with Dodge City Community College nor Hutchinson Community College due to distance, inferior technology, and limited scope of the programs when compared to offerings/facilities at Butler.

Section IV: Program Information

Program Courses

AR100. Art Appreciation. 3 credit hours. This course will enable the student to become acquainted with the many aspects of the visual arts. The student will develop a personal set of standards for judging art and understanding the various aspects of art in individual lives; the language of art; exploration of the various technical and formal aspects of art media (e.g. painting, printmaking, photography, sculpture, architecture, etc.); and the history of art from ancient times to the present. (ART1010)

BS105. Sociology. 3 credit hours. This course will enable the student to understand the development, structure, and functioning of human groups and how these groups shape development and way of life. Students will be able to apply the knowledge they gain about topics that include culture, socialization, collective behavior, institutions, stratification, inequalities of gender and age, deviance, and social change. (SOC1010)

BS160. General Psychology. 3 credit hours. This course will enable the student to apply the knowledge they gain about topics including the biological basis of behavior, sensation, learning, cognition, intelligence, motivation, development, personality, psychological disorders, and social psychology to their lives. The student will be able to use knowledge of the discipline and the critical thinking skills gained from this course to enhance the quality of life as the student interacts with others. (PSY1010)

EC200. Principles of Microeconomics. 3 credit hours. This course will enable the student to apply economic concepts to personal and work related decision making by understanding the actions and choices of individuals and companies. The student will study microeconomic issues and problems, such as competition and monopoly, pricing, consumer demand, and producer supply. The student will

develop a theoretical framework for microeconomic analysis and apply this theory to practical domestic and international economic policy problems. (ECO1010)

EC201. Principles of Macroeconomics. 3 credit hours. This course will enable the student to apply an analytical framework to the economy at the national level. The student will analyze the purpose and functions of the components of Gross Domestic Product (GDP), the determinants of long-run economic growth, and the causes and costs of inflation and unemployment. The student will analyze the economic impacts of fiscal and monetary policies and the differences between the short-run and long-run macroeconomic aspects of the economy. (ECO1020)

EG101. English Composition 1. 3 credit hours. Prerequisite(s): A score at a pre-determined level on a placement instrument, or a C or better in EG 060 and RD 012, or a C or better in EG 060 and concurrent enrollment in RD 012. This course will enable the student to communicate effectively through a variety of writing activities. The student will develop knowledge, skills, and critical thinking ability with regard to writing and reading. The student will recognize the importance of the grammatical and rhetorical structures of language to clear and effective writing. The student will recognize the process of creating documents through regular writing assignments. (ENG1010)

HS131. US History 1. 3 credit hours. This course will enable the student to analyze and synthesize facts and concepts from the pre-Columbian era through the Civil War. Through use of terminology and application of facts and concepts, the student will know America's past and be able to apply it to the present and future. (HIS1010)

HS132. US History 2. 3 credit hours. This course will enable the student to analyze and synthesize facts and concepts from the era of Reconstruction to the present. Through use of terminology and application of facts and concepts, the student will know his/her past and be able to apply it to the present and future. (HIS1020)

IP195. Professional Internship 1. 3 hours credit. Prerequisite(s): The student must secure a suitable internship position in a related field. This course will enable the student to gain professional experience in a program related field while applying classroom learning to the work place. The student will work a minimum of 150 contact hours in a work place throughout the term. The student will be responsible for searching, applying, and being accepted in to an internship that will enable them to meet the work contact hours. This internship may serve as a precursor to professional employment

MA135. College Algebra. 3 hours credit. Prerequisite(s): Placement score or MA 120 or MA 125 (or MA 127, MA 128, and MA 129) with a C or better. This course will enable the student to analyze functions and their graphs (including linear, quadratic, higher-order polynomial, rational, root, absolute value, exponential, and logarithmic functions) and solve related equations, including various word problems and equations with complex number solutions. The student will find inverse functions and use related properties to simplify expressions involving exponential and logarithmic functions. The student will solve inequalities containing linear, polynomial, and rational functions, and use various methods to solve systems of linear equations and inequalities. The student will determine the equation of a line and analyze the graph of and perform manipulations on the equation of a circle. (MAT1010)

MC 161. Introduction to Mass Communication. 3 hours credit. This course will enable the student to explain media theory and operation and the history of mass media – newspapers, magazines, radio, television, books, film, recordings and new electronic media. The student will learn to recognize and appraise the rapid changes that occur within the different mass media industries, to define how the

media are related and identify how the mass media impact society. The student will also examine the role of ethics in the media.

