

P11-241



THE FACULTY SENATE

November 21, 2011

MEMORANDUM

TO: Dr. R. Bowen Loftin, President

FROM: Michael Benedik, Speaker *M Benedik*

SUBJECT: Approval of Undergraduate Curriculum Committee Item (FS.29.71)

At its regular meeting on November 14, 2011, the Faculty Senate approved the following curriculum item from the Undergraduate Curriculum Committee. The Faculty Senate submits it for your approval. Attached is a copy of the material sent to our Senators.

UNDERGRADUATE CURRICULUM COMMITTEE
Special Consideration
College of Liberal Arts
 Department of Communication
 Request for a Communication and Global Media Certificate

Thank you for your time and consideration. Please inform me of your action on this matter.

Attachment

cc: **Karan Watson**
Pameia Matthews
Antonio Cepeda-Benito
Sandra Williams
Jose Luis Bermudez

Approved: Reviewed:



R Bowen Loftin

 R. Bowen Loftin, President

12/16/11

 Date

13. Special Consideration

College of Liberal Arts

Department of Communication

Request for a Communication and Global Media Certificate

Requested by the Department or Unit of : Communication**Program Type, Level, Designation, Title, Description, Hours**

Program Type Certificate Program Degree Program
 Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral
 Degree Designation (i.e., BS, BA, MA, MS, MAg, Med, PhD, EdD, etc.) _____
 Title of proposed program: Communication and Global Media Certificate
 Proposed CIP Code (if known): 09.0102.00

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

Communication and Global Media Certificate
 Open to All Majors

The Communication and Global Media Certificate (CGMC), offered by the Department of Communication, is designed to provide students with an understanding of a communication perspective on the impact of media in a global context. Media and communication sectors are the second largest export markets for the US, after defense and aerospace. The rise of the BRICI (Brazil, Russia, India, China, Indonesia) economies and the desire of businesses to capitalize on the growth of these markets as they double in size by 2015 is a prime example of the application of this certificate. The CGMC prepares students for understanding the growth and impact of communication and global media in a variety of similar contexts. The CGMC requires a minimum of 15 credit hours in designated courses. Students must earn a grade of "B" or better in each course used to meet the requirements. Students who pursue the CGMC must complete all requirements prior to graduation. Specific certificate requirements are available in the Office of Undergraduate Advising of the Department of Communication. Details are also available at <http://comm.tamu.edu>.

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

Proposed program hours: 15 _____ _____

*12 hours minimum to appear on transcript

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education		<u>Program Start Date</u>	<u>SACS Approval**</u>	<u>When Provost needs to inform SACS</u>
<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 Assistant Provost and sent by TAMU President.

Program Delivery Mode

		<u>Location</u>		
<input checked="" type="checkbox"/>	On-campus	<u>Texas A&M University, College Station Campus</u>		
<input type="checkbox"/>	Broadcast / TTVN	_____		
<input type="checkbox"/>	Specific off-campus location***	_____		
<input type="checkbox"/>	Distance Education / Internet	In-State <input type="checkbox"/>	Out-of-State <input type="checkbox"/>	Start Date _____
<input type="checkbox"/>	Out-of-Country	Will this program be offered with another institution?		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, contact Assistant Provost 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 September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)

Program FundingHas program funding been finalized at the department or college level? Yes No

If no, explain or attach budget: _____

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

If new costs exceed \$2 million, coordinating board approval is required.

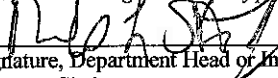
Submitted by (Contact Person):

Randy Kløver	rkløver@ipomail.tamu.edu
_____ Name	_____ Email
Associate Professor	845-5500
_____ 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.

 8-21-11

 Signature, Department Head or Interdisciplinary Program Chair Date
 Richard L. Street, Jr. Ph.D.


 Signature, Department Head or Interdisciplinary Program Chair (if joint program) Date

Typed or Printed Name
 9/28/11

 Chair, College Review Committee Date

 Typed or Printed Name

 Chair, College Review Committee Date

 9/28/11

 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 Communication and Global Media

3. Proposed CIP Code: 09.0102.00

4. Brief Program Description – Describe the program and the educational objectives:
Drawing from existing courses and faculty resources within the university, this program will enable its students to create, synthesize and integrate academic coursework, co-curricular experiences, and internships in order to demonstrate their preparedness for work in communication and global media.

