

Status: PENDING

PROGRAM REQUEST
Communication

Last Updated: Myers, Dena Elizabeth
05/26/2011

Fiscal Unit/Academic Org	School Of Communication - D0744
Administering College/Academic Group	Arts And Sciences
Co-administering College/Academic Group	Social And Behavioral Sciences
Semester Conversion Designation	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
Current Program/Plan Name	Communication
Proposed Program/Plan Name	Communication
Program/Plan Code Abbreviation	COMM-MA
Current Degree Title	Master of Arts

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		75	50.0	48	2.0
Required credit hours offered by the unit	Minimum	70	46.7	45	1.7
	Maximum	75	50.0	48	2.0
Required credit hours offered outside of the unit	Minimum	0	0.0	0	0.0
	Maximum	5	3.3	3	0.3
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

Program Learning Goals •

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? No

DIRECT MEASURES (means of assessment that measure performance directly, are authentic and minimize mitigating or intervening factors)

Direct assessment methods specifically applicable to graduate programs

- Thesis/dissertation (written document)

INDIRECT MEASURES (means of assessment that are related to direct measures but are steps removed from those measures)

Additional types of indirect evidence

- Grade review

USE OF DATA (how the program uses or will use the evaluation data to make evidence-based improvements to the program periodically)

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- Periodically confirm that current curriculum and courses are facilitating student attainment of program goals

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? No

Attachments

- MA Upload.pdf
(Program Proposal. Owner: McDonald,Daniel Gary)
- Division Letter for Communication.doc: Division Letter
(Letter from the College to OAA. Owner: Mumy,Gene Elwood)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Smith,Aaron Matthew	10/27/2010 02:51 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	10/29/2010 02:04 PM	Unit Approval
Revision Requested	Mumy,Gene Elwood	01/18/2011 10:39 AM	College Approval
Submitted	Smith,Aaron Matthew	01/18/2011 01:59 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	01/18/2011 02:10 PM	Unit Approval
Revision Requested	Mumy,Gene Elwood	05/12/2011 03:09 PM	College Approval
Submitted	McDonald,Daniel Gary	05/19/2011 08:06 AM	Submitted for Approval
Approved	McDonald,Daniel Gary	05/19/2011 08:07 AM	Unit Approval
Approved	Mumy,Gene Elwood	05/20/2011 12:59 PM	College Approval
Approved	Myers,Dena Elizabeth	05/26/2011 09:00 AM	GradSchool Approval
Pending Approval	Soave,Melissa A Cameron,Erin Marie	05/26/2011 09:00 AM	CAA Approval



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May 20, 2011

Chairs of Arts and Sciences CCI and CAA

Dear Chairs:

At the undergraduate level the School of Communication has two major programs:

The Communication Bachelor of Art with three areas of concentration: 1) Strategic Communication; 2) New Media and Communication Technology; and 3) Communication Analysis and Practice.

The Public Affairs Journalism Bachelor of Art (a tagged degree).

In her cover letter, School Director Carroll describes the careful consideration given by the School to the semester conversion plans for all programs, especially these two majors and the minimal changes made to the majors in the conversion. The only changes worth noticing at all are the repackaging of some courses into more concentrated modules. The conversion plans were reviewed and endorsed by the Social Sciences Disciplinary Advisory Panel (SS DAP).

As a result I approve Communication's conversion plans for its two majors and submit them for CCI's consideration.

At the undergraduate level Communication also has four minors. In addition to the General Communication minor, there are three specialized minors:

- A) Communication Technology
- B) Media and Society
- C) Organizational Communication

The three specialized minors were developed during 2007 and were approved as new minors in Spring 2008; and the general minor was reassessed at the same time. Because of technical issues with PACER the Communication Technology and Organizational Communication minors are listed as new, when they are in fact straight conversions of the minors approved in 2008 at 20 quarter credit hours. Indeed all of the minors are straight conversions because they are new or were reconsidered as part of the 2007-2008 process. As a result the SS DAP has endorsed the semester versions and I have approved them and submit them for CCI's consideration.

At the graduate level Communication offers the Ph.D. and MA. In her letter, School Director Glynn notes that much thought was given to the structure of the programs but in the end the faculty was satisfied with the current structure of the programs and both were converted with very minimal change.

The approval process for all Ph.D. and MA programs in SBS was that all of them were first examined and discussed for feedback and improvement by the SBS Graduate Committee, which is made up of the graduate directors. When ready for final consideration in the Division they move to the Social Sciences Disciplinary Advisory Panel (SS DAP). For other graduate programs in SBS the departments work with the associate dean and then the programs are sent to the SS DAP when ready.

The SS DAP has approved the Communication Ph.D. and MA programs after minor changes and I endorse that decision and now submit them to CAA and the Graduate School for their consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene E. Mummy". The signature is written in a cursive style with a prominent initial "G".


Gene E. Mummy
Associate Dean of Arts and Sciences/Social and Behavioral Sciences



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Date: January 14, 2011
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

Our conversion, as with all major curriculum initiatives and revisions, followed the School of Communication Pattern of Administration guidelines through discussions and deliberations involving all department faculty. In this instance, these discussions and deliberations were pursued by our Semester Conversion Committee, discussions with all departmental faculty by area and at faculty meetings, discussions amongst the chairs of the Undergraduate and Graduate Studies committees with the department chair, and solicited input (including focus group discussions) from undergraduate and graduate students. In addition, we sought advice and information about experiences from benchmark institutions that had undergone calendar conversion in recent years.

