

Please print on green paper

ACADEMIC PROGRAMS ROUTING FORM

New Program _____

Revised Program X _____

Program Announcement/Letter of Intent must be previously submitted

Complete instructions for the use of this form are provided on the reverse side. If you have any questions, please contact the Office of Academic Affairs at extension 2232.

PART I: To be completed by Department. After completing Part I, forward form to the appropriate Dean. Note - if academic program is in the School of Education, form is sent to the Faculty Council Chair for endorsement before going to the Dean's office.

New programs must submit a writing plan, oral competency plan, critical thinking infusion and assessment plan, and a computer and information literacy infusion plan to the General Education Council for review and approval.

Revised programs need to indicate if the proposed revision will have an effect on one or more of the plans listed above: Yes _____
No X (Not applicable to minors) If so, submit the revised plans to the General Education Council for review and approval.

Strategic Communication (M.A.) 877 and 926 (online) 11/17/2020

New/Revised Program Name Department of Communication Studies Major/Minor Code (revised programs) Jessica Reher Date Jessica K. Reher

Department/Program Chair Jenny Rosenberg Contact Person 11/17/2020

Curriculum/Program Representative Jenny Rosenberg Date _____

Required for School of Education/School of Business programs ONLY

Endorse concept: YES NO _____
Faculty Council/ Curriculum Chair's Signature _____ Date _____

Part II: To be completed by the appropriate Dean (see reverse). After completing, forward form to the Provost.

Endorse YES NO _____
Dean's Signature Julie Pietzger Date 11/17/2020

Part III: To be completed by Provost (see reverse). After completing, forward form along with all attachments back to the Department.

Endorse YES NO _____
Provost's Signature _____ Date _____

Part IV: See reverse for instructions. After completing Part IV, forward form to the Faculty Assembly Chair.

UNDERGRADUATE PROGRAMS

Endorse YES NO _____
Academic Policies Council Chair's Signature _____ Date _____

Endorse YES NO _____
Priorities and Planning Council Chair's Signature _____ Date _____

Endorse YES NO N/A _____
Gen Ed Council Chair's Signature _____ Date _____

Endorse YES NO N/A See Paper ONLINE PROGRAMS SYRACUSE PROGRAMS
Extended GRADUATE PROGRAMS 11.18.20
Date _____

Endorse YES NO _____
Dean of Graduate Studies and Research's Signature Jonathan C. Gordon Date 11/18/2020

Endorse: YES NO _____
Graduate Council Chair's Signature _____ Date 11/19/20

Endorse: YES NO _____
Priorities and Planning Council Chair's Signature _____ Date _____

Part V: To be completed by Faculty Assembly Chair.

Approve: YES NO _____
Faculty Assembly Chair's Signature _____ Date _____

Action taken: _____



To: SUNY Oswego Campus Community

Re: Program Revision to Existing Strategic Communication M.A. Program, SUNY Oswego

Date: 11/11/2020

Dear SUNY Oswego colleagues,

We are writing to request the removal of existing tracks in the Strategic Communication M.A. program at the State University of New York at Oswego. Currently, the program, which is housed in the Department of Communication Studies, is designed in a way that requires that students choose one of three areas of specialization, namely the Health Communication, Organizational Communication, and Integrated Media track. Since the program's inception in 2016, it has become clear that graduate students in the program have versatile and multi-faceted interests that do not necessarily align with the existing tracks, which have also been difficult to staff.

The reasons for the proposed removal of the existing tracks stem from both (1) students' interests as well as (2) program logistics that are closely tied to the availability of resources. Over the course of the past four years, the faculty of the Department of Communication Studies have noted that graduate students in the program have multi-faceted interests and aspire to become versatile Communication and Media professionals in order to remain competitive on the job market. Thus, graduate students routinely expressed interest in seeking out courses that do not necessarily align with their prescribed tracks and, more often than not, were able to make cogent arguments as to how such courses would facilitate their professional and academic growth. These frequent requests have led to challenges associated with creating schedules (due to unpredictable course enrollment numbers), advisement of graduate students (due to the need for frequent Program Deviations), and have limited our ability to offer all of the courses that make up each of the tracks. For instance, the current Health Communication track requires that students take *all* courses for their specialization outside of the department. Furthermore, the specificity of the courses associated with each track have been difficult to staff as a result of changes to the faculty line-up. Thus, we are seeking a solution that would address students' professional and academic interests without compromising the rigor and quality of the program by removing the existing area specializations.

