

**Humanities and Natural Sciences Council of Chairs Meeting**  
**Dean's Conference Room, Bobet 202J**  
**December 2, 2013 - 3:30 p.m. – 5:00 p.m.**

**MINUTES**

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**Call to Order**

Dean Maria Calzada called the meeting to order at 3:30 p.m.

Attended: Mary Brazier, Maria Calzada, Frank Jordan, Armin Kargol (for Martin McHugh) Michael Kelly, Kenneth Keulman, David Moore, Connie Mui, Uriel Quesada (for Blanca Anderson) and Thom Spence

Also attended: Patrick Armstrong, Melanie McKay, John Sebastian and Bill Walkenhorst

**I. Approval of Minutes**

Minutes of November 4, 2013 were approved.

**II. Department Websites – Melanie McKay and Patrick Armstrong**

Melanie McKay and Patrick Armstrong gave a presentation on how they are working to enhance the department website program of study pages (Attachment #1). Patrick is working with the web editors on how to set up the new look so that it is consistent across the college. If anyone needs help with 'sell' copy for their page, they should contact Dr. McKay. Department web editors can also contact Crystal Forte from Marketing for Drupal training.

Dr. McKay stated that the consultants are working on their final report on marketing. It was noted that the top three reasons students come to Loyola are as follows:

1. Academic Programs
2. New Orleans
3. Financial Package

**III. Online Teaching – Melanie McKay**

Dr. McKay reported that there would be faculty development trainings in the spring for anyone interested in teaching summer school online. She will let faculty know about these trainings and wants to encourage faculty to offer more online courses. Experimental common curriculum courses can be offered in the summer.

**IV. Course Scheduling – Melanie McKay, John Sebastian, Thom Spence**

One of the biggest problems for students is scheduling courses. The goal should be to maximize choices for students, and to not schedule freshman in once a week classes. Thom Spence said that he would like feedback on how to solve this problem. It was suggested that there be a meeting with the chairs and Mike Rachal to come up with recommendations.

**V. Financial Matters – Bill Walkenhorst**

Dr. Walkenhorst spoke about his report from the University Budget Committee (Attachment #2). It was announced that Marc Manganaro and Jay Calamia would be attending the College Assembly to answer any questions on the financial situation at Loyola.

**VI. Travel Section of the College Handbook Revisions**

Due to time constraints, travel will be put on the next COC agenda.

## Move to Adjourn:

The meeting was adjourned at 5:00 p.m.

## Attachment #1:

### Program of Study Pages and Template

#### Program of Study Page Template

1. Opening Paragraph / Sell Copy:

- a. What jobs or fields (or graduate programs) do graduates from your program tend to feed into?
- b. Does your program have a special emphasis on promoting undergraduate research, service learning, or experiential learning?
- c. Does your program have any special relationships with organizations elsewhere in the community that students will have an opportunity to get involved with?

Example: Management (<http://www.business.loyno.edu/management>)

2. List of courses for your major or concentration

- a. DO NOT INCLUDE COMMON CURRICULUM

**Journalism sequence curriculum**

**Required courses:**

- CMMN A250 Journalism (formerly Beginning Reporting)
- CMMN A265 Photography
- CMMN A266 Videography
- CMMN A350 Advanced Journalism (formerly Advanced Reporting)
- CMMN A450 History of Journalism or CMMN A465 History of Photography
- CMMN A490 Journalism Capstone

**Choose two:**

- CMMN A251 News Editing
- CMMN A260 Intro to Layout and Design
- CMMN A316 Public Relations
- CMMN A335 Strategic Event Planning and Promotions
- CMMN A351 Advanced Editing

3. Link to Faculty/Staff page

4. Include faculty contact email

5. Link to Bulletin

- a. Include a link to departmental course descriptions
- b. Link to current Bulletin “Curriculum Requirements”
- c. Include a link to the Bulletin Archives “Curriculum Requirements by entering year”

