

Curriculum Committee Meeting Agenda

Voting Committee Members

Chair – Kristen Booth (Pre-College)

Vice Chair – Zip Krummel (Social Science)

Courtney Cunningham (ESL)

Katy Jablonski (Wr/FL/Eng)

Emilie Miller (Science)

P.K. Hoffman (Arts & Hum)

(on leave of absence)

Pam Morse (MTH)

Steve Holman (Inst Dean)

Ashley Mickels (CTE)

Mimi Pentz (Nurs/Hlth Occ)

Non-Voting Committee Members

Jarett Gilbert (VP Instructional Services)

Mary Martin (Student Services/Registrar)

Susan Lewis (Curriculum)

Support Staff

Sara Wade (Curriculum)

Guests

Andrea Ware

February 11, 2021 3:30 pm – 5:00 pm

Zoom log-in: <https://cgcc.zoom.us/j/95211543540>

Meeting ID: 952 1154 3540; phone in: 1-253-215-8782

Business:

1. Katy's leave of absence

Old Business

1. none

Submissions¹

1. Andrea Ware (3:45 – 4:10 pm)
 - WT 181 Digital Marketing Strategies (New CTE Course)
 - CAS 102 Marketing with Social Media (Course Revision: prefix, title, req, cont, txt/mat)
 - CAS 105 Writing for the Web (Course Revision: prefix, cont, txt/mat)
 - Digital Marketing Assistant (New Certificate)
 - Consent agenda (2): change of course titles and numbers; addition/deletion of electives
2. Susan Lewis (4:10 – 4:15 pm)
 - Consent agenda: addition of electives

Discussion Items:

1. Reviewing and Modifying the Use of the Consent Agenda²

Next Meeting: March 4, 2021

Attachments: ¹ Submissions: 1 New CTE course, 2 Course Revisions, 1 New Certificate, 3 Consent Agendas; ² What is a Consent Agenda

Columbia Gorge Community College

CC date _____
 CC decision _____
 CC vote _____

New Course Career Technical Education (CTE)

(Double click on check boxes to activate dialog box)

SECTION #1 GENERAL INFORMATION				
Department:	CTE		Submitter name: Phone: Email:	Andrea Ware 509-768-6557 aware@cgcc.edu
Prefix and Course Number:	WT 181		Credits:	3
Course Title: (60 characters max, including spaces)	Digital Marketing Strategies		Transcript Title: (30 characters max, including spaces)	Digital Marketing Strategies
May this course be repeated for credit?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	For how many times?	Contact hours:	Lecture: 30 Lec/lab: 0 Lab: 0
Is this course equivalent to another? They must have the same description, outcomes and credit.			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Prefix, number and title:
Reason for the new course.	Part of the Digital Marketing Assistant Certificate.			
GRADE OPTIONS: Check as many or as few options as you'd like. Choose the default grade option. The default grade refers to the option that is listed at the top of the dropdown menu for the CRN. Students who do not make a choice or do not make a change in the dropdown menu will automatically be assigned to the default grade option.				
		Check all that apply	Default (Choose one)	
A-F (letter grade)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pass/No pass		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Audit in consultation with faculty		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
REQUISITES: Identify prerequisite, corequisite and concurrent course(s)				
<input type="checkbox"/> Standard requisites – Prerequisite: MTH 20 or equivalent placement test scores. Prerequisite/concurrent: WR 121.				
<input type="checkbox"/> placement into:		<input type="checkbox"/> placement into:		
course prefix & number: Recommended RD 115, WR 115		<input checked="" type="checkbox"/> prerequisite	<input type="checkbox"/> corequisite	<input type="checkbox"/> pre/co
course prefix & number:		<input type="checkbox"/> prerequisite	<input type="checkbox"/> corequisite	<input type="checkbox"/> pre/co
COURSE DESCRIPTION: To be used in the catalog and schedule of classes. Begin each sentence of the course description with an active verb. Avoid using the phrases: "This course will ..." and/or "Students will ..." Include course requisites in the description. Guidelines for writing concise descriptions can be found at Writing Course Descriptions .				
Examines digital marketing tools and tactics. Explores search engine optimization, analytics, and relationship marketing. Covers research techniques for staying current with industry standards. Recommended: RD 115, WR 115. Audit available.				

LEARNING OUTCOMES: Describe what the student will be able to do “out there” (in their life roles as worker, family member, community citizen, global citizen or lifelong learners). Outcomes must be measurable through the application of direct and/or indirect assessment strategies. Three to six outcomes are recommended. Start each outcome with an active verb, completing the sentence starter provided. (See [Writing Learning Outcomes](#) on the curriculum website.)

Outcomes: (Use observable and measurable verbs)	Upon successful completion of this course, students will be able to:
	1. Create a digital marketing plan.
	2. Use relationship marketing to engage customers.
	3. Apply knowledge of search engine optimization to improve customer reach.
	4. Use analytics and data to track and analyze performance.

