



EVP2014-01-8985

THE FACULTY SENATE

January 27, 2014

MEMORANDUM

TO: Dr. Mark A. Hussey, Interim President

FROM: Walter Daugherty, Speaker *Walter Daugherty*

SUBJECT: Undergraduate Curriculum Committee (FS.31.261)

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
- Strategic 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.31.261

<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

32. Special Consideration

College of Liberal Arts

Department of Communication

Strategic Communication Certificate

Request for a new certificate program

SPECIAL CONSIDERATION

H23

SPECIAL CONSIDERATION

COLLEGE OF LIBERAL ARTS

DEPARTMENT OF COMMUNICATION

STRATEGIC COMMUNICATION CERTIFICATE

REQUEST FOR A NEW CERTIFICATE PROGRAM

H23

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, MAg, Med, PhD, EdD, etc.) _____

Title of proposed program: Strategic Communication Certificate

Proposed CIP Code (if known): 09.0100.00

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

Strategic Communication Certificate

The value of effective strategic communication is acknowledged by both profit and nonprofit corporations and by governmental agencies. The effect of strategic communication failures on the bottom line, on employee and stakeholder satisfaction, and on the efficient use of resources, is well documented. In a study cited by the *Project Management Institute*, \$75 million of every \$ 1 billion spent on projects is at risk due to poor communication. According to Roumen Dimitrov in *Third Sector Review*, nonprofit corporations experience significant inefficiencies and loss of effectiveness due to failures of strategic communication. Gathering and interpreting appropriate information, audience analysis, as well as harnessing the power of accurate language in message crafting, are further noted as key strategic communication functions. Tactics available for implementing strategic communication are expanding exponentially as digital communication and new media evolve. Mastery of the integration of these tactics in strategic plans augment the effectiveness of internal and public issues management while mitigating corporate frustration, offensive messages, and overspending. Although effective strategic communication is critical to organizational success, many companies and agencies are not very good at it. The *U.S. Department of Labor Occupational Outlook Handbook* notes that careers in various strategic communication areas are growing "faster than average" to "much faster than average." The Certificate in Strategic Communication will prepare Communication and Telecommunication Media Studies majors to plan and execute communication strategically and to coordinate the integration of appropriate tactics to enhance commerce, government, and to further political, religious and social goals, as they lead us into the future. The SC certificate requires a minimum of 18 credit hours in designated coursework. Students must earn a grade of "B" or better in each course used to meet the requirements. Students who pursue the SCC 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.

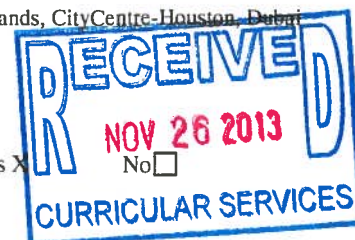
Approved locations as of March 2012: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, City Centre-Houston, Dubai and Saudi Arabia.

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

Typed or Printed Name

Typed or Printed Name

 Nancy J. Street 11-18-13
Chair, College Review Committee Date

Chair, College Review Committee Date

 Patricia A. Hurley 11/25/13
Dean of College Date

Dean of College Date

Chair, University Curriculum Committee or Graduate Council Date

Chair, University Curriculum Committee or Graduate Council Date

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 Strategic 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 strategic 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
Headcount	25	50	75	100	125
FTSE					

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	15
Prescribed Electives	3
Free Electives	0
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
TOTAL	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 323	Strategic Communication	3
*COMM 322	Communication Tactics	3
COMM 375	Media Audiences	3
COMM 325	Persuasion	3
COMM 485	<u>Directed Study in Communication:</u> Students will be required to complete a semester long strategic communication service-learning experience with a nonprofit. Coursework will involve production of a portfolio documenting the strategic communication initiative	3

Prefix and Number	Prescribed Elective Courses	SCH
COMM 450	Media Campaigns	3
COMM 440	Political Communication	3
COMM 4XX	Propaganda	3
COMM 449	Communication and Activism	3
COMM 446	Communication, Organizations, and Society	3
COMM 320	Organizational Communication	3

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

	TOTAL SCH	18
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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.*)

Name of Core Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Barge, J. Kevin Professor	PhD., University Kansas	COMM 3XX COMM 320	10%
Conrad, Charles Professor	PhD., University Kansas	COMM 446 COMM 320	10%
Waymer, Damion Associate Professor	PhD., Purdue University	COMM 3XX COMM 3XX COMM 320	25%
Beaudoin, Christopher Associate Professor	PhD., University of Missouri Columbia	COMM 375	10%
Hong, Traci Associate Professor	PhD., University of Southern California	COMM 325 COMM 450	25%
Nancy J. Street Instructional Professor	MA University of Texas-Austin	COMM 460: CCIS Professional Comm	10%

Name of Support Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Mercieca, Jennifer	PhD., University of Illinois	COMM 449 COMM 440	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 Strategic Communication Certificate Coordinating Committee. The committee will also include Dr. Barge, Dr. Waymer, Dr. Conrad, Dr. Beaudoin and Dr. Hong 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.

Overwhelming evidence of strong demand for this program is evident through frequent student inquiries to the department from both current students and prospective students. The required courses in the certificate are routinely oversubscribed. We anticipate high demand for this certificate. The Department of Communication currently has over 1000 undergraduate majors. Review of our assessment data reveal that over half of our majors are interested in some aspect of strategic and/or tactical communication. Therefore a majors only, 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 Strategic 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) and NCA (National Communication Association.)

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 ¹	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$0	Total Funding	\$0

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.

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.

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).

Board of Regents (Designee)

Date