



THE FACULTY SENATE

January 27, 2014

EVP2014-01-8983

MEMORANDUM

**TO:** Dr. Mark A. Hussey, Interim President

**FROM:** Walter Daugherty, Speaker *Walter Daugherty*

**SUBJECT:** Undergraduate Curriculum Committee (FS.31.260)

At its regular meeting on January 13, 2014 the Faculty Senate approved the following items from the Undergraduate Curriculum Committee. The Faculty Senate submits for your approval. Attached is a copy of the material sent to our Senators.

**Special Consideration**

College of Liberal Arts  
 Department of Communication  
 Health Communication Certificate  
 Request for a new certificate program

**Attachment**

cc: Karan Watson  
 Pamela Matthews  
 Michael Benedik  
 Sandra Williams  
 José Bermúdez

Approved: \_\_\_\_\_ Reviewed: \_\_\_\_\_

FACULTY SENATE AGENDA ITEM REVIEW

This item has been reviewed by the Office of the Provost (OP). Below are recommended action(s): RE: FS.31.260

<i>Presidential Action:</i> <input checked="" type="checkbox"/> Recommend Approval <input type="checkbox"/> Review Only	<i>OP Recommended Action</i> <input type="checkbox"/> Hold for Further Review <input type="checkbox"/> Hold Released <input type="checkbox"/> System Review/Submission <input type="checkbox"/> BOR Approval <input type="checkbox"/> THECB Approval/Notification <input type="checkbox"/> SACSCOC Approval/Notification
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*Mark A. Hussey*

Mark A. Hussey, Interim President

*4/10/14*

Date

31. Special Consideration

**College of Liberal Arts**

Department of Communication

Health Communication Certificate

Request for a new certificate program

## **SPECIAL CONSIDERATION**

**H22**

**SPECIAL CONSIDERATION**

**COLLEGE OF LIBERAL ARTS**

DEPARTMENT OF COMMUNICATION

HEALTH COMMUNICATION CERTIFICATE

REQUEST FOR A NEW CERTIFICATE PROGRAM

H22

Requested by the Department or Unit of : Communication

**Program Type, Level, Designation, Title, Description, Hours**

Program Type Certificate Program X Degree Program   
Program Level Undergrad Certificate X Grad Certificate  Bachelor  Master  Doctoral   
Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.) \_\_\_\_\_

Title of proposed program: Health Communication Certificate

Proposed CIP Code (if known): 09.0100.00

Brief program description (provide a catalog description for undergraduate and graduate certificates):

**Health Communication Certificate**

Careers in Health and in Communication are growing much faster than average according to the Office of Occupational Outlook, Bureau of Labor Statistics. Health communication skills are increasingly valuable in careers related to health and medicine, as well as the media, public relations, and strategic communication. In terms of health and medicine, this includes medical and health practitioners, patient advocates, personal trainers, non-profit workers, healthy lifestyle activists and coaches, public health spokespersons, nurses, doctors, therapists, public affairs policy makers, and community health workers. In terms of media, public relations and strategic communication, this includes public health campaign designers and evaluators, health advertising specialists, health website designers, and public relations professionals for hospitals, health organizations, and agencies. Health communication skills are applicable for a variety of health and medical career tasks including provider-patient consultations; the formative research, design, implementation, and assessment of public health communication campaigns; the development of strategic communication initiatives for health organizations and related products and services; as well as leadership in public and private sector health agendas. Health messaging reaches diverse audiences and includes the use of advocacy to influence policy, as well as mediating and shaping public conversations on health issues both face-to-face and via traditional and new media in local and global arenas. Health communication skills are important for profit, nonprofit, and governmental organizations. This Health Communication Certificate (HCC) contains two tracks to prepare students to contribute in these arenas. One track provides a path of study for students interested in communication in healthcare organizations and provider-patient relationships. The other track provides a path of study for students interested in health campaigns, other forms of mediated health communication, and health policy. The HCC requires a minimum of 18 credit hours in designated coursework plus a significant service-learning component. Students must earn a grade of "B" or better in each course used to meet the requirements. Students who pursue the HCC must complete all requirements prior to graduation. Specific certificate requirements are available in the Undergraduate Studies Office of the Department of Communication. Details are also available at <http://communication.tamu.edu>