Number of Semester Credit Hours Required 15

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*):
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 2012

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Dr. Randy Kluver
 Title: Associate Professor
 E-mail: rkluver@ipomail.tamu.edu
 Phone: 979-845-5500

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	20	25	30	35	40
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	9
Prescribed Electives	6
Free Electives	0
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
TOTAL	15

- 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 335	Intercultural Communication	3
COMM 365	International Communication	3
COMM 458	Global Media	3

Prefix and Number	Prescribed Elective Courses	SCH
COMM 330	Technology and Communication	3
COMM 345	Media Industries	3
COMM 354	Political Economy of Telecommunication	3
COMM 375	Media Audiences	3
COMM 452	Cultural Studies of Communication Technology	3

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

	TOTAL SCH	15
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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
Burkart, Patrick, Associate Professor	PhD, University of Texas	COMM 335, 354	25%
Campbell, Heidi, Associate Professor	PhD, University of Edinburgh	COMM 330	25%
Kluver, Randy, Associate Professor	Ph.D., University of Southern California	COMM 365	25%

La Pastina, Antonio, Associate Professor	PhD, University of Texas	COMM 458	25%
Ramasubramanian, Srivi, Assistant Professor	Ph.D., Pennsylvania State University	COMM 375	25%
Wallis, Cara, Assistant Professor	Ph.D., University of Southern California	COMM 452	25%

Name of Support Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
*Street, Nancy, Instructional Professor	M.A., University of Texas	Certificate Administrator	5%
Prof. Street contributed to the development of this proposal and has indicated her willingness to serve on the Communication and Global Media Certificate Coordinating Committee. That committee will also include Dr. Burkart, Dr. Campbell, Dr. Kluver, Dr. LaPastina, Dr. Kluver. Dr. Ramasubramanian and Dr. Wallis 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.

Extensive evidence of strong demand for this program is evident through frequent student inquiries to the department and to individual faculty. The required courses in the certificate are routinely oversubscribed. Significant numbers of inquiries to the Undergraduate Advising Office in Communication for admittance to these courses are fielded each semester that they are offered. Students from other departments will benefit from this program, including, but not limited to sociology, international studies, political science and international business. We anticipate demand for this certificate and therefore interested individuals will complete an application form for the certificate to include a statement of purpose.

- 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 peer faculty members from other institutions for a regular, five-year written review, beginning in 2013. Reviewers will review criteria derived from the COMM department's last accreditation review, from criteria solicited from faculty supporting the certificate, from the reviewers themselves and from learning outcomes for each of 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 through Global Fusion.

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

- 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).
- Specify other costs here (e.g., administrative costs, travel).
- 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.
- 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

Kathryn Sculley

From: Sandra Williams <SWilliams@oar.tamu.edu>
Sent: Thursday, October 13, 2011 5:25 PM
To: Stephenson, Michael T.; Robert Knight (bob-knight@tamu.edu)
Subject: RE: Global Media Certificate

-----Original Message-----

From: Street, Nancy A [<mailto:n-street@neo.tamu.edu>]
Sent: Thursday, October 13, 2011 5:10 PM
To: Stephenson, Michael T.
Subject: Fwd: Global Media Certificate

Mike,

Hi! We are good to go with Geography. I'll have a printed copy of this for tomorrow. Shall I forward it to anyone? Haven't heard back from ALED but we are hopeful.

Best,
Nancy

Nancy J. Street, Instructional Professor Director, Undergraduate Program Department of Communication Texas A&M University

----- Forwarded Message -----

From: "Vatche Tchakerian" <v-tchakerian@tamu.edu>
To: "Nancy A Street" <n-street@neo.tamu.edu>
Sent: Thursday, October 13, 2011 4:53:09 PM GMT -06:00 US/Canada Central
Subject: Re: Global Media Certificate

Hi Nancy:

The Geography Department has no objection with respect to the Communication and Global Media Certificate Proposal. I would like to take this opportunity to point out to you and your students that GEOG 202 - Global Village might be a useful course. It also satisfies both the Humanities and ICD requirements within the Core Curriculum and of course covers the major geographic regions of the world. In addition, we have a number of Regional Courses devoted to one specific geographic region such as Latin America, Middle East, Pacific Rim, Europe, etc. that also might be useful to your students.

Best wishes with your program, Vatche

Dr. Vatche P. Tchakerian
Professor and Head
Department of Geography
College of Geosciences
Texas A&M University
College Station, TX 77843-3147
v-tchakerian@tamu.edu

----- Original Message -----

> From: "Nancy A Street" <n-street@neo.tamu.edu>
> To: vatche@geog.tamu.edu
> Sent: Thursday, October 13, 2011 1:39:36 PM
> Subject: Global Media Certificate
>
> Dear Dr. Tchakerian,
>
> Greetings! I'm writing to ask for a letter (or e-mail) in support of
> our new certificate proposal. I have attached the document for your
> reference.
>
> We are set to present this proposal to the University Curriculum
> Committee tomorrow at 1:30 and yet received word last night that we
> should clear this with Geography. With sincere respect to all
> involved, we don't see any overlap at all and yet perhaps there is.
>
> If this seems fairly straightforward, then a simple e-mail stating
> that Geography has no objection to this certificate would suffice.
> Alternatively, a one to two line memo on letterhead would work as
> well. I'd be happy to come by and pick it up.
>
> On the otherhand, if you do have questions or concerns, I'd be
> delighted to talk with you on behalf of Communication. Please tell me
> a good time to call you or to visit in person.
>
> Thanks!
>
> Sincerely,
> Nancy Street
>
> Nancy J. Street, Instructional Professor Director, Undergraduate
> Program Department of Communication Texas A&M University
>
> 979-847-8612
> Bolton Hall, Rm 107