MC 162. Reporting I. 3 hours credit. This course will enable the student to identify, analyze, and write basic types of news stories, primarily for the print media. The student will gather information and write stories correctly edited in AP (Associated Press) style. The student will also understand a journalist's legal and ethical responsibility in gathering and reporting the news.

MC 163. Applied Radio I. 1 hour credit. Prerequisite: Consent of instructor. This course will enable the student to achieve introductory-level proficiency in radio production and operations through work in audio engineering, programming, announcing and writing. The student will engage in the operation of KBTL-FM campus radio.

MC 164. Applied Radio II. 1 hour credit. Prerequisite: MC 163 with a C or better and consent of the instructor. This course will enable the student to achieve intermediate introductory-level proficiency in radio production and operations through work in audio engineering, programming, announcing and writing. The student will engage in the operation of KBTL-FM campus radio.

MC 165. Applied Television I. 1 hour credit. Prerequisite: Consent of instructor. This course will enable the student to achieve introductory-level proficiency in television production and operations through work in audio/video engineering, programming, performance and writing. The student will engage in the operation of BCTV campus television.

MC 166. Applied Television II. 1 hour credit. Prerequisite: MC 165 with a C or better and consent of the instructor. This course will enable the student to achieve intermediate introductory-level proficiency in television production and operations through work in audio/video engineering, programming, performance and writing. The student will engage in the operation of BCTV campus television.

MC 169. Introduction to Audio and Video Production. 3 hours credit. This course will enable the student to achieve a basic understanding of modern audio engineering and video production technology and applications. The student will apply camera, audio, lighting, graphics, planning and scriptwriting skills to the creation of audio and video programming types, including entertainment news and promotions. The student will also learn to recognize and appraise situations common in broadcast and web audio and video program creation and distribution operations.

MC 171. Audio Production II. 3 hours credit. Prerequisite: MC 169 with C or better. This course will enable the student to achieve an intermediate understanding of modern audio production technology and applications. The student will apply production, planning and scriptwriting skills to the creation of specific aural programming types in both studio and field situations. The student will develop short and long-format projects using all methods of audio production common in recording studio and independent/non-station related distribution models.

MC 176. Video Production II. 3 hours credit. Prerequisite: MC 169 with a C or better. This course will enable the student to achieve an intermediate understanding of modern video production technology and applications. The student will apply production, planning and scriptwriting skills to the creation of specific video programming types in both studio and field situations. The student will develop short and long-format projects using all methods of video production common in independent/non-station related distribution models.

MC 205. Writing for Electronic Media. 3 hours credit. Prerequisites: MC 161 and MC 169, both with a C or better. This course will enable the student to apply fundamental planning, analysis and writing skills to the production of advertising, promotion, informative and entertainment scripts for the electronic media (audio, video, and Web). The student will examine such topics as target audiences, project goals and budgets, character development, storytelling, formats and business/legal aspects.

MC 206. Introduction to Film Theory. 3 hours credit. This course will enable the student to apply major theoretical and critical schools of thought to the study of film. In the first third of the semester, the student will examine classical dramatic theories. In the remainder of the semester, the student will apply a range of critical approaches to films screened in class, including genre, auteur, feminist, socio-cultural and historical schools of thought.

MC 210. Broadcast Reporting. 3 hours credit. Prerequisite: MC 162 with a C or better. This course will enable the student to identify, analyze, and write classic types of news stories for broadcast media. The student will understand a journalist's legal and ethical responsibility in gathering and reporting broadcast news. The student will engage in creating and voicing news content for KBTL-FM campus radio.

MC 263. Applied Radio III. 1 hour credit. Prerequisite: MC 164 with a C or better and consent of the instructor. This course will enable the student to achieve advanced introductory-level proficiency in radio production and operations through work in audio engineering, programming, announcing and writing. The student will engage in the operation of KBTL-FM campus radio.

MC 264. Applied Radio IV. 1 hour credit. Prerequisite: MC 263 with a C or better and consent of the instructor. This course will enable the student to achieve intermediate-level proficiency in radio production and operations through work in audio engineering, programming, announcing and writing. The student will engage in the operation of KBTL-FM campus radio.

MC 265. Applied Television III. 1 hour credit. Prerequisite: MC 166 with a C or better and consent of the instructor. This course will enable the student to achieve advanced introductory-level proficiency in television production and operations through work in audio/video engineering, programming, performance and writing. The student will engage in the operation of BCTV campus television.

MC 266. Applied Television IV. 1 hour credit. Prerequisite: MC 265 with a C or better and consent of the instructor. This course will enable the student to achieve intermediate-level proficiency in television production and operations through work in audio/video engineering, programming, performance and writing. The student will engage in the operation of BCTV campus television.

