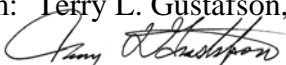




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artsandsciences.osu.edu

September 2, 2011

To: W. Randy Smith, Vice Provost, Office of Academic Affairs
From: Terry L. Gustafson, Special Assistant to the Executive Dean for Semester Conversion
Re:  Program Proposals from Arts and Sciences

Arts and Sciences is pleased to submit the following programs to the Office of Academic Affairs for conversion from quarters to semesters. The vote for approval of the programs at the full CCI was unanimous.

Program Name	Academic Plan Code	Conversion Designation	CCI Approval	Last Revision
Aging Minor	AGING-MN	Converted	8/18/2011	Prior to 2006
Associate of Arts	ASSOC-AA	Converted	9/2/2011	Prior to 2006
Capital Program		Converted	8/24/2011	Prior to 2006
Entomology Minor	ENTOMOL-MN	Converted	8/26/2011	Prior to 2006
Legal Foundations of Society Minor	LEGFNTN-MN	Converted	8/18/2011	Prior to 2006
Survey Research Minor	SURVEYR-MN	Converted	8/18/2011	2/20/2008

College of Arts and Sciences Transition Policy: The College of Arts and Sciences is committed to the principles outlined in the university's Pledge to Undergraduate Students. Each unit has a plan on how best to assist its majors and minors through the transition. And the Arts and Sciences Academic Advising Services will advise students on how to transition their GE program. Dual advising is the existing process used in Arts and Sciences and will continue under semesters.

Additional Notes on the Submitted Program:

Note that the Aging Minor, the Capital Program, the Legal Foundations of Society Minor, and the Survey Research Minor are not new programs. The program codes were not in curriculum.osu.edu, so the programs were entered as new.

The following comments are recommended by CCI for CAA to consider:

Aging Minor:

- On the PACER table, numbers in Column C should probably be 14, 3, 7, 7, 11.
- The third goal is ungrammatical. It appears both on the PACER form and on pg 4 of the PDF.

- On the PACER form, the question as to whether this is a degree program should be marked No.
- In the comments under "Assessment practices" (bottom of Page 1 & top of Page 2 of the PACER form) and "Rationale for proposed program changes", suggestion to point out that communications and the social and behavioral sciences are within ASC, so that students attracted from these programs are coming from within ASC
- Pg 3 of 5, section 8, "Rationale": In the first sentence of the 3rd paragraph, "at" should be replaced by "from," to read, "moving ... from the College of Arts and Sciences."
- In the Transition Policy -- a student has to complete at least 2 elective courses in the quarter-version of the program, and will have to complete at least 2 elective courses in the semester-version. Why does the transition policy present the option of the student completing 1 or 2 electives? Why not require completion of 2 elective courses, in any combination of quarter and semester versions?
- On the semester advising sheet, it might be clearer, instead of "Electives: (minimum of 4 semester credits)," to say "Electives (4-5 semester credits)." This will alert students that the statement that the major requires a minimum of 14 hours takes precedence.
- Are there significant prerequisites for any of the required core courses or the electives, other than the single required course? If so, a general note should be added on the advising sheet, as we've requested for other minors.

The Capital Program:

- The Capital Program is officially a Course of Study, not a minor. The program is a collaboration between the Colleges of Business and Arts and Sciences. A letter of support from the College of Business is attached.

Legal Foundations of Society Minor:

- A student who is already underway in the minor might have chosen quarter courses that do not fulfill the 6 hours (or more) at 3000-level-plus needed under semesters; CCI assumes advisors will use their discretion in such cases.

Survey Research Minor:

- There are two "x"'s in the Faculty Advisor's letter should perhaps be replaced with the correct dates.