# YOUR PROGRAM OF STUDY WEBPAGE

For use with  
Admissions &  
the University  
Bulletin

## WHAT IT IS

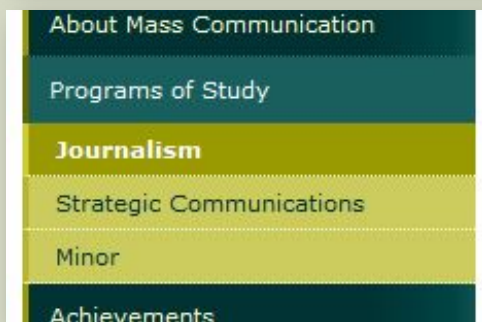
<a href="#">About Mass Communication</a>	<h3>Programs of Study</h3> <p>In addition to instruction from our outstanding faculty, you'll have access to state-of-the-art computer labs and the latest technology. You'll gain real-life, practical experience by working with the <a href="#">Shawn M. Donnelley Center for Nonprofit Communications</a> and the <a href="#">Center for Environmental Communication</a>. In short, you'll graduate with technical competency and the ability to provide vision and leadership in the complex field of communications.</p> <h4><i>Get your degree in mass communication</i></h4> <ul style="list-style-type: none"><li>• Designed for students wanting to become intellectual, artistic, and ethical professional leaders in our world's rapidly changing information environment.</li><li>• In addition to the <a href="#">core requirements</a>, majors choose from three sequences within mass communication: <a href="#">Journalism</a> and <a href="#">Strategic Communications</a>.</li><li>• 120 credit hours to complete bachelor's degree.</li><li>• A <a href="#">minor</a> in mass communication is available to students pursuing other majors.</li></ul>	<b>QUICK LINKS</b> <p>The School of Mass Communication has many resources to offer its students and alumni:</p> <ul style="list-style-type: none"><li>&gt; <a href="#">Internships</a></li><li>&gt; <a href="#">Study Abroad</a></li><li>&gt; <a href="#">The Maroon Online</a></li><li>&gt; <a href="#">Alumni Den of Distinction</a></li><li>&gt; <a href="#">Academic Resource Center</a></li></ul>
<a href="#">Programs of Study</a>		
<a href="#">Journalism</a>		
<a href="#">Strategic Communications</a>		
<a href="#">Minor</a>		
<a href="#">Achievements</a>		
<a href="#">Faculty + Staff</a>		
<a href="#">Resources</a>		
<a href="#">APPLY NOW</a>		
<b>UPCOMING EVENTS</b> <p>TUESDAY, NOVEMBER 19, 2013 College of Social Sciences CDC Meeting</p> <p>TUESDAY, FEBRUARY 11, 2014</p>		

## WHAT IT IS

- On each department website
- Specific pages for each major, concentration, or minor
- Describe, generate interest in, detail department programs

## HOW YOU FIND THEM

### Top Navigation



### Side Navigation

## Programs of Study

In addition to instruction from our outstanding faculty, you'll have access to state-of-the-art computer labs and the latest technology. You'll gain real-life, practical experience by working with the [Shawn M. Donnelley Center for Nonprofit Communications](#) and the [Center for Environmental Communication](#). In short, you'll graduate with technical competency and the ability to provide vision and leadership in the complex field of communications.

### *Get your degree in mass communication*

- Designed for students wanting to become intellectual, artistic, and ethical professional leaders in our world's rapidly changing information environment.
- In addition to the [core requirements](#), majors choose from three sequences within mass communication: [Journalism](#) and [Strategic Communications](#).
- 120 credit hours to complete bachelor's degree.
- A [minor](#) in mass communication is available to students pursuing other majors.

**SELL YOUR PROGRAMS**

To complete a major in the School of Mass Communication, students must complete this core group of courses totaling 15 credit hours:

### Core Requirements

CMMNA100: Introduction to Mass Communication	3
CMMNA101: Communication/Media Writing	3
CMMNA201: Digital Communication	3
CMMNA401: Law of Mass Communication	3
CMMNA484: Seminar in Mass Communication Ethics	1
CMMNA491: Internship/Practicum	1-3*
CMMNA492: Senior Seminar in Mass Communication	1

Students must successfully complete CMMN A100 and CMMN A101 before taking any other communications course. Normally students take CMMN A100 in their first semester on campus. They take CMMN A101 after completing ENGL T122. CMMN A401 is taken in junior or senior years; CMMN A484, CMMN A491 are taken senior year; CMMN A491 can be taken throughout a college career.

A grade of C or better is required in all courses that are prerequisites to advanced courses.

\* An Internship/Practicum can be repeated for a total of 3 credits maximum.

**FOCUS ON PROGRAM**

(If you're going to use charts, use them to describe your program!)

## Journalism sequence curriculum

### Required courses:

- CMMN A250 Journalism (formerly Beginning Reporting)
- CMMN A265 Photography
- CMMN A266 Videography
- CMMN A350 Advanced Journalism (formerly Advanced Reporting)
- CMMN A450 History of Journalism or CMMN A465 History of Photography
- CMMN A490 Journalism Capstone

### Choose two:

- CMMN A251 News Editing
- CMMN A260 Intro to Layout and Design
- CMMN A316 Public Relations
- CMMN A335 Strategic Event Planning and Promotions
- CMMN A351 Advanced Editing
- CMMN A360 Advanced Layout & Design

## SIMPLE LISTS

Instead of charts, a simple list is far easier to edit.