MC 283. Video Editing I. 3 hours credit. Prerequisite: Consent of instructor. This course will enable the student to develop effective skills in video editing through the use of industry standard non-linear editing systems. The student will comprehend the editing process through practical videography and editing projects.

MC 290. Convergence Media. 3 hours credit. Prerequisites: MC162 and MC169, both with a C or better. This course will enable the student to examine the history, social factors and psychological factors associated with the convergence of traditional mass communications media and newer technologies. The student will learn how to apply these newer technologies to traditional media operations and how to create integrated media instruments.

MC 291. Media Buying and Selling. 3 hours credit. Prerequisites: MC 161 and MC 169, both with a C or better. This course will enable the student to develop strategic skills in researching, planning and creating advertising for print, radio, television, and Web. The student will examine such topics as budgets, rates, market share, target audiences, client relations, promotions, non-profit sponsorships and current buying and selling strategies.

MU100. Music Appreciation. 3 hours credit. This course will enable the student to identify music materials, forms and styles. The student will improve skills needed to listen to music effectively and will better understand music. The learning outcomes and competencies detailed in this outline meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Project for this course, as approved by the Kansas Board of Regents. (MUS1010)

PD122. Engaging in Fine Arts and Communication. 1 hours credit. This course will enable students to demonstrate self-awareness about personal learning preferences and use personalized academic skills in effectively engaging with college texts, projects, ideas, and other tasks related to academic and professional development in FAC. The student will demonstrate skillful strategies for navigating processes and challenges of higher education environments, especially FAC Major Pathway processes, degree programs, transfer options, and professional ends.

PO141. American Federal Government. 3 hours credit. This course will enable the student to apply knowledge of American politics to individual life and the political system that affects citizens. The student will study federalism, including the Constitution, civil liberties, political socialization, the media, political parties, the branches of government and foreign policy. The student will recognize the concerns of diverse populations, relationships between the federal government and current events and how they impact his/her life. (POL1020)

SP100. Public Speaking. 3 hours credit. This course will enable the student to communicate effectively in a variety of public speaking venues, utilizing nonverbal as well as verbal skills. The student will be able to critically assess information both on a verbal and research level. This course will enable the student to recognize the importance of self-concept in oral communication, to interview effectively and to work in groups confidently. (COM1010)

TA206. Introduction to Theatre Art. 3 hours credit. This course will enable the student to identify the basic elements common to all theatre. The student will be able to make appropriate written and/or spoken criticism of the value and merit of individual examples of theatrical performance according to the critical standards presented in the courses. The student will be able to read and discuss a play script in terms of its theatrical merit, demands, and potential as a piece of theatrical performance according to the script analysis principles presented in the course. The student will be able to identify and define distinguishing elements and characteristics of theatrical art as it was presented in the major historical periods of theatre as surveyed in the course. Additionally, the student will be able to identify and discuss briefly the elements and principals involved in the practice of the various component activities in theatrical art including theatre architecture, production, direction, acting, scenic design, costume design, lighting design, makeup, sound, and multimedia. (THT1010)

Multiple Curricula

The Mass Communications-Radio Television program has no multiple curricula. All students will be required to take identical courses, although they will have some options regarding general education courses.

Program of Study

The program of study for Mass Communication-Radio Television is included in Appendix II. It is divided into four terms corresponding with a traditional Fall-Spring-Fall-Spring 2-year program. The program contains prescribed electives but no open electives. The program exit point is at the end of Term 4, after successful completion of all requirements.

Program Accreditation

No accreditation program exists for the Mass Communication-Radio Television program.

Section V: Faculty

Faculty Qualifications

All faculty must comply with the Higher Learning Commission qualified standards. These include possession of a Master's Degree in an appropriate field as well as educational and professional experience appropriate to the program.

Section VI: Cost and Fund for Proposed Program

Detailed Budget Narrative

The college has eliminated an AA degree program containing three tracks (Journalism, Radio Television, and Sports Media) to be replaced by three AAS degrees in these track areas, and an AS degree program intended for transfer to 4-year institutions. **The costs indicated on Form CA-1a represent combined expenses for the three AAS and AS degrees** (along with "grandfathered" students finishing the AA degree). By supporting multiple pathways, the college can efficiently use resources and realize sufficient enrollments in courses that are included in all pathways. This allows more choices for students while maximizing the use of resources, therefore no additional funding is required. Existing faculty, facilities, equipment and operational costs associated with the former AA degree will be sufficient to support the three AAS programs and AS program during the initial year and through years 2 and 3. The information included for years 2 and 3 are combined student participation/costs for both years.