Outcomes assessment strategies:	May include objective tests, scored assignments, or projects, class participation, quizzes, research paper, written observations, journal reflections, and written assignments
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COURSE CONTENT, ACTIVITIES AND DESIGN

Activity & Design: The determination of teaching strategies used in the delivery of outcomes is generally left to the discretion of the instructor. On occasion, a department may decide that the inclusion of a particular strategy will be required (specify in “required activities” box below). For example, a department may determine that a course will be required to incorporate a service learning project into its curriculum delivery. However, for the most part, delivery mechanisms fall under academic freedom and so the individuality and creativity of each instructor.

Here are some strategies that you might consider when designing your course: lecture, small group/forum discussion, flipped classroom, dyads, oral presentation, role play, simulation scenarios, group projects, service learning projects, hands-on lab, peer review/workshops, cooperative learning (jigsaw, fishbowl), inquiry based instruction, differentiated instruction (learning centers), graphic organizers, etc.

Department required course activities (optional)	
Course Content – organized by outcomes (list each outcome followed by an outline of the related content)	<p>Outcome #1: Create a digital marketing plan.</p> <ul style="list-style-type: none"> • Content, email, video and mobile marketing • Writing effective web content • Content strategy • Performance marketing <p>Outcome #2: Use relationship marketing to engage customers.</p> <ul style="list-style-type: none"> • Building an online persona/brand • Social media marketing <p>Outcome #3: Apply knowledge of search engine optimization to improve customer reach.</p> <ul style="list-style-type: none"> • Algorithms • Keywords • Accessibility <p>Outcome #4: Use analytics and data to track and analyze performance.</p> <ul style="list-style-type: none"> • Customer/user experience • Market analysis • Paid search

Suggested Texts & Materials (specify if any texts or materials are required)	Use of listed Texts/Materials is not required unless so noted. Suggested texts: <ul style="list-style-type: none"> • <i>Understanding Digital Marketing</i> by Damian Ryan • <i>Digital Marketing</i> by Dave Chaffey, Fiona Ellis-Chadwick • <i>Digital Marketing Strategy</i> by Simon Kingsnorth • <i>One Million Followers: How I Built a Massive Social Following in 30 Days</i> by Brendan Kane • <i>Hook Point: How to Stand Out in a 3 Second World</i> by Brendan Kane
Department Notes (optional)	

SECTION #2 FUNCTION OF COURSE WITHIN EXISTING AND/OR NEW PROGRAM(S)		
New CTE courses must be attached to a degree and/or certificate. They cannot be offered until the degree or certificate is approved. Please answer below, as appropriate.		
Will this new course be part of existing, currently approved CGCC certificate(s) and/or degree(s)?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Name of certificate(s):		# credit:
Name of degree(s):		# credit:
Will this new course be part of a new, proposed CGCC certificate or degree?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Name of new certificate(s):	Digital Marketing	# credit: 19
Name of new degree(s):		# credit:
Briefly explain how this course fits into the new or existing degrees /certificates noted above (i.e. requirement or elective):	This course is a requirement for the certificate.	
Is this course used to supply related instruction for a certificate?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes , the related instruction form , available on the curriculum office website, must be completed and submitted together with this form.		

SECTION #3 ADDITIONAL INFORMATION FOR NEW CTE COURSES	
Transferability: Will this course transfer to another academic institution? Identify and describe the nature of the transfer.	Not transferable.
IMPACT ON OTHER PROGRAMS AND DEPARTMENTS	
Are there degrees and/or certificates that are affected by the instruction of this course? If so, provide details.	No

Are there similar courses existing in other programs or disciplines at CGCC? If yes, provide details and/or describe the nature of acknowledgments and/or agreements that have been reached.	No.
Is there any potential impact on another department? Identify and consult with Department chairs whose courses may be impacted by this course, such as: content overlap, course duplication, prerequisite need, enrollment increase or decrease, etc.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Explain and/or describe the nature of acknowledgments and/or agreements that have been reached.	
Has the Library director been notified regarding the addition of this course and the need for any potential resources?	<input checked="" type="checkbox"/> Yes – date: 1/15/2021 <input type="checkbox"/> No
Implementation term:	<input checked="" type="checkbox"/> Start of next academic year (summer term) <input type="checkbox"/> Specific term (if BEFORE next academic year):
<p>Course approval is dependent on approval of the related certificate/degree submission which documents the placement of the new course. Degree/certificate status will impact the speed of the process. The Curriculum Office will notify the submitter, department chair, and department director when the course has completed the approval process and is available to be scheduled. Curriculum changes generally go into effect at the beginning of the next academic year (summer term). Mid-year revisions/additions are discouraged but accommodated when possible if there is a specific, identifiable need.</p>	

SECTION #4 DEPARTMENT REVIEW

"I vouch that this submission has been reviewed by the affiliated department chair and department dean and that they have given initial authorization for this submission. I am requesting that it be placed on the next Curriculum Committee agenda with available time slots. I understand that I am required to complete and submit, prior to the day my submission is reviewed by the Curriculum Committee, a Course Signature Form signed by the department chair and dean."

Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	1/15/2021
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

NEXT STEPS:

1. Save this document as the course prefix and number (e.g. MTH 65 or HST 104). Send completed form electronically to curriculum@cgcc.edu or slewis@cgcc.edu.
2. Refer to the curriculum office website for the Curriculum Committee [meeting schedule and submission deadlines](#). You are encouraged to send submissions prior to the deadline so that the curriculum office may review and provide feedback.
3. Course submissions will be placed on the next agenda with available time slots. You will be notified of your submission's time for review, and you will be sent a signature page that may be completed electronically or manually by your department chair and department dean. It is the submitter's responsibility to ensure that

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CC date _____
 CC decision _____
 CC vote _____

Course Revision

(Double click on check boxes to activate dialog box)

What are you seeking to revise? Check all that apply

<input checked="" type="checkbox"/> Course number <input checked="" type="checkbox"/> Title <input type="checkbox"/> Description	<input checked="" type="checkbox"/> Requisites <input type="checkbox"/> Outcomes <input type="checkbox"/> Repeatability	<input type="checkbox"/> Related Instruction <input checked="" type="checkbox"/> Content <input checked="" type="checkbox"/> Text / Materials
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SECTION #1 GENERAL INFORMATION & REVISIONS

Department	CTE	Submitter name Phone Email	Andrea Ware 509-768-6557 aware@cgcc.edu
Current prefix and number	CAS 102	Proposed prefix and number	WT 102
Current course title	Marketing with Social Media	Proposed title (60 characters max)	Social Media Marketing
Current Repeatability	0	Proposed Repeatability	No change
Current transcript title (30 characters max)	Marketing with Social Media	Proposed transcript title (30 characters max)	Social Media Marketing
Reason for above proposed changes	Moving Web Technology courses to their own prefix. Title change: To better align with how other institutions have titled this course.		

COURSE DESCRIPTION: To be used in the catalog and schedule of classes. Begin each sentence of the course description with an active verb. Avoid using the phrases: "This course will ..." and/or "Students will ..." Include course requisites in the description. Guidelines for writing concise descriptions can be found at [Writing Course Descriptions](#).

Current Description (required whether being revised or not)	Proposed Description
Examines social media platforms, tools and strategies. Covers social media policy, legal considerations and community etiquette. Prerequisites: WR 115, RD 115 and MTH 20 or equivalent placement test scores. Audit available.	Examines social media platforms, tools and strategies. Covers social media policy, legal considerations and community etiquette. Recommended: WR 115, RD 115. Audit available.
Reason for description change	Changed Requisites.

REQUISITES: Note: If this course has been approved for the Gen Ed list, it will have, as a default the following requisites: "Prerequisite: MTH 20 or equivalent placement test scores. Prerequisite/concurrent: WR 121." If the department wants to set the RD, WR and/or MTH prerequisites at a lower level, you will need to submit the Opt-out of Standard Prerequisites Request form.

Current prerequisites, corequisites and concurrent (if no change, leave blank)

☐ Standard requisites - Prerequisite: MTH 20 or equivalent placement test scores.
Prerequisite/concurrent: WR 121

☐ Placement into:

prefix & number: RD 115, WR 115, MTH 20 or equivalent placement test scores

☒ Prerequisite

☐ Corequisite

☐ pre/con

prefix & number:

☐ Prerequisite

☐ Corequisite

☐ pre/con

Proposed prerequisites, corequisites and concurrent

☐ Standard requisites - Prerequisite: MTH 20 or equivalent placement test scores.
Prerequisite/concurrent: WR 121

☐ Placement into:

prefix & number: Recommended RD 115, WR 115

☒ Prerequisite

☐ Corequisite

☐ pre/con

prefix & number:

☐ Prerequisite

☐ Corequisite

☐ pre/con

Reason for
requisite changes

While more writing and reading practice is beneficial, it is not necessary that students have knowledge of college-level writing techniques.

LEARNING OUTCOMES: Describe what the student will be able to do "out there" (in their life roles as worker, family member, community citizen, global citizen or lifelong learners). Outcomes must be measurable through the application of direct and/or indirect assessment strategies. Three to six outcomes are recommended. Start each outcome with an active verb, completing the sentence starter provided. (See [Writing Learning Outcomes](#) on the curriculum website.)

*****NOTE: Gen Ed Courses revising outcomes are required to submit a new Gen Ed Request form. A new Cultural Literacy Request form will also be required of any course with a Cultural Literacy designation.*****

Current learning outcomes (required whether being revised or not)

New learning outcomes

Upon successful completion of this course, students will be able to:

1. Identify the uses of social media as a marketing tool.
2. Develop a social media marketing project designed to market a product or company.
3. Identify guidelines for terms of service, copyright laws, privacy and community etiquette.

