

Request for New Emphasis/Minor/Certificate

Effective Date: FALL 2026

Submission Date: October 31, 2025

Department: ENGLML

College of: Arts & Sciences

Contact Person: Chase Dearing

Proposal for a New: **Certificate** Modality of Program: All

Title of new Minor/Emphasis/Certificate: Creative Media

Major: Minor Required? **Select One**

New Minor/Emphasis/Certificate – **REQUIRES ACADEMIC PLANNING EXCEL ATTACHED.**

- Used to create new Minors/Emphases/Certificates and CAN require KBOR approval or notification. See KBOR requirements below.

- Approved requests become effective in the next academic catalog.

1. Purpose/Justification for New Minor/Emphasis/Certificate:

The Creative Media Certificate prepares students to create, produce, and market original content across print, digital, audio, and visual media. Integrating coursework from English, Art, Graphic Communications, Communication, and Marketing, the program emphasizes hands-on, interdisciplinary collaboration and portfolio development. Students gain practical experience in creative writing, design, production, and branding—skills applicable to publishing, media, advertising, and emerging creative industries. By connecting Pitt State's long tradition of applied learning with contemporary creative practice, the certificate fosters innovation, career readiness, and cross-disciplinary engagement among students from the arts, technology, and business.

2. Will this affect any education majors? *If "yes," this requirement will need approval of the Council for Teacher Education before upload to "College Curriculum Legislation" in SharePoint.*

☐ Yes ☒ No

3. Does this relate to, and/or may affect, any other departments, unit curricula, or programs at PSU or any other Regent university? *If "yes", please provide an explanation and attach all documentation (emails) between departments.*

☒ Yes ☐ No

The certificate includes courses from Art, Communication, Graphic Communications, and Marketing; all departments and colleges are enthusiastically supportive (see attached letters), and the courses are offered regularly with no anticipated impact on other programs at Pittsburg State.

4. Does this new minor, emphasis, and certificate meet University catalog definitions? *These can be found at bottom of page 2.*

☒ Yes ☐ No

5. Will additional resources or costs be required? ☐ Yes ☒ No
If so, what will be needed?

6. Describe the program assessment plan:

a. Enrollment targets = 15-20 students within 3 years.

b. Outcome expected and process to evaluate =

Students will demonstrate interdisciplinary creative production skills through capstone projects/portfolios. Success will be measured by enrollment growth, portfolio quality, and student/faculty feedback collected annually.

c. Plan to discontinue if enrollment targets not met =

If enrollment remains below five students per year for three consecutive years, the program will be reviewed for revision or discontinuation in consultation with participating departments and the Dean.

Questions for certificate only: If you have questions, contact the Financial Aid Office, 4240.

If "yes" to both questions, it is the department's responsibility to send a copy of this legislation form to the Director of Admission and Financial Assistance to initiate Department of Education Approval.

1. Are students pursuing only this certificate eligible for federal financial assistance based on federal guidelines? **No**

2. Does the course content contained within this certificate provide relevance to employment opportunities or meet professional objectives for the student?

Yes

Definition of an Emphasis

Area of Emphasis is a specific subject area that exists within an approved degree program and major. At Pittsburg State University a minimum of 12 credit hours and no more than 24 credit hours are expected for an area of emphasis in a baccalaureate degree program.

Definition of a Minor

Minors at Pittsburg State University may range from 15 to 24 credit hours. When selected to accompany a degree that requires a minor there must be at least nine unique credit hours in the minor that are not found in the student's major in order to meet graduation requirements. In instances where the major requires a minor (not the degree type), academic departments/schools may specify minors that best achieve the learning objective for their students.

Definition of Certificate Program

A certificate program can be undergraduate or graduate in course content and provides a specific body of knowledge for personal or career development or professional continuing education. Certificates may be taken while also pursuing a degree or independent from any other studies at Pittsburg State University. It is recommended that if the student is only pursuing a certificate and not in conjunction with a degree and wishes to apply for federal financial assistance that they visit with personnel in the Student Financial Assistance office regarding the eligibility for aid for the certificate of interest. At Pittsburg State University a certificate can range from 12 credit hours to 24 credit hours.