In the past two years, equipment necessary for print, broadcast, and Web distribution of content has been upgraded and/or replaced, so major repairs/replacement are not anticipated during this 3 year period.

Outside Funding Sources

The faculty will pursue program and direct student aid funding as needs arise. No outside funding is anticipated for the initial 3 years of the program implementation.

Section VII: Program Review and Assessment

Program Review Cycle

The program review will adhere to the established Butler Community College's procedure for program assessment. An in-depth review of the program will be completed, with data and outcomes reviews by the faculty, department chair, Dean for the Division of Fine Arts and Communications, and Vice President of Academics. This data includes enrollment demographics, program retention, student success rates, job placement, and wages.

In addition to the regular review process, the program will be reviewed by the department chair and faculty on a semester by semester basis. This will allow any unforeseen problems associated with outcomes and/or leaning units to be addressed, so the program can evolve.

Section VIII: Program Approval at the Institutional Level

Program Advisory Committee

The Butler Mass Communications Advisory Committee is the program advisory committee for the AAS Mass Communication – Radio Television program. Member of the Committee and their affiliations:

CHAIR: Michael Schwanke, Anchor, KWCH Channel 12 Wichita
VICE-CHAIR: Jackie Wise, General Manager, Entercom Communications Corp.
Michael Cooper, Owner/Publisher, *Vype* High School Sports Magazine
Daniel McCoy, Reporter, *Wichita Business Journal*
Amy DeVault, Asst. Professor, Elliott School of Communications, Wichita State University
Mike Swan, Chair of Department of Mass Communications, Butler Community College (non-voting)
Keith West, Professor, Butler Community College (non-voting)
Amy Chastain, Professor, Butler Community College (non-voting)
Steve Cless, Executive Producer, BCTV20, Butler Community College (non-voting)

Curriculum Committee

The Butler Community College Faculty Curriculum Team examines, recommends and approves all courses; it does not examine nor approve degree programs. Approved courses reflected in the attached pathway have been reviewed/approved by the division dean and the Vice President of Academics prior to final review/approval from our Board of Trustees.

Governing Board

The Butler Community College Board of Trustees are the governing board for the institution. Members of the Board and their positions:

Eileen Dreiling - Board Chair
JoAnn Craven - Board Vice Chair
Dr. Greg Joyce - Board Secretary
Ken Bohon - Trustee
Ron Engelbrecht - Trustee
Jim Howell - Trustee
Tom McKibban – Trustee

Appendix I: Letters of Support

Michael Schwanke, Anchor, KWCH Channel 12 Wichita

Jackie Wise, General Manager, Entercom Communications Corp.

Daniel McCoy, Reporter, *Wichita Business Journal*

18 May 2018

Dear Kansas Board of Regents:

On my behalf as an employee of KWCH-TV, I give my complete endorsement and support to the creation of Mass Communication Associate of Applied Science (A.A.S.) degrees in Journalism, Radio Television, and Sports Media at Butler Community College. We are changing the way to recruit the next generation of young journalists and media workforce. Our focus now is to look to Kansas first, where we know they have great schools like Butler and a vested interest in our state.

We and the other television stations in Wichita rely on trained personnel with ties to Kansas. They understand the local culture and will stay with our station longer than individuals from outside the region. These degree programs would be a tremendous asset to the state as they will provide a much needed resource of trained local professionals. I have seen firsthand the incredible programs offered that give students the training they need to compete in this industry.

KWCH is prepared to continue to provide mentorships and internships to students in these programs, along with professional assistance (consultations, critiques, technical support). I believe other Wichita Mass Communication operations will similarly support these degree programs.

Our station has been pleased to employ Butler Mass Communication students and graduates, and we believe the new degrees and courses will make Butler students even more desirable and successful.

Sincerely,

Michael D. Schwanke

Michael Schwanke | Managing Anchor
2815 East 37th Street North | Wichita, KS 67219
☎ direct (316) 831-6131 ✉ email mschwanke@kwch.com
🌐 web www.kwch.com





9111 E. Douglas Suite 130 ▲ Wichita, KS 67207 ▲ Phone 316-685-2121 ▲ Fax 316-685-1287

18 May 2018

Dear Kansas Board of Regents:

As Senior Vice President/General Manager of Entercom Communications, I fully support and endorse the creation of Mass Communication Associate of Applied Science (A.A.S.) degrees in Journalism, Radio and Television, and Sports Media at Butler Community College.