Upon successful completion of this course, students will be able to:

Reason for outcomes
change

No change

Course Content – organized by outcomes (list each outcome followed by an outline of the related content):	<p>(required if revising outcomes or if course has not been updated to show content organized by outcomes)</p> <p>Outcome #1 Identify the uses of social media as a marketing tool.</p> <ol style="list-style-type: none"> Using social media tools to build relationships Building an online community Brand/product awareness algorithms Blogs, vlogs, podcasts Niche Tools Social media platforms <p>Outcome #2 Develop a social media marketing project designed to market a product or company.</p> <ol style="list-style-type: none"> Creating and executing social media campaigns <p>Outcome #3 Identify guidelines for terms of service, copyright laws, privacy and community etiquette.</p> <ol style="list-style-type: none"> Legal considerations Creative Commons Risk management
Suggested Texts & Materials updates (specify if any texts or materials are required):	<ul style="list-style-type: none"> <i>eMarketing: The Essential Guide to Marketing in a Digital World</i>, Rob Stokes (OER–Open Textbook Library) <i>eMarketing: The Essential Guide to Online Marketing</i>, Rob Stokes (OER–Open Textbook Library)
Department Required Course Activities (optional)	(update as needed)
Department Notes (optional)	(update as needed)

Is this course used for related instruction?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, then check to see if the hours of student learning should be amended in the related instruction template to reflect the revision. This may require a related instruction curriculum revision.	

SECTION #2 IMPACT ON OTHER DEPARTMENTS	
Are there changes being requested that may impact other departments, such as academic programs that require this course as a prerequisite for courses, degrees, or certificates?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Please provide details, who was contacted and the resolution.	
Within the CAWT department, 3 certificates and 1 degree will need to be updated to show the change in prefix: Administrative Assistant cert, Web Design Assistant, Web Development Assistant, and Administrative Assistant AAS. A consent agenda will be submitted with these changes.	
Implementation term	<input checked="" type="checkbox"/> Next available term after approval <input type="checkbox"/> Specify term (if AFTER the next available term)
Allow 2-6 months to complete the approval process before scheduling the course.	

SECTION #3 DEPARTMENT REVIEW

"I vouch that this submission has been reviewed by the affiliated department chair and department dean and that they have given initial authorization for this submission. I am requesting that it be placed on the next Curriculum Committee agenda with available time slots. I understand that I am required to complete and submit, prior to the day my submission is reviewed by the Curriculum Committee, a Course Signature Form signed by the department chair and dean."

Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	1/29/21
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

NEXT STEPS:

1. Save this document as the course prefix and number (e.g. MTH 65 or HST 104). Send completed form electronically to curriculum@cgcc.edu or slewis@cgcc.edu.
2. Refer to the curriculum office website for the Curriculum Committee [meeting schedule and submission deadlines](#). You are encouraged to send submissions prior to the deadline so that the curriculum office may review and provide feedback.
3. Course submissions will be placed on the next agenda with available time slots. You will be notified of your submission's time for review, and you will be sent a signature page that may be completed electronically or manually by your department chair and department dean. It is the submitter's responsibility to ensure that completed signature pages are delivered to the Curriculum Office the day before the Curriculum Committee meeting for which the submission is scheduled. Submissions without signed signature pages will be postponed.
4. It is not mandatory that you attend the Curriculum Committee meeting in which your submission is scheduled for review; however, it is strongly encouraged that you attend so that you may represent your submission and respond to any committee questions. Unanswered questions may result in a submission being rescheduled for further clarification.

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CC date	
CC decision	
CC vote	

Course Revision

(Double click on check boxes to activate dialog box)

What are you seeking to revise? Check all that apply

<input checked="" type="checkbox"/> Course number <input type="checkbox"/> Title <input type="checkbox"/> Description	<input type="checkbox"/> Requisites <input type="checkbox"/> Outcomes <input type="checkbox"/> Repeatability	<input type="checkbox"/> Related Instruction <input checked="" type="checkbox"/> Content <input checked="" type="checkbox"/> Text / Materials
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SECTION #1 GENERAL INFORMATION & REVISIONS

Department	CTE	Submitter name Phone Email	Andrea Ware 509-768-6557 aware@cgcc.edu
Current prefix and number	CAS 105	Proposed prefix and number	WT 105
Current course title	Writing for the Web	Proposed title (60 characters max)	No change
Current Repeatability	None	Proposed Repeatability	No change
Current transcript title (30 characters max)	Writing for the Web	Proposed transcript title (30 characters max)	No change
Reason for above proposed changes	Moving Web Technology courses to their own WT prefix.		

COURSE DESCRIPTION: To be used in the catalog and schedule of classes. Begin each sentence of the course description with an active verb. Avoid using the phrases: "This course will ..." and/or "Students will ..." Include course requisites in the description. Guidelines for writing concise descriptions can be found at [Writing Course Descriptions](#).