## Course Catalog

If you entered in the...	Your class bulletin is...	Your required coursework is ...
2013-14 Academic Year	<a href="#">2013-14 Bulletin</a>	<a href="#">13-14 Mass Comm DPCL</a> PDF
2012-13 Academic Year	<a href="#">2012-13 Bulletin</a>	<a href="#">12-13 Mass Comm DPCL</a> PDF

## Physics course information

Find out more about the physics major:

- [Curriculum Requirements](#)
- [Curriculum Requirements By Entering Year](#)
- [Course Descriptions](#)

## LINK TO THE BULLETIN

The Bulletin has all the boring minutiae and DPCL's and archives going back years.

We do this on the Bulletin so you don't have to! JUST LINK!

# CONCENTRATIONS HAVE WEBPAGES TOO

## Strategic Communications

At Loyola, we know that persuasive communications happens in both the advertising and public relations worlds and that's why we've put both under the strategic communications sequence. Students in the Strategic Communications Sequence can study either [advertising](#) or [public relations](#). Students take a mini core of courses including layout and design, research methods and the campaigns capstone.

### *Advertising sequence*

The [advertising track](#) is perfect for students who want to channel their creative energy into dynamic and persuasive campaigns. The program offers a strong foundation in research methods and copywriting as well as giving students hands-on experience with innovative technology. Our advertising graduates are recognized by the industry for their sharp strategic minds and keen eye for design. Contact the sequence chair, Dr. Cathy Rogers, at [crogers@loyno.edu](mailto:crogers@loyno.edu) for more information.

### *Public Relations sequence*

[Public relations](#) is an excellent track for students who want to develop professional communication skills and the expertise needed to facilitate mutual understanding among groups and institutions. Loyola's program offers a strong foundation in media, internal and external relations. Graduates excel in roles within businesses, government, hospitals, education, nonprofit and religious institutions. Contact the sequence chair, Dr. Cathy Rogers, at [crogers@loyno.edu](mailto:crogers@loyno.edu) for more information.

## Advertising

The advertising track at Loyola University New Orleans is perfect for students who want to channel their creative energy into dynamic and persuasive campaigns. The program offers a strong foundation in research methods and copywriting as well as giving students hands-on experience with innovative technology. Our advertising graduates are recognized by the industry for their sharp strategic minds and keen eye for design. Contact the sequence chair, Dr. Cathy Rogers, at [crogers@loyno.edu](mailto:crogers@loyno.edu) for more information.

*The advertising track includes the following curriculum:*

### Required courses:

- CMMN A260 Introduction to Layout & Design
- CMMN A310 Advertising
- CMMN A311 Advertising Copywriting
- CMMN A313 Media Planning
- CMMN A326 Research in Advertising and PR
- CMMN A334 Strategic Problem Solving in Advertising and PR
- CMMN A414 Advertising Capstone: Advertising Campaigns or A415 Advanced Ad Campaigns

### Choose two of the following:

- CMMN A316 Public Relations
- CMMN A325 Strategic Event Planning and Promotions
- CMMN A360 Advanced Layout & Design
- CMMN A354 Feature Writing
- CMMN A410 Nonprofit Communications
- CMMN A455 Media & Gender
- CMMN A400 Theories of Mass Communication
- CMMN A475 Environmental Communication

Plus one communication elective

## WEBPAGES AT THE TRACK LEVEL?

### Bachelor of Arts Mass Communication Strategic Communications concentration (Advertising track):

- **3 webpages**
- **More detail each click**
- **Focus is on program**

**Most programs will not need this much copy!**

## BOTTOM OF THE PAGE

Links to the Bulletin

Links to course descriptions (in the Bulletin)

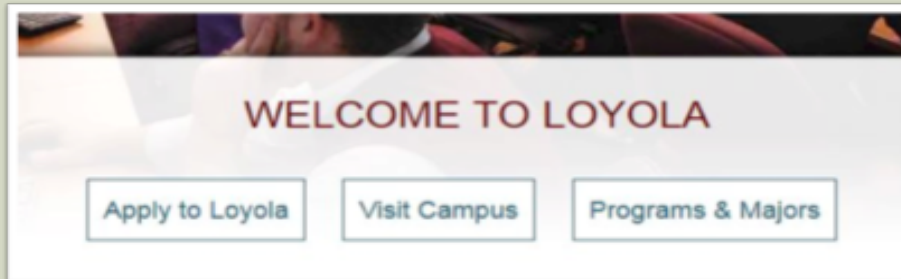
## Physics course information

Find out more about the physics major:

- [Curriculum Requirements](#)
- [Curriculum Requirements By Entering Year](#)
- [Course Descriptions](#)