Our radio stations in Wichita rely on trained personnel with ties to Kansas. They understand the local culture and will stay with our stations longer than individuals from outside the region. These degree programs would be a tremendous asset to the state as they will provide a much needed resource of trained local professionals.

Entercom is prepared to continue to provide mentorships and internships to students in these programs, along with professional assistance (consultations, critiques, technical support). I believe other Wichita Mass Communication operations will similarly support these degree programs.

Our stations have been pleased to employ Butler Mass Communication students and graduates, and we believe the new degrees and courses will make Butler students even more desirable and successful.

Sincerely,

Jackie Wise
SVP/General Manager
Entercom Radio
9111 E. Douglas Suite 130
Wichita, KS
316-685-2121 (office) 316-208-3131
KNSS, KDGS, KEYN, KFBZ, KFH

WICHITA BUSINESS JOURNAL

121 N Mead, Ste 100, Wichita, KS 67202
Ph: 316-267-6406 Fax: 316-267-8570

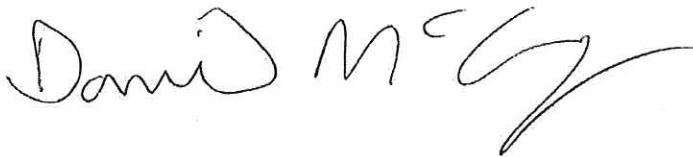
19 September 2018

Dear Kansas Board of Regents:

On behalf of The Wichita Business Journal, we fully support the creation of Mass Communication Associate of Applied Science (A.A.S.) degrees in Journalism, Radio Television, and Sports Media at Butler Community College. At The Wichita Business Journal, I cover aviation, manufacturing, automotive and Koch Industries. While these industries have global impact, our organization is best served by personnel with practical skills and ties to the area. The new degree programs will serve not only Wichita area communication providers, but facilitate communications throughout the region.

The Wichita Business Journal encourages students to form professional relationships through mentorships; we will continue to be a source of mentors, along with providing critiques of students projects, consultations with Butler faculty regarding course content, and technical support. As a reporter for The Wichita Business Journal, I know other communication organizations in the area will support these degree programs. The Butler Mass Communication program has a history of producing exceptional professionals, as evidenced by their numerous contest showings. The new degrees and courses can only add to the programs' (and students') success.

Sincerely,



Daniel McCoy
Wichita Business Journal
121 N. mead, Ste. 100, Wichita, KS 67202
316-266-6195 – office
316-655-3668 – cell
dhmccoy@bizjournals.com

Appendix II: Plan of Study

Mass Communication- Radio Television (AAS) Plan of Study

First Term	Credit Hours	Required Course
1	1	PD 122 Engaging in Fine Arts and Communications
2	1	MC 163 Applied Radio 1
3	1	MC 165 Applied TV 1
4	3	MC 169 Introduction to Audio and Video Production
5	3	(Select one) MC 206 Introduction to Film Theory MC 283 Video Editing
6	3	EG 101 English Comp 1
7	3	MA 135 College Algebra or higher
TOTAL	15	
Second Term		
8	3	MC 161 Into to Mass Communication
9	3	MC 162 Reporting 1
10	1	MC 164 Applied Radio 2
11	1	MC 166 Applied TV 2
12	3	MC 176 Video Production 2
13	3	MC 205 Writing for Electronic Media
14	3	SP 100 Public Speaking
TOTAL	17	
Third Term		
15	3	MC 171 Audio Production 2
16	1	MC 263 Applied Radio 3
17	1	MC 265 Applied TV 3
18	3	MC 291 Media Buying and Selling
19	3	IP 195 Professional Internship I
	3	(Select one) AR 100 Art Appreciation MU 100 Music Appreciation TA 206 Intro to Theatre Art
TOTAL	14	
Fourth Term		
20	1	MC 264 Applied Radio 4
21	1	MC 266 Applied TV 4
22	3	MC 290 Convergence Media
23	3	MC 210 Broadcast Reporting
24	3	(Select one) BS 105 Sociology BS 160 Gen Psychology
25	3	(Select one) EC 200 Microeconomics EC 201 Macroeconomics HS 131 US History 1 HS 132 US History 2 PO 141 American Fed Gov't
TOTAL	14	

Total Degree Pathway Credit Hours: 60

Appendix III: KBOR Fiscal Summary for Proposed Academic Programs

Implementation Costs

Program Sustainability Costs (Second and Third Years)

KBOR Fiscal Summary for Proposed Academic Programs
CA-1a Form (2018)

Institution: Butler Community College
Proposed Program: AAS – Mass Communication – Radio Television