Status: PENDING

PROGRAM REQUEST
Survey Research Minor

Last Updated: Mumy, Gene Elwood
08/11/2011

Fiscal Unit/Academic Org	Social & Behavioral Sci Admin - D0700
Administering College/Academic Group	Social And Behavioral Sciences
Co-administering College/Academic Group	
Semester Conversion Designation	New Program/Plan
Proposed Program/Plan Name	Survey Research Minor
Type of Program/Plan	Undergraduate minor
Program/Plan Code Abbreviation	SURVEYR
Proposed Degree Title	Survey Research Minor

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				15	
Required credit hours offered by the unit	Minimum				
	Maximum				
Required credit hours offered outside of the unit	Minimum				
	Maximum				
Required prerequisite credit hours not included above	Minimum			3	
	Maximum			3	

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? No

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

Status: PENDING

PROGRAM REQUEST
Survey Research Minor

Last Updated: Mumy, Gene Elwood
08/11/2011

Attachments

- Survey Minor_Semester Conversion Proposal 8-8-11.doc: Program Proposal
(Letter from the College to OAA. Owner: Mumy, Gene Elwood)
- Division Cover Letter for Survey Research Minor.doc: Division Letter
(Letter from the College to OAA. Owner: Mumy, Gene Elwood)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Mumy, Gene Elwood	08/11/2011 12:46 PM	Submitted for Approval
Approved	Mumy, Gene Elwood	08/11/2011 12:48 PM	Unit Approval
Approved	Mumy, Gene Elwood	08/11/2011 12:50 PM	College Approval
Pending Approval	Nolen, Dawn Jenkins, Mary Ellen Bigler Meyers, Catherine Anne Vankeerbergen, Bernadette Chantal Hanlin, Deborah Kay	08/11/2011 12:50 PM	ASCCAO Approval



College of Arts and Sciences

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August 10, 2011

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Fax (614) 292-8666

Web artsandsciences.osu.edu

Chairs of Arts and Sciences CCI and CAA

Dear Chairs:

The Survey Research Minor is an interdisciplinary, undergraduate minor administered by the Division of Social and Behavioral Sciences, with Professor Jerry Kosicki serving as its director. Although the minor currently exists under quarters, it was not assigned program status anywhere in PACER. As a result, it had to be entered in PACER as a new program.

The minor under quarters requires at least five courses for a minimum of 23 credit hours: the minimum is 23 because a 3 hour internship could satisfy the "Practical Application Experience Course" requirement. Under semesters the requirement is five courses for 15 credit hours, which allows a 2 hour "Practical Application Experience Course" because one of the required core courses was converted from a 5 hour quarter course to a 4 hour semester course. The semester structure of the minor is exactly the same as the quarter structure. The last point to make is that as an interdisciplinary minor there is no natural unit and the inside outside distribution of credit hours makes no sense, so only the top row of the credit chart is filled in.

The conversion plan has been reviewed by me and the Social Sciences Disciplinary Advisory Panel (SS DAP) and we have found it to be appropriate for semesters and submit it to you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Gene E. Mummy".

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



Undergraduate Survey Minor Program

3138 Derby Hall
154 North Oval Mall
Columbus, OH 43210-1339

Phone (614) 292-0237
Fax (614) 292-2055
E-mail kosicki.1@osu.edu

July 26, 2011

Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
Columbus, OH 43210-1358

This document discusses the semester conversion rationale for the Undergraduate Survey Minor, which was created by Arts & Sciences and is now administered by the College of Social & Behavioral Sciences. Note that the program was not present in the Curriculum.osu.edu system and so it has been created as a “new” program.

The survey minor was approved in Spring 200x for implementation in Autumn 200x. One undergraduate student is enrolled in the program now and is likely to finish by June 2012. However, the program has growth potential among students who are interested in a career in the survey industry or graduate studies. As envisioned, the undergraduate program was the first organized undergraduate program in survey research the United States, if not the world. Organized along interdisciplinary principles and designed to pull together various teaching assets and specialties unique to Ohio State University.