There are a number of benefits associated with the proposed removal of the existing tracks within the Strategic Communication M.A., including (but not limited to):

- Greater variety of course offerings to meet students' interests
- Increased choices for students to compose a program that meets their individual needs
- Enhanced ability to utilize existing resources and faculty expertise with the graduate program
- More wide-spread faculty involvement within the program
- Fewer Program Deviations and other bureaucratic barriers for students and advisors
- More efficient use of existing resources and movement across modalities (online & in-person)
- Enhanced ability to respond to professional and academic trends and developments

The enclosed Program Revision Proposal has been approved in its current form by the graduate program ad-hoc committee and the curriculum committee of the Department of Communication Studies, as well as by Communication Studies faculty members. We thank you for your time and consideration, and welcome any questions or concerns.

Respectfully,

Jenny Rosenberg, Graduate Coordinator and Associate Professor
Jessica Reeher, Chair of the Department of Communication Studies
Julie Pretzat, Dean of the School of Communication, Media and the Arts



**Program Revision Proposal:
Changes to an Existing Program
Form 3A
Version: 2016-10-13**

SUNY approval and SED registration are required for many changes to registered programs. To request a change to a registered program leading to an undergraduate degree, a graduate degree, or a certificate that does not involve the creation of a new program,¹ a Chief Executive or Chief Academic Officer must submit a **signed cover letter and this completed form** to the SUNY Provost at program.review@suny.edu.

Section 1. General Information	
a) Institutional Information	Institution's 6-digit <u>SED Code</u> : 235000
	Institution's Name: State University of New York at Oswego
	Address: 7060 State Route 104; Oswego, NY 13126
b) Program Locations	List each campus where the entire program will be offered (with each institutional or branch campus 6-digit <u>SED Code</u>): 235000
	List the name and address of <u>off-campus locations</u> (i.e., <u>extension sites or extension centers</u>) where courses will offered, or check here <input type="checkbox"/> if not applicable : Metro Center, 2 Clinton Square, Syracuse, NY 13202 Phoenix Center, 70 Route 59, Phoenix, NY 13135
c) Registered Program to be Changed	Program Title: Strategic Communication
	<u>SED Program Code</u> : 38026
	<u>Award(s)</u> (e.g., A.A., B.S.): M.A.
	Number of Required Credits: Minimum [34] If tracks or options, largest minimum [34]
	<u>HEGIS Code</u> : 0601.00
	<u>CIP 2010 Code</u> : 090199
	Effective Date of Change: 01/01/2021
Effective Date of Completion ² : 01/01/2025	
d) Campus Contact	Name and title: Jenny Rosenberg – Graduate Coordinator and Associate Professor Telephone: 315.312.3291 Email: jenny.rosenberg@oswego.edu
e) Chief Executive or Chief Academic Officer Approval	Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution's commitment to support the proposed program. <i>E-signatures are acceptable.</i> Name and title: Scott Furlong, Provost and Vice President for Academic Affairs Signature and date:
	If the program will be registered jointly³ with one or more other institutions, provide the following information for each institution:
	Partner institution's name and 6-digit <u>SED Code</u> : Name, title, and signature of partner institution's CEO (or append a signed letter indicating approval of this proposal):

¹ To propose changes that would create a new program, Form 3B, Creating a New Program from Existing Program(s), is required.

² If the current program(s) must remain registered until enrolled students have graduated, the anticipated effective date by which continuing students will have completed the current version of the program(s).

³ If the partner institution is non-degree-granting, see SED's CEO Memo 94-04.