Current Description (required whether being revised or not)	Proposed Description
Examines elements of effective online writing and digital content design. Develops skills in grammar and proofreading. Introduces search engine optimization techniques, accessibility, copyright laws and open resources. Recommended: RD 115, WR 115. Audit available.	Same
Reason for description change	No change

REQUISITES: Note: If this course has been approved for the Gen Ed list, it will have, as a default the following requisites: "Prerequisite: MTH 20 or equivalent placement test scores. Prerequisite/concurrent: WR 121." If the department wants to set the RD, WR and/or MTH prerequisites at a lower level, you will need to submit the Opt-out of Standard Prerequisites Request form.			
Current prerequisites, corequisites and concurrent (if no change, leave blank)			
<input type="checkbox"/> Standard requisites - Prerequisite: MTH 20 or equivalent placement test scores. Prerequisite/concurrent: WR 121			
<input type="checkbox"/> Placement into:			
prefix & number:	<input type="checkbox"/> Prerequisite	<input type="checkbox"/> Corequisite	<input type="checkbox"/> pre/con
prefix & number:	<input type="checkbox"/> Prerequisite	<input type="checkbox"/> Corequisite	<input type="checkbox"/> pre/con
Proposed prerequisites, corequisites and concurrent			
<input type="checkbox"/> Standard requisites - Prerequisite: MTH 20 or equivalent placement test scores. Prerequisite/concurrent: WR 121			
<input type="checkbox"/> Placement into:			
prefix & number:	<input type="checkbox"/> Prerequisite	<input type="checkbox"/> Corequisite	<input type="checkbox"/> pre/con
prefix & number:	<input type="checkbox"/> Prerequisite	<input type="checkbox"/> Corequisite	<input type="checkbox"/> pre/con
Reason for requisite changes	No change		

LEARNING OUTCOMES: Describe what the student will be able to do "out there" (in their life roles as worker, family member, community citizen, global citizen or lifelong learners). Outcomes must be measurable through the application of direct and/or indirect assessment strategies. Three to six outcomes are recommended. Start each outcome with an active verb, completing the sentence starter provided. (See Writing Learning Outcomes on the curriculum website.) ***NOTE: Gen Ed Courses revising outcomes are required to submit a new Gen Ed Request form. A new Cultural Literacy Request form will also be required of any course with a Cultural Literacy designation.***	
Current learning outcomes (required whether being revised or not)	New learning outcomes
Upon successful completion of this course, students will be able to: 1) Demonstrate knowledge of effective digital design elements 2) Create digital content 3) Apply knowledge of grammar conventions 4) Apply knowledge of copyright laws 5) Use Open Resources to create digital documents	Upon successful completion of this course, students will be able to:
Reason for outcomes change	No change

Course Content – organized by outcomes (list each outcome followed by an outline of the related content):	(required if revising outcomes or if course has not been updated to show content organized by outcomes) Outcome #1 Demonstrate knowledge of effective digital design elements a) Digital design concepts b) Audience awareness c) Online reading behavior d) Chunking Outcome #2 Create digital content a) User-controlled medium b) Universal Design Outcome #3 Apply knowledge of grammar conventions a) Proofreading b) Sentence Variation c) Active Voice Outcome #4 Apply knowledge of copyright laws a) Citing sources Outcome #5 Use Open Resources to create digital documents a) Creative Commons b) Royalty-free content
Suggested Texts & Materials updates (specify if any texts or materials are required):	(update as needed) <ul style="list-style-type: none"> • <i>Writing Space: Web Style Writing Guide</i>, Matt Barton, et al. (OER Commons) • <i>Letting Go of the Words: Writing Web Content that Works</i>, Janice Redish • <i>Nicely Said: Writing for the Web with Style and Purpose</i>, Nicole Fenton
Department Required Course Activities (optional)	(update as needed)
Department Notes (optional)	(update as needed)

Is this course used for related instruction?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, then check to see if the hours of student learning should be amended in the related instruction template to reflect the revision. This may require a related instruction curriculum revision.	

SECTION #2 IMPACT ON OTHER DEPARTMENTS	
Are there changes being requested that may impact other departments, such as academic programs that require this course as a prerequisite for courses, degrees, or certificates?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Please provide details, who was contacted and the resolution.	
Within the CAWT department, 2 certificates will need to be updated to show the change in prefix: Web Design Assistant and Web Development Assistant. A consent agenda will be submitted with these changes.	
Implementation term	<input checked="" type="checkbox"/> Next available term after approval <input type="checkbox"/> Specify term (if AFTER the next available term)
Allow 2-6 months to complete the approval process before scheduling the course.	

SECTION #3 DEPARTMENT REVIEW		
<i>"I vouch that this submission has been reviewed by the affiliated department chair and department dean and that they have given initial authorization for this submission. I am requesting that it be placed on the next Curriculum Committee agenda with available time slots. I understand that I am required to complete and submit, prior to the day my submission is reviewed by the Curriculum Committee, a Course Signature Form signed by the department chair and dean."</i>		
Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	1/27/21
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

NEXT STEPS:

1. Save this document as the course prefix and number (e.g. MTH 65 or HST 104). Send completed form electronically to curriculum@cgcc.edu or slewis@cgcc.edu.
2. Refer to the curriculum office website for the Curriculum Committee [meeting schedule and submission deadlines](#). You are encouraged to send submissions prior to the deadline so that the curriculum office may review and provide feedback.
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4. It is not mandatory that you attend the Curriculum Committee meeting in which your submission is scheduled for review; however, it is strongly encouraged that you attend so that you may represent your submission and respond to any committee questions. Unanswered questions may result in a submission being rescheduled for further clarification.