Authorization Sign-Off Sheet

Checklist: Check once verified.

Required fields completed.

Listed courses are currently active

Course Id's match Course names.

Course hours are correct.

Required 120 credit hour minimum met.

Academic Planning Excel Attached

Current Program Guide from Online Catalog

KBOR Forms Attached, if applicable

-Approved: Department Chair/Director

Date: 11/7/25

Signature: Troy O. Comell

-Approved: College Curriculum Committee

Date: 12/2/25

Signature: Christopher Childers

-Approved: Dean of College

Date: 12/2/25

Signature: Christopher Childers

-Approved: Council for Teacher Education (if applicable)

Date: _____

Signature: _____

-Approved: University Undergraduate Curriculum Committee

Date: _____

Signature: _____

-Approved: Faculty Senate

Date: _____

Signature, Recorder Faculty Senate: _____

New Minors Where No Board-Approved Degree Program Exists will need KBOR Approval, it can be found at:

https://www.kansasregents.org/academic_affairs/new_program_approval

Following Faculty Senate Approval, submit sign off sheet and final complete package, in electronic format, to the office of the provost (220 Russ) for forwarding to KBOR for board approval. (must be entered into KBOR PI/CIP system at time of submission).

The Provost's Office will notify the department, college and Registrar of the completion of the approval process.

Please Note: This is a 3-month process, at least, and is designed to eliminate questions and concerns at the beginning of the process. Any questions/concerns not addressed prior to the College Curriculum Committee and the Faculty Senate University Undergraduate Curriculum Committee, may result in an additional month added to the process.

Originating Departments(s): After completing this form, please upload it to the SharePoint, within the appropriate College folder, "Preliminary Legislation", to allow for review and questions. Any modifications should be saved as "original file name.v2.docx" and uploaded as well.

Following final College Curriculum Committee approval, please apply the appropriate signatures, and send them to your College Administrator.

Make sure to attach the program guide from current catalog! (For Revised Curriculum)

<https://www.pittstate.edu/registrar/catalog>

Academic Planning Document for 2025-2026

Major/Emphasis/Minor/Certificate - Creative Media Certificate

Course Prefix	Course Num.	Course Name	Cr. Hr.
		Core Courses -	15
ENGL	250	Intro to Creative Writing	3
ENGL	306	Theories and Technologies of Writing	3
		Choose 3 courses from at least 2 of the following categories:	9
		Art	
ART	205	Illustration	
ART	233	Drawing	
ART	275	Printmaking	
		Communication	
COMM	254	Acting	
COMM	274	Audio/Video Production	
COMM	335	Feature and Opinion Writing (soon to be Journalistic Storytelling)	
COMM	475	Audio Production	
		Graphic Communications	
GC	230	Graphic Design Fundamentals	
GC	240	Page Layout Software	
GC	330	Typography and Layout	
		Marketing	
MKTG	201	Fundamentals of Marketing	
MKTG	230	Principles of Marketing	
MKTG	490	Brand and Content Management	
		Support Courses -	0
		Emphasis Courses -	0
		Elective Courses -	0
Total Credit Hours -			15
Minor -			
General Education, 34-35 hours -			
Total Credit Hours:			15

Be sure all information is correct and courses are active before submitting.

Curriculum Revisions **REQUIRE** a program guide from the current catalog, 24/25.

Your legislation will be returned if either is found.

DO NOT SAVE AS PDF, Leave in Excel worksheet format!

November 6, 2025

Subject: Support for Chase Dearing's Proposal for a Creative Media Certificate

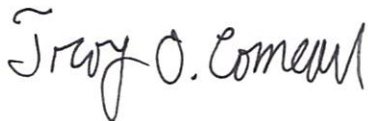
After discussion with Dr. Ken Ward and various other faculty members, I am supportive of including Department of Communication courses on the proposed Creative Media Productions Certificate. The following courses seem reasonable to include in the proposed certificate:

- COMM 254 Acting
- COMM 274 Introduction to Audio/Video Production
- COMM 335 Feature and Opinion Writing
- COMM 475 Audio Production

At this time, the courses are planned to be offered at least once per year.

