Unit Plan: Enrollment Requests

Unit: Mass Communications Radio and Television Broadcasting
Division: Arts and Humanities
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Audience: Budget, Deans, CEMC, IPBC
Purpose: To recommend changes in FTEF allocations for subsequent academic year and guide Deans and CEMC in the allocation of FTEF to units.
Instructions: In the area below, please list your requested changes in course offerings (with reference to corresponding change in FTEF) and provide your rationale for these changes. Be sure to analyze enrollment trends and other relevant data (http://help/EMC/). Please seek your dean’s assistance as needed.

We’re requesting an increase to our 2.35 Fall FTEF allocation of .18 to meet regularly scheduled courses. Also, in order to offer a new 5 CAH MCOM TV Sports Production course, the FTEF allocation would need to be increased an additional .33. This would mean a .51 total increase bringing our Fall FTEF to 2.86. We created this new TV Sports Production class in response to the student demand for this type of course. With the expansion of sports channels on cable and satellite TV, there is an increased need for training in this area.

- We have reduced our MCOM course offerings because of our reduced FTEF. We used to offer MCOM 8, 33A, 33B, 35, and 39, every semester. To stay within our restricted FTEF allocations we are only offering these courses once a year. When MCOM 33A, 33B or 39 are offered in the same semester, they are cross listed so the instructor is only paid for one course. In addition, there are two TV classes that have four hour labs each and the instructor is only paid for 3 hours each.

We’re requesting an increase to our 2.37 Spring FTEF allocation of .07 to meet regularly scheduled courses. Also, in order to offer a new 3 CAH MCOM Cable TV Station Operation course, the FTEF allocation would need to be increased an additional .21. This would mean a .28 total increase bringing our Spring FTEF to 2.65. We created this new Cable TV Station Operation class in order bring parity to our TV station and radio station training. MCOM 38 provides well-rounded radio station operation training in the various jobs at a radio station. Our TV students have not been able to have this same level of training and varied job experience. With the addition of this course, not only will our students have better balanced broadcast training, we will be able to run TV programming into the community. With the elimination of the two TV Technician positions, we have not been able to adequately serve our community via educational TV programs, which this class would remedy.

- Two courses are cross listed and the Cable TV Station Operation instructor is only paid for three of the four hours of lab. In order not to go even more over our Spring FTEF allocation, we have not scheduled the 4 unit MCOM 8 and 3 unit MCOM 35 courses.

- Over the years we’ve had to cancel MCOM 35, Writing for Broadcasting, because of low enrollments. We offered it as an online class the Spring 2008 semester with an enrollment of 30, which is the best enrollment ever. We need to offer this course at least once a year. In order to do this we would need our FTEF allotment increased by .20 FTEF.