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CC date	
CC decision	
CC vote	

NEW CERTIFICATE REQUEST

Submitted by: Andrea Ware

Email: aware@cgcc.edu

Phone: 509-768-6557

Department: CTE/CAWT

(Double click on check boxes to activate dialog box)

SECTION #1 OVERVIEW

Proposed Title:	Digital Marketing Assistant		Proposed Credits:	19
Reason for new certificate:	Digital marketing skills are in high demand, and local business owners are looking for administrative help in this area as their digital needs increase. The pandemic has also raised the awareness that businesses need to have a more effective presence online; this certificate responds to that need. This certificate could stand alone and benefit students, but it also makes a valuable specialization option for the Administrative Assistant degree as a stackable credential on top of the AAS. All of these credits can apply to the electives in that degree. As a pathway to the Admin Asst AAS, the skills learned through this certificate will add value to our graduates resumes and help them to stand out and be more competitive.		Requested implementation term:	Fall 2021
Is there impact on other areas of instruction?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Explanation of issues and how they are being resolved:	Has the certificate been validated by the Advisory Committee?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If yes, have you talked with impacted departments and resolved any and all possible issues?	<input type="checkbox"/> Yes <input type="checkbox"/> No		Date of Advisory Committee meeting:	Review and validation conducted through email 1/21
Is this a Statewide Certificate?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If so, has the certificate been approved by the consortium?		<input type="checkbox"/> Yes <input type="checkbox"/> No
Is this a Related Certificate?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is this a Career Pathway?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If this is a Related Certificate or a Career Pathway, what is the base degree?	Administrative Assistant AAS			

SECTION #2 PREREQUISITES AND OUTCOMES

Note that degree/certificate/program entry prerequisites are only enforceable in limited entry programs. Program prerequisites for open entry programs only have meaning when they are representative of prerequisites associated to specific courses within the program. Prerequisites that students are not able to test out of using Next Gen Accuplacer result in hidden degree/certificate requirements and should be avoided. (Courses that may be tested out of using Next Gen Accuplacer include: RD 90, RD 115, WR 90, WR 115, MTH 20, MTH 60, MTH 65, MTH 95, MTH 98, MTH 105, MTH 111, MTH 112.)

PROPOSED PRE and/or COREQUISITES

Course Number	Course Title or Placement level	Requisites	Credits
RD 90	Transformative Reading	Placement into RD 90	3
RD 115 Recommended	Critical Reading (Recommended)	RD 90 or equiv place test score	3
WR 115 Recommended	Introduction to Expository Writing (Recommended)	WR 90 or placement into RD 115 & WR 115	4

Is this a limited entry program? Students must apply, via the department for program entry.

☐ Yes ☒ No

PROPOSED OUTCOMES

Describe what the student will be able to do “out there” (in their life roles as worker, family member, community citizen, global citizen or lifelong learners). Outcomes must be measurable through the application of direct and/or indirect assessment strategies. Three to six outcomes are recommended. Start each outcome with an active verb, completing the sentence starter provided. (See [Writing Learning Outcomes](#) on the curriculum website.)

Students who successfully complete this certificate will be able to:

1. Apply digital marketing concepts and skills in a business environment
2. Write social media and web page content that aligns with legal guidelines and best practices.
3. Create and execute a digital marketing plan.

SECTION #3 PROPOSED COURSEWORK

List all courses (course number, title, requisites and credits) in the term by term order that is to be displayed in the [catalog](#) certificate map. Enter electives below if applicable. The information you provide on this form will be reflected in the CGCC catalog pages. Please ensure it is correct. (If you need more lines to accommodate the courses, right click and insert rows.)

Course Number	Course Title	Requisites	Credits
Fall			
CAS 108	Beginning Photoshop	Prereq: RD 90 or test. Rec pre/co: CAS 101	3

WT 105	Writing for the Web	Rec: RD 115 and WR 115	3
Winter			
CAS 208	Intermediate Photoshop	Prereq: CAS 108	4
CAS 231	Desktop Publishing	Rec: place into RD 115 and WR 115, CAS 121 or equiv typing skills	3
Spring			
WT 102	Social Media Marketing	Rec: RD 115, WR 115	3
WT 181	Digital Marketing Strategies	Rec: RD 115, WR 115	3
Credit total			19
ELECTIVES (if applicable)			
Course Number	Course Title	Requisites	Credits

SECTION #4 RELATED INSTRUCTION

Certificates 45 credits or more require related instruction. Fill out a Template for Related Instruction located on the Curriculum web page.