As planned, the program will provide a strong overview of the essential elements of survey research focusing on a recent theoretical approach known as the Total Survey Error Approach. The TSE approach has revolutionized the study and practice of survey research over the past two decades to an astonishing degree. It does this by explicitly focusing on all sources of error that can affect survey research as well as the evidence-based solutions to these problems. The approach encourages an explicit cost-quality balance that is missing from traditional survey teaching, which has tended to stress the importance of sampling error and response rates to the exclusion of most other sources of error. This omission has had the effect of persuading several generations of students and professors that larger surveys are always better than smaller ones. Another misperception is that survey nonresponse is the same thing as nonresponse error. In fact they are quite different and this has important implications for survey practice and the general issue of representativeness. TSE also recognizes that in today’s world, survey coverage is a key issue. It is notable that the popular online, self-selected survey panels are weak in population coverage, as are surveys of landline phones unless they are supplemented by numbers sampled from the pool of wireless numbers. Students of the newer TSE approach, however, recognize that coverage and representativeness are quite complex topics, that controlling question order effects is critical to the success of a survey, and that careful field procedures are fundamental to the success of any project. These are among the major considerations, not an exhaustive list of insights provided by TSE.

The program currently consists of two required courses, two electives and one professional internship or independent research experience dealing with survey research for 23 quarter credits minimum. Our request for semester conversion is to keep the structure the same while converting to semesters. In

other words, four semester courses plus one internship or independent research experience for a total of 15 semester hours.

Survey education in the United States has traditionally been about graduate education, with students earning degrees in established disciplines and then finding employment in the survey industry, academic survey centers or governmental statistical agencies such as the U.S. Census, National Institutes of Health, or various federal or state departments such as Commerce, Labor, Justice, Education, etc. More recently, specialized graduate programs have emerged including MA and Ph.D. programs at the Universities of Michigan and Maryland (Joint Program in Survey Methodology) and the University of Nebraska-Lincoln (Gallup Center). The university of Connecticut has long operated a Master's program for survey project directors within Political Science and this has recently been reorganized to be on its own with a strong online character and a goal of recruiting students around the world. Ohio State University has been a leading interdisciplinary program that serves students from any degree program with a focused set of required and elective courses. This approach is also followed at the University of Illinois and University of Cincinnati. The University of North Carolina has recently started an interdisciplinary certificate program aimed mainly at providing continuing education for employees of RTI. It is notable that Illinois and Cincinnati have hired students from Ohio State as key players in their survey education efforts. Other OSU graduates are at work in a number of major survey organizations. The OSU approach recognizes that successful survey firms and organizations require survey methodologists as well as people trained in traditional disciplines who appreciate the complexity of survey research.

One glaring problem for these graduate programs is the lack of a feeder system that produces undergraduates for the programs. Ohio State is the first such organized undergraduate program focusing explicitly on survey research. Students will have the advantage of earning a degree in a traditional, relevant discipline. The addition of the survey minor provides them with an important advantage in seeking employment in the survey industry or in admission to graduate programs. It is important to note that even graduate survey education at present is a relatively small enterprise. But serious shortages of suitably trained workers in the survey industry has been noted by the National Science Foundation.

I urge OAA and its committees to approve the proposed changes. Thank you for your consideration.

Regards,



Gerald Kosicki, Ph.D.
Faculty Adviser, Survey Minor
Social & Behavioral Sciences Division

Associate Professor
School of Communication

Survey Minor Semester Courses

Required Courses

Communication/Political Science 3149, Foundations of Survey Research (4 Credits)
Statistics 5510, Basic Statistical Foundations of Survey Research (3 Credits)

Practical Application Experience Course (Minimum 2 credit hours)

Sociology 3487, Research Methods in Sociology (3 Credits)

Students may also choose an internship (4191 courses or equivalent), or research experience (4998 courses) approved by the Faculty Advisory Committee to satisfy this requirement.

Elective Courses

Prerequisites may be waived for minors so students are advised to consult regularly with their advisor.