Our Associate Director for Planning and Research and our Associate Director for Undergraduate Studies worked with our Undergraduate Program Coordinator and members of the faculty representing each area of study to develop our undergraduate plans. The Director of Graduate Studies and members of the School of Communication Graduate Studies Committee worked together to put together the M.A. and Ph.D. semester conversion graduate programs.

Votes were taken within committees and at faculty meetings to develop consensus in support of the programs. The plans were presented to the full School of Communication faculty and

feedback was provided and taken into account in revisions. A final vote was taken and results were strongly supportive of the proposed semester conversions of our undergraduate and graduate programs as reflected in these documents.

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 apace 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.

Quarter to Semester Conversion - Communication M.A. Program

1. Program Rationale

- a. It was our goal to retain nearly every aspect of our current M.A. program, with the exception of slightly reducing the number of fixed core required courses to increase opportunities for M.A. students to take more electives.
- b. Date of last significant revision: 2002

2. List of Courses in the Program

6661: Statistical Applications in Communication
6760: Communication Research Methods
6763: Qualitative Research Methods
6806: Contemporary Theories of Communication
6807: Foundations of Communication Theory
7711: Design Applications in Human Computer Interaction
7713: Political Communication (cross-listed with Poli Sci 7168)
7789: Survey Research Practicum (cross-listed)
7790: Statistical Applications in Communication II
7802: Narrative and Communication
7805: Communication Law and Policy
7813: Public Opinion and Communication
7820: Foundations of Interpersonal Communication
7830: Foundations of Organizational Communication
7840: Mass Communication and the Individual
7841: Mass Communication and the Social System
7850: Communication Technology
7860: Language and Social Interaction
7870: Media, Campaigns, and Health
7871: Health Communication in Interpersonal Settings
7890: Colloquium (1 credit, must enroll 4x)
7927: Theory Construction
7950: Communication and Diversity
7998: Directed Research (1-3 credit variable)
8193: Directed Reading (1-3 credit variable)
8801: Special Topics in Communication Research Methods
8930: Special Topics in Interpersonal Communication

8940: Special Topics in Mass Communication
8970: Special Topics in Communication
8999: Dissertation (3 credits, must enroll 2x)

3. Program Requirements and Advising Sheets

Program Requirements

1. List program learning goals (N/A)
2. List semester courses that constitute requirements and other components of the program
 - a. COM 6661: Statistical Applications in Communication (3)
 - b. COM 6760: Communication Research Methods (3)
 - c. COM 6806: Contemporary Theories of Communication (3)
 - d. COM 7790: Statistical Applications in Communication II (3)
 - e. COM 6763: Qualitative Research Methods (3)
 - f. COM 7927: Theory Construction (3)
3. Append a current and proposed curriculum advising sheet

Proposed (Semesters):

MA Program Requirements:

Complete a minimum of 48 graduate credits, including 12 credits for the thesis.

1. 18 credits required core
 - a. 6 credits in Communication Theory:
 - i. 6806 – Contemporary Theories in Communication
 - ii. 7927 – Theory Construction
 - b. 12 credits in Research Methods for Communication:
 - i. 6661 – Statistical Applications in Communication
 - ii. 6760 – Communication Research Methods
 - iii. 6763 – Qualitative Research Methods
 - iv. 7790 – Statistical Applications in Communication II
2. At least 18 credit hours of graduate level electives (minimum 15 from within the School). Directed Research (COMM 7998) and Directed Reading (COMM 8193) may not be counted toward elective requirements for the M.A.
3. Thesis credit (12)

Current (Quarters): MA Program Requirements:

Complete a minimum of 75 graduate credits, including 15 credits for the thesis.

- 1.) 35 credits required core
 - 15 credits in Communication Theory:
 - 806 – Contemporary Theories in Communication (5)

807 – Foundations of Communication Theory (5)
927 – Theory Construction (5)

20 credits in Research Methods for Communication:

661Z – Statistical Applications in Communication (5)

760 – Communication Research Methods (5)

763 – Qualitative Research Methods (5)

790 – Statistical Applications in Communication II (5)

2.) 25 credit hours of graduate level electives (minimum 20 from within the School and no more than 6 credits being independent studies)

3.) Thesis credit (15)

To summarize:

Requirement	Credit Hours
Required Theory	6
Required Methods	12
COMM Electives (may not count Directed Research or Directed Reading)	15
Additional Electives	3
Thesis	12
Total:	48

Provide a rationale for proposed program changes and a description of how the changes will benefit students and enhance program quality.

Table to aid CAA reviewers

	# of Credit Hours in Current Program (Quarters)	Calculated Result for 2/3 of Current Quarter Credit Hours (rounded)	# of Credit Hours Required for Proposed Program (Semesters)
Total hours to complete program	75	50	48
Prerequisite hours required for admission to program which are not counted toward total hours	0	0	0
Required credit hours offered by the unit (includes thesis)	70	47	45
Required credit hours offered outside the unit	0	0	0
Double counted credit hours that meet two or more requirements	0	0	0
Free elective credit hours	5	3	3

4. Transition Policy

Because all of the required courses for our M.A. program – both current and proposed – are offered in the first year, students enrolled in the program during the conversion will not encounter any difficulties or delays. Changes in elective credit hours also will not increase the length of time in the program for students who begin our program under the quarter system.