All courses identified as fulfilling the embedded related instruction requirement must have been reviewed and recommended by the Curriculum Committee and the details outlined on the CCOG.

SECTION #5 DEPARTMENT REVIEW

"I vouch that this submission has been reviewed by the affiliated department chair and department dean and that they have given initial authorization for this submission. I am requesting that it be placed on the next Curriculum Committee agenda with available time slots. I understand that I am required to complete and submit, prior to the day my submission is reviewed by the Curriculum Committee, a Degree or Certificate Signature Form signed by the department chair and dean."

Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	1/21/21
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

CONSENT AGENDA FORM

The Consent Agenda form may be used for the following revisions to degrees or certificates:

1. **Course title changes**
2. **Course number changes**
3. **Degree or certificate title changes**
4. **Addition or deletion of degree/certificate electives**

Representation at the Curriculum Committee is not required.

All other revisions to degrees and/or certificates will require a completed degree/certificate revision form and presentation before the Curriculum Committee.

Submitted by:	Andrea Ware	Email: aware@cgcc.edu	Phone: 509-768-6557
Title of Degree/Certificate:	Web Development Assistant cert, Web Design Assistant cert	Requested Implementation Term:	Summer 2021
What type of change are you requesting?	<input checked="" type="checkbox"/> Course title change <input checked="" type="checkbox"/> Course number change <input type="checkbox"/> Degree or certificate title change <input type="checkbox"/> Addition/deletion of electives		
Fill in the sections below as applicable. If a section is not applicable, fill in N/A.			
Current Course Title:	Marketing with Social Media (CAS 102)	Proposed Course Title:	Social Media Marketing (WT 102)
Current Course Number:	CAS 102 CAS 105	Proposed Course Number:	WT 102 WT 105
Current degree or certificate title:	N/A		
Proposed degree or certificate title:	N/A		

ELECTIVE ADDITIONS and/or DELETIONS				
Course Number	Course Title (If you need more lines for listing courses, right click and insert rows.)	Credits	Add or Delete	
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete
			<input type="checkbox"/> add	<input type="checkbox"/> delete

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Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	2/2/2021
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

Next steps:

1. Save the completed Consent Agenda Form and submit as an e-mail attachment to curriculum@cgcc.edu or slewis@cgcc.edu.
2. Refer to the curriculum office website for the Curriculum Committee [meeting schedule and submission deadlines](#). You are encouraged to send submissions prior to the deadline so that the Curriculum Office may review and provide feedback.
3. Submissions will be placed on the next agenda with available time slots. You will be notified of your submission's date for review, and you will be sent a signature page that may be completed electronically or manually by your department chair and department dean. It is the submitter's responsibility to ensure that completed signature pages are delivered to the Curriculum Office the day before the Curriculum Committee meeting for which the submission is scheduled. Submissions without signed signature pages will be postponed. You are not required to attend. You will be notified of committee's decision.

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Submitted by:	Andrea Ware	Email: aware@cgcc.edu	Phone: 509-768-6557
Title of Degree/Certificate:	Administrative Assistant AAS, Administrative Assistant cert	Requested Implementation Term:	Summer 2021
What type of change are you requesting?	<input type="checkbox"/> Course title change <input type="checkbox"/> Course number change <input type="checkbox"/> Degree or certificate title change <input checked="" type="checkbox"/> Addition/deletion of electives		
Fill in the sections below as applicable. If a section is not applicable, fill in N/A.			
Current Course Title:	N/A	Proposed Course Title:	N/A
Current Course Number:	N/A	Proposed Course Number:	N/A
Current degree or certificate title:	N/A		
Proposed degree or certificate title:	N/A		

ELECTIVE ADDITIONS and/or DELETIONS			
Course Number	Course Title (If you need more lines for listing courses, right click and insert rows.)	Credits	Add or Delete
	May take any CAS/OS course in addition to the required CAS/OS courses from the Administrative Assistant Degree or Certificate		<input type="checkbox"/> add <input checked="" type="checkbox"/> delete
	May take any CAS/OS/WT course in addition to the required CAS/OS courses from the Administrative Assistant Degree or Certificate		<input checked="" type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete

DEPARTMENT REVIEW		
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Submitter	Email	Date
Andrea Ware	aware@cgcc.edu	2/2/2021
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

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Representation at the Curriculum Committee is not required.

All other revisions to degrees and/or certificates will require a completed degree/certificate revision form and presentation before the Curriculum Committee.