Minimum program semester credit hours (SCH)      Certificates - 12 hours\*      Bachelors - 120 hours      Masters - 30 hours

Proposed program hours: 18      \_\_\_\_\_      \_\_\_\_\_

\*12 hours minimum to appear on transcript

**Off-Campus or Distance Delivery**

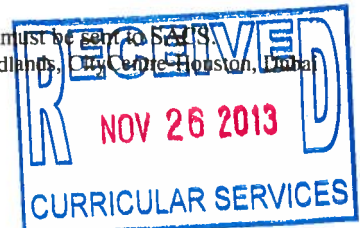
% of Program a student can take off-campus or through Distance Education	Program Start Date	SACS Approval**	When Provost needs to inform SACS
<input type="checkbox"/> 25%	_____	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 100%	_____	Approval Required	6 months before first day of program

\*\*Notification letter arranged through the Vice Provost for Academic Affairs and sent by TAMU President.

**Program Delivery Mode**

Location  
X On-campus Texas A&M University  
 Broadcast / TTVN \_\_\_\_\_  
 Specific off-campus location\*\*\* \_\_\_\_\_  
 Distance Education / Internet In-State  Out-of-State  Start Date \_\_\_\_\_  
 Out-of-Country Will this program be offered with another institution? Yes  No   
If yes, contact the Vice Provost for Academic Affairs for additional reporting requirements.

\*\*\*Is this an approved SACS location? Yes  No  If no, a program prospectus must be sent to SACS.  
Approved locations as of March 2012: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, University Center-Houston, Uthmaniyah and Saudi Arabia.



**Program Funding**

Has program funding been finalized at the department or college level? Yes X No

If no, explain or attach budget: \_\_\_\_\_

Will new costs for the first five years of the program be under \$2 million? Yes X No

**Submitted by (Contact Person):**

Nancy J. Street	n-street@tamu.edu
_____ Name	_____ Email
Instructional Professor, Director, Undergraduate Studies	979-847-8612
_____ Title	_____ Phone

**Certification Statement**

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.

 _____ Signature, Department Head or Interdisciplinary Program Chair J. Kevin Barge	11/4/13 _____ Date	_____ Signature, Department Head or Interdisciplinary Program Chair (if joint program)	_____ Date
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<i>Nancy J. Street</i> _____ Typed or Printed Name Chair, College Review Committee	11-18-13 _____ Date	_____ Typed or Printed Name	_____ Date
<i>Patricia A. Hurley</i> _____ Dean of College	11/25/13 _____ Date	_____ Chair, College Review Committee	_____ Date

_____ Chair, University Curriculum Committee or Graduate Council	_____ Date	_____ Chair, University Curriculum Committee or Graduate Council	_____ Date
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Additional Approvals Required: Faculty Senate and President.

# New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

**Directions:** An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

## Administrative Information

1. **Institution:** *Texas A&M University*
  
2. **Program Name** – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):  
  
Certificate in Health Communication
  
3. **Proposed CIP Code:** 09.0100.00
  
4. **Brief Program Description** – Describe the program and the educational objectives:  
Drawing from new and existing courses and faculty resources within the university, this program will enable students to create, synthesize and integrate academic coursework and co-curricular experiences in order to demonstrate their preparedness for work in health communication.  
  
Number of Semester Credit Hours Required 18
  
5. **Administrative Unit** – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):  
**The Department of Communication within the College of Liberal Arts**
  
6. **Proposed Implementation Date** – Report the first semester and year that students would enter the program:  
  
Fall Semester of Academic Year 2014
  
7. **Contact Person** – Provide contact information for the person who can answer specific questions about the program:  
Name: Nancy Street  
  
Title: Instructional Professor/Undergraduate Studies Director  
  
E-mail: n-street@tamu.edu  
  
Phone: 979-847-8612

## Program Information

### I. Need

*Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.*

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.  
*Not applicable; preliminary approval was not granted more than four years ago.*
- B. Student Demand – Provide short- and long-term evidence of demand for the program.  
*Not applicable; preliminary approval was not granted more than four years ago.*
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

YEAR	1	2	3	4	5
<b>Headcount</b>	5	10	15	20	25
<b>FTSE</b>					

### II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	0
Required Courses	9
Prescribed Electives	9
Free Electives	0
Other <i>Service Learning</i>	0
<b>TOTAL</b>	18



B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (\*) courses that would be added if the program is approved. (Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)

Prefix and Number	Required Courses	SCH
COMM 370	Health Communication	3
COMM 470	Communication in Healthcare Contexts	3
COMM 471	Health, Medicine and Media	3
**	One semester or one full summer service-learning see below, please.	