## WHY IS THIS IMPORTANT?



### Programs + Majors

Majors + Concentrations	Minors	Graduate	Law	Evening
Accounting				Music Education, Vocal
Business with Music Industry Studies Minor				Music Education, Vocal with General Music
Business, General				Music Industry Studies, Bachelor of Music
Biological Sciences				Music Industry Studies, Bachelor of Science
Biochemistry				Music Therapy
Chemistry				Music, Bachelor of Arts
Chemistry, Forensic Science				Music, Composition
Classical Studies				Music, Elective Studies
Communication, Journalism				Music, Guitar Performance
Communication, Strategic Communications (Advertising/Public Relations)				Music, Jazz Studies
Computational Mathematics				Music, Keyboard Performance
Criminal Justice, Bachelor of Arts				Music, Orchestral Instrumental Performance

Chemistry

Music, Bachelor of Arts

## Chemistry

### **College of Humanities and Natural Sciences**

#### **Description**

This major prepares students to enter directly into the chemical industry or pursue an advanced degree in any field of chemistry. Our program provides students with nationally competitive classroom and laboratory instruction coupled with a dynamic research program.

**[Learn More >](#)**

**[Course Catalog >](#)**

Chemistry, Forensic Science

Music, Composition

Classical Studies

Music, Elective Studies

Communication, Journalism

Music, Guitar Performance

Communication, Strategic Communications  
(Advertising/Public Relations)

Music, Jazz Studies

Computational Mathematics

Music, Keyboard Performance

## “LEARN MORE”

- Direct link to [Program of Study](#) page
- Could be major
- Could be concentration
- Could be track
- What does your page look like?
- [www.loyno.edu](http://www.loyno.edu)

## Attachment #2 Report from University Budget Committee

### Report from University Budget Committee

Bill Walkenhorst  
Department of Chemistry  
University Senate Representative to UBC

The UBC met on eight occasions during Fall 2013. The UBC gives budgetary recommendations to President Wildes which, if accepted, are then presented to the board for approval. Items discussed and modeled this term included the nature and extent of the recently approved retirement plan, number of freshman students used to build projected revenue, and changes to tuition and fees for the 2014-15 academic year. We also reviewed the history of budgetary elements such as tuition, discount rate, and draw from the endowment and their impact on our current budget situation.

The details of the voluntary retirement plan were recently released. In addition, Dr. Manganaro and Roberta Kaskel (admissions) met with the Senate on Nov. 14, 2013 and had an open and wide ranging discussion. You can ask your departmental Senate representatives for any details not available below.

The current 2013-14 academic year is projected to end with a 7.5 million dollar deficit due to the very small freshman class this year and to overspending financial aid. Because operating budgets have already been cut, the deficit will have to be addressed using the voluntary severance plan recently approved, followed by a reduction in force (RIF) early in Spring 2014. Details of savings due to voluntary severance will only be known in December once the list of retirees is finalized and approved and once any emergency replacements are considered. A savings of 1.5 million is anticipated through the voluntary severance offer. Note that the savings could be more or less (1-3 million?) depending on exactly who retires and who needs to be replaced. The severance package will cost ~\$7-8M total from the endowment this year in addition to the normal draw and so will negatively impact endowment drawdown in the future, although savings from retirements will accrue over the next few years. A total of 10.6% of the total university salary budget will need to be cut (from voluntary severance and RIFs combined) to balance the 7.5 million dollar deficit. IF 1.5 million in savings results from the voluntary severance plan as anticipated, this leaves an additional 6 million dollars to be cut through a RIF. This would likely be a reduction of 5 million in salaries which will include an additional savings of 1 million in benefits to add up to 6 million. Some Vice-Presidents have already notified employees of this likelihood. Since the full savings will not be realized when employees retire at end of academic year or even halfway through, the university cash reserve will be used to offset this amount and then replenished once the full savings are realized.

In the budget for 2014-15 projected revenues are targeted for 650 freshman students with a retention rate of 75%. 130 transfers and 685 total law students are also included in projected revenue. All of these are deliberately conservative projections to try to limit budget surprises next year. The UBC just recommended the following to the President as well for 2014-15: 1. No increases in operating budgets, 2. No raise pool, 3. No increase in Law or Graduate tuition, 4. 2.99% increase in UG tuition, 5. 2.9% increase in room, and 6. 3% increase in board. The increase in board is tied to the contract with Sodexo to offset losses due to the small number of freshman this year. A 650 student freshman class for 2014-15 along with the other recommendations above will result in an additional ~\$4M dollar deficit next year. The most likely way to offset this deficit will be to eliminate the university 8% match to retirement (TIAA-CREF) for one year yielding 4 million in savings. This is being considered so as to avoid another RIF in 2014-15.

I want to end on a hopeful note. If we get 850 freshman instead of 650, we will not have a deficit next year and may not need to do the TIAA reduction. We as faculty may be able to help in the following ways: each increase of 3% in retention or each additional 25 students recruited will increase revenue by about \$500K per year.