Submitted by:	Ashley Mickels	Email: amickels@cgcc.edu	Phone: 541-490-9063
Title of Degree/Certificate:	Entrepreneurship/Business Management AAS	Requested Implementation Term:	Summer 2021
What type of change are you requesting?	<input type="checkbox"/> Course title change <input type="checkbox"/> Course number change <input type="checkbox"/> Degree or certificate title change <input checked="" type="checkbox"/> Addition/deletion of electives		
Fill in the sections below as applicable. If a section is not applicable, fill in N/A.			
Current Course Title:	N/A	Proposed Course Title:	N/A
Current Course Number:	N/A	Proposed Course Number:	N/A
Current degree or certificate title:	N/A		
Proposed degree or certificate title:	N/A		

ELECTIVE ADDITIONS and/or DELETIONS			
Course Number	Course Title (If you need more lines for listing courses, right click and insert rows.)	Credits	Add or Delete
WT 102	Social Media Marketing	3	<input checked="" type="checkbox"/> add <input type="checkbox"/> delete
WT 181	Digital Marketing Strategies	3	<input checked="" type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete
			<input type="checkbox"/> add <input type="checkbox"/> delete

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Submitter	Email	Date
Ashley Mickels	amickels@cgcc.edu	2/2/2021
Department Chair (enter name of department chair): Ashley Mickels		
Department Dean (enter name of department dean): Mary Kramer		

Next steps:

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February 6, 2016

What is a Consent Agenda for a Board Meeting?

Written by Jeremy Barlow

The terms consent agenda and consent calendar are interchangeable terms. A consent agenda is a board meeting practice that groups routine business and reports into **one agenda item**. The consent agenda can be approved in one action, rather than filing motions on each item separately. Using a consent agenda can save boards anywhere from a few minutes to a half hour. A consent agenda moves routine items along quickly so that the board has time for discussing more important issues.

What Kinds of Items Appear on a Consent Agenda?

The types of **items that appear on a consent agenda** are non-controversial items or routine items that are discussed at every meeting. They can also be items that have been previously discussed at length and there is group consensus. The following items are typically found on a consent agenda:

- The meeting minutes

- The financials
- CEO report
- Program or committee reports
- Staff appointments
- Volunteer appointments
- Committee appointments
- Correspondence that requires no action
- Perfunctory items-formal approval of items that had much past discussion

A consent agenda can be an efficient tool to help boards make productive use of their meeting time when it's used appropriately. There are specific rules for using the consent agenda.

How the Consent Agenda Works

The chair takes the lead role in utilizing a consent agenda. The chair prepares an agenda package that includes all of the items on the consent agenda. The package should be distributed to board members soon enough so that they have time to read through the documents prior to the meeting. This is a part of the overall board materials that are distributed pre-meeting. **Typical steps** for using a consent agenda include:

1. The chair decides which items will be placed on the consent agenda. The consent agenda can appear as part of the normal meeting agenda or it can be attached separately to the meeting agenda.
2. The chair distributes the consent agenda and associated documents in time for board members to read and review.
3. At the beginning of the meeting, the board chair asks members if any of the consent agenda items should be moved to the regular discussion items.
4. If a member requests that an item be moved, it must be moved. Any reason is sufficient to move an item. A member can move an item to discuss the item, to query the item, or to vote against it.
5. Once the item has been moved, the chair may decide to take up the matter immediately or move it to a discussion item.
6. When there are no items to be moved or if all requested items have been moved, the chair or secretary reads out loud the remaining consent items. The chair can move to adopt the consent agenda. Hearing no objections, he can announce that the items on the consent agenda have been adopted. It's not necessary to take a vote on consent agenda items.
7. The secretary should include the full text of the resolutions, reports, and recommendations that were adopted as part of the consent agenda.

Steps to Take When a Member Needs Clarification on a Consent Agenda Item



Make sure that all members understand the consent agenda process to help expedite the meeting. If a board member needs clarification on a consent agenda item or if he just has a question, he should ask the appropriate member prior to the meeting. It's possible that other members have the same question. This should give the member being asked time to prepare an answer and distribute it to all members prior to the meeting. Consent agenda items shouldn't be pulled from the agenda just to have a question answered.

Steps to Take When a Member Disagrees or Suggests Discussion

If a member disagrees with the consent agenda item or wants to move it to the regular agenda, the member would request that the item be pulled from the consent agenda. The chair would ask if the members are in favor of approving the consent agenda minus the pulled item, pause for objections, and then adopt the consent agenda as noted in step #6, above.

Sample of Consent Agenda

1. Welcome/Introductions
2. Consent Agenda
 1. **Board meeting minutes**
 2. Executive Director report
 3. Marketing committee report
 4. Approve insurance renewal
3. Old Business
4. New Business

Misuse of Consent Agenda

Problems in using a consent agenda occur when members approve consent agendas without first reviewing documents. The result is that consent items can be hastily approved and result in a cover-up. For example, if members are not reviewing financial items, overspending or wrong spending can occur without appropriate oversight. Remember that consent agenda items are routine and non-controversial, but even routine items should be reviewed by the entire board. A diligent, well-rounded board holds each other accountable.

A consent agenda is an effective and efficient tool when used appropriately. It can save precious meeting time so the members can attend to other matters. Transparency and accountability are key parts of a consent agenda. All board members have a responsibility for making sure that consent agenda items are distributed in enough time to review them prior to the meeting. Each board member also has a responsibility to read and review consent agenda items and address any concerns prior to the meeting.