Additionally, each HCC student must choose and complete a track of prescribed elective course

Prefix and Number	Prescribed Elective Courses	SCH
<b>Provider-Patient/Organizational Track</b>		
COMM 315	Interpersonal Communication	3
COMM 320	Organizational Communication	3
COMM 335 or COMM 324 or COMM 443	Intercultural Communication Communication Leadership and Conflict Management Communication and Conflict	3
**	One semester or one full summer service-learning with non-profit in direct client contact, 8 hours per week for a minimum of 10 weeks.	0

OR

<b>Health Campaign/Policy Track</b>		
COMM 375	Media Audiences	3
COMM 450	Media Campaigns	3
COMM 325 or COMM 330	Persuasion Technology and Communication	3
**	One semester or one full summer service-learning with non-profit on health promotion or health campaigns, 8 hours per week for a minimum of 10 weeks.	0

Note: A list of prescribed elective courses will be prepared by the SCC committee. This is a list of courses that will be included

\*\*Service-learning must be approved in advance by the Director of Undergraduate Studies.

	<b>TOTAL SCH</b>	<b>18</b>
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- C. **Faculty** – Use these tables to provide information about Core and Support faculty. Add an asterisk (\*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

<b>Name of <u>Core</u> Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
Street, Jr., Richard L.	PhD., University of Texas	COMM 315 COMM 325 COMM 370 COMM 470	25%
Beaudoin, Christopher Associate Professor	PhD., University of Missouri Columbia	COMM 375 COMM 330 COMM 370 COMM 450	20%
Hong, Traci Associate Professor	PhD., University of Southern California	COMM 325 COMM 450 COMM 470 COMM 471	25%
Nancy J. Street Instructional Professor	M.A., University of Texas	COMM 315 COMM 324 COMM 325 COMM 370 COMM 470	10%

<b>Name of <u>Support</u> Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
Conrad, Charles	PhD., University of Kansas	COMM 320	10%
Barbour, Joshua	PhD., University of Illinois	COMM 320	10%
Dubriwny, Tasha	PhD., University of Georgia	COMM 471	10%
*Street, Nancy Instructional Professor	MA, University of Texas	<i>Certificate Administrator</i>	5%
*Prof. Street contributed to the development of this proposal and indicated her willingness to serve on the Health Communication Certificate Coordinating Committee. The committee will also include Dr. R. Street, Dr. Hong, and Dr. Beaudoin from the Department of Communication, and faculty from other Departments, as needed and appropriate.			

- D. **Students** – Describe general recruitment efforts and admission requirements. In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Evidence of demand for this program is evident through student inquiries to the department from both current students and prospective students. We anticipate demand for this certificate from our own majors, from students who plan careers as practitioners including health educators, clinicians, nonprofit workers and the like. The Department of Communication currently has over 1000 undergraduate majors. An application process for the certificate and a minimum of a grade of B in each class required in the minor are in place to assure high quality performance.

- E. **Library** – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

Current library holdings are sufficient for this certificate.

F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

No new facilities or equipment will be required.

G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not applicable.

H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

We propose to engage members of our Alumni Advisory Board who are engaged in the practice of Health Communication, peer faculty members from other institutions for a regular five-year written review, beginning in 2019. Reviewers will consider criteria derived from the COMM Department's last accreditation review, from criteria solicited from faculty supporting the certificate, from the reviewers themselves and derived from the Student Learning Outcomes from the courses. Reviewers will also make recommendations for improving the curriculum. We are fortunate to have pools of resources available through our respective research networks in ICA (International Communication Association), NCA (National Communication Association) and AACH (American Academy on Communication and Healthcare.)

### III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel <sup>1</sup>	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding <sup>3</sup>	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other <sup>2</sup>	\$0	Other <sup>4</sup>	\$0
<b>Total Costs</b>	<b>\$0</b>	<b>Total Funding</b>	<b>\$0</b>

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

## Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

*I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.*

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Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

*On behalf of the Board of Regents, I approve the program.*

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Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

*On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).*

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Board of Regents (Designee)

Date