IMPLEMENTATION COSTS

Part I. Anticipated Enrollment		Implementation Year		
Please state how many students/credit hours are expected during the initial year of the program?				
		Full-Time	Part-Time	
A. Headcount:		20 students /600 credit hours	10 students/300 credit hours	
Part II. Initial Budget		Implementation Year		
A. Faculty		Existing:	New:	Funding Source:
Full-time	2	\$90,575.00	\$0.00	Existing GOF
Part-time/Adjunct	3	\$14,882.00	\$0.00	Existing GOF
		Amount	Funding Source	
B. Equipment required for program		\$4722.00	Existing General Operating Fund	
C. Tools and/or supplies required for the program		\$212.00	Existing General Operating Fund	
D. Instructional Supplies and Materials		\$3488.00	Existing General Operating Fund	
E. Facility requirements, including facility modifications and/or classroom renovations		\$0.00	Existing General Operating Fund	
F. Technology and/or Software		\$3250.00	Existing General Operating Fund	
G. Other: Recruiting and Travel		\$2900.00	Existing General Operating Fund	
H. Other: Professional Dues and Subscriptions		\$3613.00	Existing General Operating Fund	
Total For Implementation Year		\$123,642.00	Existing General Operating Fund	

NOTE: The costs indicated on Form CA-1a represent **combined expenses** for the three AAS and AS degrees.

KBOR Fiscal Summary for Proposed Academic Programs
CA-1a Form (2018)

Institution: Butler Community College
Proposed Program: AAS – Mass Communication – Radio Television

PROGRAM SUSTAINABILITY COSTS (Second and Third Years)

Part I. Program Enrollment		Second and Third Years		
Please state how many students/credit hours are expected during the first two years of the program?				
		Full-Time	Part-Time	
A. Headcount:		40 students/1200 credit hours	20 students/600 credit hours	
Part II. Ongoing Program Costs		Second and Third Years		
A. Faculty		Existing:	New:	Funding Source:
Full-time	2	\$181,150.00	\$0.00	Existing GOF
Part-time	3	\$29,764.00	\$0.00	Existing GOF
		Amount	Funding Source	
B. Equipment required for program		\$9,444.00	Existing General Operating Fund	
C. Tools and/or supplies required for the program		\$424.00	Existing General Operating Fund	
D. Instructional Supplies and Materials		\$6,979.00	Existing General Operating Fund	
E. Facility requirements, including facility modifications and/or classroom renovations		\$0	Existing General Operating Fund	
F. Technology and/or Software		\$6,500.00	Existing General Operating Fund	
G. Other: Recruiting and Travel		\$5,800.00	Existing General Operating Fund	
H. Other: Professional Dues and Subscriptions		\$7,226.00	Existing General Operating Fund	
Total For Program Sustainability		\$247,287.00	Existing General Operating Fund	

NOTES: The information included for years 2 and 3 are combined student participation/costs for both years. The costs indicated on Form CA-1a represent **combined expenses** for the three AAS and AS degrees.

Please indicate any additional support and/or funding for the proposed program:

No additional support or funding will be required. All necessary funding/facilities/equipment currently in place, resulting in a net neutral budget.

Appendix IV: Minutes from Program Advisory Committee Meetings

April 18, 2018

May 11, 2018

BUTLER COMMUNITY COLLEGE
Mass Communications – Journalism 09.0401
Mass Communications – Radio Television 10.0202
Mass Communications – Sports Media 09.0906

Mass Communications Advisory Committee Meeting

MINUTES OF MEETING
April 18, 2018 – 2:30-4:00pm
Envision, 610 N. Main St., Wichita, KS 67203

ATTENDED

Daniel McCoy, Reporter, Wichita Business Journal
Jackie Wise, General Manager, Entercom Communications Corp.
Amy DeVault, Asst. Professor, Elliott School of Communications, Wichita State University
Mike Swan, Chair of Department of Mass Communications, Butler Community College
Keith West, Professor, Butler Community College
Steve Cless, Executive Producer, BCTV20, Butler Community College
Larry Patton, Division Dean, Fine Arts and Communications, Butler Community College
Lori Winningham, Vice President of Academics, Butler Community College

ADVISORY COMMITTEE MEMBERS ABSENT

Michael Cooper, Owner/Publisher, Vype High School Sports Magazine
Michael Schwanke, Anchor, KWCH Channel 12 Wichita

CALL TO ORDER

The meeting was called to order by Mike Swan (acting Chair) at 2:37pm. Mike Swan welcomed the group and thanked them for their support in meeting the mission of Butler Community College.

