



School of Communication

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Date: October 12, 2010

To: Reviewing Committee

From: Carroll Glynn 
Director
School of Communication

Subject: Program Conversion

The School of Communication is pleased to recommend the adoption of the enclosed materials for semester conversion. These materials include templates for the following programs:

Program:

Ph.D., Communication

M.A., Communication

BA, Communication (specialization in Strategic Communication)

BA, Communication (specialization in New Media and Communication Technology)

BA, Communication (specialization in Communication Analysis and Practice)

BA in Journalism, Public Affairs Journalism

Minors:

Communication (general)

Organizational Communication

Communication Technology

Media and Society

We believe that we have followed all guidelines and provided what is required at upper administrative levels. While our programs fall within the scope of 'minimal programmatic changes,' our faculty and staff had put a great deal of thought and effort into the conversion. In addition, we have sought input from our graduate and undergraduate students, conducted focus groups on semester conversion as well as on what they would like to see changed, examine potential overlap in courses with the transition to semester, run simulations for course enrollments for majors and non-majors with the move to semesters. In addition, we have developed plans for staffing courses with faculty and graduate teaching assistants, assessing our needs and running simulations based on projected enrollments. The results reflect, I think, the best programs we can develop that will insure that all of our students can remain on track for graduation while obtaining a high-quality education in Communication and Journalism.

A number of courses have been dropped, or merged, there are several new courses, and we have considered the implications of all the changes for our undergraduates. Minimal programmatic change also reflects the fact that our curriculum has been in continual update and change for the past 10 years. We have seen a number of programs at our peer institutions follow our lead in developing concentrations within communication, and reforming our journalism major to keep pace with industry evolution. Because of these efforts, much of our work was focused on maintaining the integrity of our

programs while converting to semesters, identifying weak spots and/or potential problems, and ensuring that students in the transition years will not be harmed by the process.

I recommend approval of our plan for semester conversion.