I will serve as primary contact in Communication for this certificate.

Sincerely,

A handwritten signature in black ink that reads "Troy O. Comeau". The signature is written in a cursive, flowing style.

Troy Comeau, Chair
Communication and English and Modern Languages

Subject: Creative Media Productions Certificate Support
Date: Wednesday, October 29, 2025 at 4:30:30 PM Central Daylight Time
From: Andrew Klenke <aklenke@pittstate.edu>
To: Chase Dearing <cdearinger@pittstate.edu>
CC: Traci Hughes <tahughes@pittstate.edu>
Attachments: Outlook-2q13ntek.jpeg

Chase,

After discussions with the Graphic Communication Coordinating Professor Traci Hughes, I am supportive of the Graphic Communications program collaborating with the English Department on the proposed Creative Media Certificate. Graphic Communication Course we support using in the minor include GC 230, GC 240, and GC 330. We look forward to working with you on the possibility of developing a cross-curricular certificate and how it benefits PSU students.

The primary collaboration contact in Graphic Communication is Traci Hughes.

Thank you for considering and including Graphic Communication in the certificate.

Andy



Dr. Andrew Klenke, DTE

Director, School of Technology & Workforce Learning

Professor, Technology & Engineering Education

1701 S. Broadway, E222a, Kansas Technology Center

Pittsburg, KS 66762

Subject: Re: Interdisciplinary Offerings

Date: Tuesday, October 14, 2025 at 8:05:36 AM Central Daylight Time

From: James Oliver JR <joliver@pittstate.edu>

To: Chase Dearing <cdearinger@pittstate.edu>

Chase,

Sorry it took me an extra day. With mid term grades due yesterday, all faculty were busy with reviewing portfolios.

Here are the courses that the Department of Art would suggest be included in the Interdisciplinary Certificate in Creative Media Production:

ART 275 Printmaking I

ART 233 Drawing I

ART 205 Illustration I

During September 2025, Dr. Chase Dearing, Associate Professor of English and Modern Languages, spoke with me regarding a proposal for an undergraduate certificate in Creative Media Production. I met with the Department of Art faculty in Printmaking and Illustration to discuss his proposal for the undergraduate certificate. Based on this discussion, the consensus opinion of these faculty in the Department of Art is that many students across campus, including Art students, will find the certificate an attractive opportunity as it will add to their marketable skill set. With this information, the Department of Art supports the proposed Creative Media Production Certificate. We are aware that the proposed certificate includes ART 205, ART 233, and ART 275 as part of the curriculum. Each of these courses are offered regularly and the certificate will not create an undue burden for us.

James Oliver, Chair
Department of art

From: James Oliver JR <joliver@pittstate.edu>

Sent: Thursday, October 9, 2025 9:56 AM

To: Chase Dearing <cdearinger@pittstate.edu>

Subject: Re: Interdisciplinary Offerings

Chase,

Thanks for the information. I appreciate the template letter of support. I will have some suggested classes to you on Monday...



KELCE
COLLEGE OF BUSINESS

Pittsburg State University

1701 South Broadway
Pittsburg, KS 66762-7539
Phone: (620) 235-4598
cob@pittstate.edu
www.pittstate.edu/business

To: Faculty Senate / University Undergraduate Curriculum Committee
From: Paul W. Grimes, Dean, Gladys A. Kelce College of Business
Re: Creative Media Production Certificate
Date: September 30, 2025

During September 2025, Dr. Chase Dearing, Associate Professor of English and Modern Languages, met with the Kelce Leadership Team (KLT) to discuss his proposal for an undergraduate certificate in Creative Media Production. Based on this discussion, the consensus opinion of the KLT is that many students across campus, including business students, will find the certificate an attractive opportunity as it will add to their marketable skill set. Thus, I hereby confirm that the Kelce College of Business supports the proposed Creative Media Production Certificate. We are aware that the proposed certificate includes MKTG 201, MKTG 330, and MKTG 490 as part of the curriculum. Each of these courses are offered regularly and the certificate will not create an undue burden for us.