Allied Medicine 4320, Clinical Interviewing and Risk Assessment in Healthcare (3 Credits)
Business Administration: Marketing and Logistics 4202, Marketing Research (3 Credits)
Communication 3345, Strategic Media Planning (3 Credits)
Communication 4820, Public Opinion and Communication (3 Credits)
Communication 2165, Evaluation and Viability Testing, (3 Credits)
Communication 2169, Interviewing (4 Credits)

Geography 5220, Fundamentals of Geographic Information Systems (3 Credits)
Geography 5222, GIS in Social Science and Business Research (3 Credits)
Geography 4101, Undergraduate Research and Professionalism Seminar (3 Credits)

Political Science 4160, Public Opinion (3 Credits)
Psychology 3511, Psychological Testing (3 Credits)
Psychology 4630, Attitudes and Persuasion (3 Credits)

Semester Advising Sheet

College of Arts & Sciences
Social & Behavioral Sciences Division

Please see an adviser in Arts and Sciences Advising and Academic Services in 115 Denny Hall to declare the minor.

The goal of the interdisciplinary minor is to provide students with a framework to understand and use survey research in academic, business and government settings. Survey research is a powerful and flexible set of tools that can measure human attitudes, beliefs, knowledge, and behaviors from well-defined populations of interest. It is an inherently interdisciplinary field, combining insights on individual response processes with statistical theory to deal with the practical problems inherent in field research. As a discipline, it has a growing body of literature informed by the Total Survey Error approach that provides key insights into survey theory and practice. This is particularly helpful as surveys are approached in multiple modes using traditional and cutting-edge technology.

The minor in Survey Research requires completion of a minimum of 15 credit hours.

Students must successfully complete a required foundational course and a statistics course. Both require students to complete an introductory course in data analysis, such as Statistics 1350, Political Science 4781, Psychology 2220, or Sociology 3549, or equivalents. Statistics 5510 also requires completion of college mathematics at the Mathematics 1075 level or equivalent.

In addition, students must complete at least 2 credits in a practical application experience. Students choose elective courses to complete the 15 required credit hours.

Required Courses

Communication/Political Science 3149, Foundations of Survey Research (4 Credits)
Statistics 5510, Statistical Foundations of Survey Research (3 Credits)

Practical Application Experience Course (Minimum 2 credit hours)

Sociology 3487, Research Methods in Sociology (3 Credits)

Students may also choose an internship (4191 courses or equivalent), or research experience (4998 courses) approved by the Faculty Advisory Committee to satisfy this requirement.

Elective Courses (Take number of courses needed to attain 15 hours)

Prerequisites may be waived for minors so students are advised to consult regularly with their advisor.

Allied Medicine 4320, Clinical Interviewing and Risk Assessment in Healthcare (3 Credits)
Business Administration: Marketing and Logistics 4202, Marketing Research (3 Credits)
Communication 3345, Strategic Media Planning (3 Credits)
Communication 4820, Public Opinion and Communication (3 Credits)
Communication 2165, Evaluation and Viability Testing, (3 Credits)
Communication 2169, Interviewing (4 Credits)

Geography 5220, Fundamentals of Geographic Information Systems (3 Credits)
Geography 5222, GIS in Social Science and Business Research (3 Credits)
Geography 4101, Undergraduate Research and Professionalism Seminar (3 Credits)

Political Science 4160, Public Opinion (3 Credits)
Psychology 3511, Psychological Testing (3 Credits)
Psychology 4630, Attitudes and Persuasion (3 Credits)

Survey Research minor program guidelines

The following guidelines govern this minor:

Required for graduation: No

Credit hours required: Minimum of 15

Transfer credits allowed: A maximum of 6

Overlap with GE courses: Permitted, unless specifically disallowed by an individual minor program.

Overlap with the major: Not allowed, and

- The minor must be in a different subject than the major
- The same courses cannot count for both the minor and the major

Overlap between minors: Each minor completed must contain 12 unique hours.

Grades required:

- Minimum C- for a course to be listed on the minor
- Minimum 2.00 cumulative point hour ratio required for the minor
- Course work graded Pass/Non-Pass cannot count on the minor

Approval required: The minor program description sheet indicates if the minor course work must be approved by:

- The academic unit offering the minor, or
- A college/school counselor.