Section 2. Program Information

Section 2.1. Changes in Program Content

No changes in program content. *Proceed to Section 2.2.*

a) Check all that apply. Describe each proposed change and why it is proposed.

- Cumulative change from SED's last approval of the registered program of one-third or more of the minimum credits required for the award (e.g., 20 credits for associate degree programs, 40 credits for bachelor's degree programs)
- Changes in a program's focus or design
- Adding or eliminating one or more options, concentrations or tracks
- Eliminating a requirement for program completion (such as an internship, clinical placement, cooperative education, or other work or field-based experience). Adding such requirements must remain in compliance with SUNY credit cap limits.
- Altering the liberal arts and science content in a way that changes the degree classification of an undergraduate program, as defined in Section 3.47(c)(1-4) of Regents Rules

b) Provide a side-by-side comparison of all the courses in the existing and proposed revised program that clearly indicates all new or significantly revised courses, and other changes.

Current Program: Course Title	Credits
CORE	19
COM 500 Intro To Strategic Com.	3
COM 501 Applied Communication Theory	3
COM 503 Applied Research Methods	4
COM 508 Global Media Literacy	3
COM 590 Thesis/Applied Project*	3-6
*Students choosing a 3 credit hour non-thesis directed project will need to complete an additional 0-3 elective hours.	
Area of Spec. 1: Health Communication [15]	
Core:	
COM 512 Interpersonal Com. in Health Care	3
COM 514 Crisis Communication	3
COM 516 Survey of Health Communication	3
Choose Two (with advisement):	
COM 520 Health Campaigns	3
COM 595 Strategic Com. Seminar	1-3
CMA 596 Graduate Global Experience	3-6
MBA 600 Health Care Systems in the U.S.	3
Other courses under advisement	
Area of Spec. 2: Integrated Media and Social Networks [15]	
Core:	
CMA 600 Integrated Media and Design	3
CMA 601 Special Projects in Integrated Media	3
Option 1:	
BRC 520 Technology and Culture	3
Choose Two (with advisement):	

Course Title	Credits
CORE	19
COM 500 Intro To Strategic Com.	3
COM 501 Applied Communication Theory	3
COM 503 Applied Research Methods	4
COM 508 Global Media Literacy	3
COM 590 Thesis/Applied Project*	3-6
*Students choosing a 3 credit hour non-thesis directed project will need to complete an additional 0-3 elective hours.	
Electives: Choose Five (with advisement)	15
COM 512 Interpersonal Com. in Health Care	3
COM 514 Crisis Communication	3
COM 516 Survey of Health Communication	3
COM 520 Health Campaigns	3
COM 595 Strategic Com. Seminar	1-3
MBA 600 Health Care Systems in the U.S.	3
CMA 600 Integrated Media and Design	3
CMA 601 Special Projects in Integrated Media	3
BRC 520 Technology and Culture	3
ART 509 Graduate Multimedia	3
HCI 500 Introduction to HCI	3
BRC 521 Social Networks and the Web	3
ART 509 Graduate Multimedia Design	3
ART 513 Graduate Digital Illustration	3
BRC 522 Videogame Theory and Analysis	3
CMA 596 Graduate Global Experience	3-6
COM 562 Interpersonal Com. in Organizations	3
COM 565 Organizational Communication	3

adding an accelerated version of the program that impacts financial aid eligibility or licensure qualification, SED may register the version as a separate program.

- [] **Format change(s)** (e.g., from full-time to part-time), based on SED definitions, for the **entire** program
 - 1) State proposed format(s) and consider the consequences for financial aid
 - 2) Describe availability of courses and any change in faculty, resources, or support services.
- [] **A change in the total number of credits** in a certificate or advanced certificate program
- [] **Any change to a registered licensure-qualifying program, or the addition of licensure qualification to an existing program. **Exception:** Small changes in the required number of credits in a licensure-qualifying program that do not involve a course or courses that satisfy one of the required content areas in the profession.**

Section 3. Program Schedule and Curriculum

- a) For **undergraduate programs**, complete the *SUNY Undergraduate Program Schedule* to show the sequencing and scheduling of courses in the program. If the program has separate tracks or concentrations, complete a *Program Schedule* for each one.