APPROVAL OF PREVIOUS MINUTES

As this was the first meeting of the Committee, there were no minutes to approve.

REVIEW OF CURRICULUM FOR EACH PROGRAM

As the AAS curriculums have not been approved, there were no activities to evaluate. Review of proposed curriculums were postponed for inclusion in New Business

OLD BUSINESS

None

NEW BUSINESS

1. Mike Swan, Keith West, Steve Cless and Lori Winningham presented the purpose and activities of the committee to the voting members. Mike Swan indicated the Committee

would meet 2-3 times during the next two months in order to develop the program applications for KBOR, then meet twice each year for program review and support.

2. Mike Swan, Keith West and Steve Cless presented the specific AAS degree program proposals being prepared for KBOR (Sports Media, Radio Television, and Journalism). Jackie Wise asked about promotion opportunities within the Radio Television program. All of the voting members expressed a desire for soft skills to be incorporated into the program activities, indicating their importance.
3. As two of the five voting members of the committee were unable to attend, it was agreed to postpone election of officers until the next meeting.
4. Mike Swan and Keith West initiated a discussion of future committee activities, including a tour of the program facilities, securing letters from Committee members, and presentation of the programs for approval by Butler BOT and KBOR. Keith West indicated the completed program application packages should be ready for consideration by the Butler Board of Trustees by June 1, 2018.

REPORTS/ANNOUNCEMENTS

After discussing availability, Mike Swan announced the next Committee meeting will be held at the El Dorado campus on Friday, May 11, 2018 starting at 1pm. Snacks will be served before a tour of program facilities and the actual meeting. Minutes of this meeting and action points for the May 11th meeting will be transmitted to Committee members by Swan.

ADJOURNMENT

Jackie Wise moved to adjourn the meeting. Steve Cless seconded the motion. The motion was approved by unanimous vote.

The meeting was adjourned at 3:47PM.

BUTLER COMMUNITY COLLEGE
Mass Communications – Journalism 09.0401
Mass Communications – Radio Television 10.0202
Mass Communications – Sports Media 09.0906

Mass Communications Advisory Committee

MINUTES OF MEETING
May 11, 2018 – 1:00-3:00
Butler Community College, 901 S. Haverhill Road, Wichita, KS 67203

ATTENDED

Michael Schwanke, Anchor, KWCH Channel 12 Wichita
Jackie Wise, General Manager, Entercom Communications Corp.
Mike Swan, Chair of Department of Mass Communications, Butler Community College
Keith West, Professor, Butler Community College
Amy Chastain, Professor, Butler Community College
Larry Patton, Division Dean, Fines Arts and Communications, Butler Community College

ADVISORY COMMITTEE MEMBERS ABSENT

Michael Cooper, Owner/Publisher, Vype High School Sports Magazine
Daniel McCoy, Reporter, Wichita Business Journal
Amy DeVault, Asst. Professor, Elliott School of Communications, Wichita State University
Steve Cless, Executive Producer, BCTV20, Butler Community College

PRE-MEETING ACTIVITIES

The Advisory Committee members present were given a tour of Mass Communication facilities on the El Dorado campus, including newspaper/magazine lab, magazine production room, video editing room, radio station and television control room/studio.

CALL TO ORDER

The meeting was called to order by Mike Swan (acting Chair) at 1:49pm. Mike Swan welcomed the group and thanked them for coming to the El Dorado campus.

APPROVAL OF PREVIOUS MINUTES

The minutes from the April 18, 2018 meeting were distributed. Amy Chastain moved they be accepted with a second from Jackie Wise. Minutes were approved.

REVIEW OF CURRICULUM FOR EACH PROGRAM

As the ASS curriculum has not been approved, there were no activities to evaluate. Participation in production competitions by program students was discussed.

OLD BUSINESS

None

NEW BUSINESS

1. Degree programs discussion

Jackie Wise suggested promotions/marketing be stressed in the Media Buying and Selling class included in all degree programs. She also mentioned the need for students to develop soft skills for internships and employment. Michael Schwanke agreed and added the need to navigate social media professionally (clean personal accounts, professional attitudes regarding impact of social media on student). Keith West stated soft skills were part of most 2nd year classes along with internship preparation, and that social media was stressed in the Convergence Media class.

In regard to activities, Jackie suggested projects that drive revenue are common in the Wichita market. Michael Schwanke suggested community involvement in addition to marketing projects. Michael also proposed Butler establish mentorship relationships with Wichita professionals as are now in place at Wichita State University. He agreed to take an active role in contacting various media organizations in the area including KWCH.