Filing the minor program form: The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor: Once the minor program is filed in the college office, any changes must be approved by:

- The academic unit offering the minor, or
- A college/school counselor (depending on the minor)

**The Ohio State University
College of Arts and Sciences**

Survey Research Minor (SURVEYR-MN)

Colleges of the Arts and Sciences

<http://artsandsciences.osu.edu>

Please see an advisor in Arts and Sciences Advising and Academic Services in 115 Denney Hall to declare the minor.

The goal of this interdisciplinary minor is to provide students with a framework to understand and utilize survey research. Survey research is a powerful and flexible set of tools that can measure human attitudes, beliefs, and behaviors. It is an inherently interdisciplinary field, combining theoretical insights on individual response processes with statistical theory to deal with the practical problems inherent in field research.

The minor in Survey Research requires completion of a minimum of 23 credit hours.

Students must successfully complete a required foundational course and a companion statistics course. Both require students complete an introductory course in data analysis, such as Statistics 135, Political Science 585, Psychology 320 or Sociology 549. Statistics 451 also requires completion of college mathematics at the Mathematics 104 level or equivalent.

In addition, students must complete at least 3 credit hours in a practical application experience. Students choose elective courses to complete the 23 credit hours.

Required foundational course (5 credit hours)

Political Science/Communication 449 – Foundations in Survey Research (5)

Companion Statistical Course (5 credit hours)

Statistics 451 – Basic Statistical Foundations of Survey Research (5)

Practical Application Experience Course (minimum 3 credit hours):

Sociology 487 -- Types of Sociological Inquiry (5)

Sociology 651 – Approaches to Sociological Inquiry (5)

Students may also choose an internship (489 courses or equivalent) or research experience (699 courses) approved by the Faculty Advisory Committee to satisfy this requirement.

Elective Courses:

Prerequisites may be waived for minors, so students are advised to consult regularly with their advisor.

Allied Med 645 -- Health Risk Assessment: Theory and Practice (3)

Bus Admin: M&L 758 -- Marketing Research (4)

Comm 545 -- Strategic Media Planning (5)

Comm 620 -- Public Opinion and Communication (5)

Comm 650 – Investigating Communication through Interactive Technology (5)

Comm 672 --Qualitative Interviewing as Communication Practice (5)

Geography 607 --Fundamentals of Geographical Information Systems (4)

Geography 686 -- GIS in Social Science and Business Research (5)

Geography 695 – Undergraduate Seminar in Applied Geography (5)

Political Science 503 -- Public Opinion (5)

Psych 511 -- Psychological Testing (4)

Psych 597.02 -- Testing in Modern Society (5)

Psych 630 -- Psychology of Public Attitudes (3)

Arts and Sciences minor program guidelines

The following guidelines govern this minor:

Required for graduation No

Credit hours required A minimum of 23

Transfer credit hours allowed A maximum of 10

Overlap with the GEC Permitted, unless specifically disallowed by an individual minor program.

Overlap with the major Not allowed and

- The minor must be in a different subject than the major.
- The same courses cannot count on the minor and on the major.

Overlap between minors Each minor completed must contain 20 unique hours.

Grades required

- Minimum C- for a course to be listed on the minor.
- Minimum 2.00 cumulative point-hour ratio required for the minor.
- Course work graded Pass/Non-Pass cannot count on the minor.

Approval required The minor program description sheet indicates if the minor course work must be approved by:

- The academic unit offering the minor, or
- A college/school counselor.

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor Once the minor program is filed in the college office, any changes must be approved by:

- The academic unit offering the minor, or
- A college/school counselor (depending on the minor).

College of Arts and Sciences
Curriculum and Assessment Services
154 Denney Hall, 164 W. 17th Ave.
<http://artsandsciences.osu.edu>

KMH 5-08-08
Updated 11/09/10

Transition Policy

Students who began the minor under quarters will not be penalized by the transition to semesters, in terms of completing the minor and their degrees. There is no restriction in the order in which the courses are taken, although it is generally recommended that the required foundational course, Comm/PoliSci 3149 be taken first if possible.

Program Rationale

List of Semester Courses

Advising Sheet (Semester)

Quarter Advising Sheet

Transition Policy