Both Jackie and Michael were very favorable regarding the Media Buying and Selling course, as they recognize the need for entry-level employees in sales. They indicated few if any students want to intern in sales.

2. Facilities

Jackie Wise and Michael Schwanke were satisfied with the quality of our facilities, as examined in the tour prior to the meeting. At the request of Keith West, Jackie indicated her station engineer may be available to provide assistance in installing new equipment obtained in the radio and television stations.

3. Support letters

Mike Swan asked both voting members to consider writing letters of approval and support for the AAS degree proposal packets. Michael Schwanke asked the faculty to develop a sample letter for the committee members' use, as they are unfamiliar with the requirements/language of KBOR. Jackie Wise agreed that a sample would be appreciated. Mike stated a sample letter or two would be developed and sent to all committee members. He asked that letters be submitted as soon as possible to complete the program proposals

4. Election of Officers

Mike Swan indicated the need for voting members to volunteer for the positions of Chair, Vice Chair and Secretary. Larry Patton stated that the Faculty Sponsor and other faculty members would prepare and transmit communications, but required the oversight of these officers. Michael Schwanke agreed to be considered for Chair and

Jackie Wise agreed to be considered for Vice Chair. Michael moved and Jackie seconded the motion to accept the slate of candidates. Motion passed. Michael will ask the other committee members to consider the office of Secretary before the next committee meeting. Both officers will assume their duties at the end of the May 11 meeting.

5. Future Meetings

Future meeting days/times and dates were discussed. It was mutually agreed that another meeting in May/June is not necessary, assuming support letters are forthcoming and no major changes are required for program proposals. Michael Schwanke indicated Fridays were not good days and his need to return to KWCH for the evening broadcasts. A 90 minute meeting held in Wichita, possibly including lunch, sometime in October met with approval.

REPORTS AND ANNOUNCEMENTS

In appreciation of voting committee member support of the programs, Michael Schwanke and Jackie Wise were presented plaques. Mike Swan will deliver plaques to members not in attendance before the next meeting.

ADJOURNMENT

The meeting was adjourned at 2:33pm by mutual agreement. Remaining snacks were distributed to those interested.

Appendix V: Minutes from Governing Board Meeting



- Let's Take Tomorrow -

BUTLER COMMUNITY COLLEGE
BOARD OF TRUSTEES
MINUTES OF THE REGULAR BOARD MEETING
4:30 p.m., Tuesday, July 10, 2018 – Dankert Board Room

STAFF ATTENDANCE

Stacy Cofer	Lora Jarvis
Kim Krull	Esam Mohammad
Jessica Ohman	Terry Sader
Kim Sherwood	Kelly Snedden
Shelley Stultz	Kent Williams
Lori Winningham	Bill Young
Katie Zarchan	Lynn Umholtz
Ireland Turner	Keith West

BOARD ATTENDANCE

Ken Bohon
 JoAnn Craven
 Eileen Dreiling
 Ron Englebrecht
 Greg Joyce

Absent:
 Jim Howell
 Lance Lechtenberg

GUESTS

Belinda Larsen, Butler Co. Times/Gazette
 Vince Haines, Gravity::Works
 Kandi Chilcott, Gravity::Works
 Maggie Smith, Gravity::Works
 Bob Simpson, Simpson Construction Josh
 Vogel, Simpson Construction John Haas,
 Ranson
 Kevin Cowan, Gilmore & Bell, P.C.

CALL TO ORDER

Chair Dreiling called the regular monthly meeting of the Board of Trustees to order at 4:32 p.m.

APPROVAL OF THE AGENDA

Trustee Engelbrecht moved to approve the agenda. Trustee Joyce seconded. The motion passed unanimously.

PUBLIC COMMENT - None

BOARD ACTION ITEMS

Ratification of Mass Communication, Journalism, Radio Television, Sports Media Associates of Applied Science degrees – Lori Winningham gave a brief synopsis of the programs and how they have been adopted to go with the new Pathways programming and plans are to implement next academic year. Keith West said that when you look at the minutia of the program it is very unique in Kansas. There is a high demand for students, and Butler is the only option in the state for the two-year program.

They are restructuring programming and will use current funding with no new financial needs. They revamped several courses and created three new courses after doing an outside survey of what professionals in the fields of study thought students needed. The new courses will be implemented this fall.

Chair Dreiling commented on how impressed she was with the members of the advisory committee and their comments on the programming currently at Butler. Keith West gave all the credit for that committee to Mike Swan.

Trustee Engelbrecht moved to ratify the Mass Communication Associate of Applied Science Degree programs for Journalism, Radio Television and Sports Media. Trustee Joyce seconded. The motion passed unanimously.