NOTES: The *Undergraduate Schedule* must show **all curricular requirements** and demonstrate that the program conforms to SUNY's and SED's policies.

- It must show how a student can complete all program requirements within SUNY credit limits, unless a longer period is selected as a format in Item 2.1(c): two years of full-time study (or the equivalent) and 64 credits for an associate degree, or four years of full-time study (or the equivalent) and 126 credits for a bachelor's degree. Bachelor's degree programs should have at least 45 credits of upper division study, with 24 in the major.
- It must show how students in A.A., A.S. and bachelor's programs can complete, within the first two years of full-time study (or 60 credits), no fewer than 30 credits in approved SUNY GER courses in the categories of Basic Communication and Mathematics, and in at least 5 of the following 8 categories: Natural Science, Social Science, American History, Western Civilization, Other World Civilizations, Humanities, the Arts and Foreign Languages
- It must show how students can complete Liberal Arts and Sciences (LAS) credits appropriate for the degree.
- When a SUNY Transfer Path applies to the program, it must show how students can complete the number of SUNY Transfer Path courses shown in the Transfer Path Requirement Summary within the first two years of full-time study (or 60 credits), consistent with SUNY's Student Seamless Transfer policy and MTP 2013-03.
- Requests for a program-level waiver of SUNY credit limits, SUNY GER and/or a SUNY Transfer Path require the campus to submit a Waiver Request –with compelling justification(s).

EXAMPLE FOR ONE TERM: Undergraduate Program Schedule

Term 2: Fall 20xx	Credits per classification					New	Prerequisite(s)
	Cr	GER	LAS	Maj	TPath		
ACC 101 Principles of Accounting	4			4	4		
MAT 111 College Mathematics	3	M	3	3			MAT 110
CMP 101 Introduction to Computers	3						
HUM 110 Speech	3	BC	3			X	
ENG 113 English 102	3	BC	3				
Term credit total:	16	6	9	7	4		

- b) For **graduate programs**, complete the *SUNY Graduate Program Schedule*. If the program has separate tracks or concentrations, complete a *Program Schedule* for each one.

NOTE: The *Graduate Schedule* must include all curriculum requirements and demonstrate that expectations from Part 52.2(c)(8) through (10) of the Regulations of the Commissioner of Education are met.

SUNY Undergraduate Program Schedule (OPTION: You can paste an Excel version of this schedule AFTER this line, and delete the rest of this page.)
Program/Track Title and Award:

- a) Indicate academic calendar type: Semester Quarter Trimester Other (describe): _____
- b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)
- c) Name of SUNY Transfer Path, if one exists: _____
- d) Use the table to show how a typical student may progress through the program: copy/expand the table as needed. Complete all columns that apply to a course.

See Transfer Path Requirement Summary for details

Term 1:														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 2:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 3:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 4:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 5:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 6:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 7:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														
Term 8:														
See KEY														
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
Term credit totals:														

Program Totals (in credits):		Total Credits:	SUNY GER:	LAS:	Major:	Upper Division:	Upper Division Major:	Number of SUNY GER Categories:

KEY: Cr: credits GER: SUNY General Education Requirement (Enter Category Abbreviation) LAS: Liberal Arts & Sciences (Enter credits) Maj: Major requirement (Enter credits) TPath: SUNY Transfer Path Courses (Enter credits) New: new course (Enter X) Co/Prerequisite(s): list co/prerequisite(s) for the noted courses Upper Division: Courses intended primarily for juniors and seniors SUNY GER Category Abbreviations: American History (AH), Basic Communication (BC), Foreign Language (FL), Humanities (H), Math (M), Natural Sciences (NS), Other World Civilizations (OW), Social Science (SS), The Arts (AR), Western Civilization (WC)

SUNY Graduate Program Schedule OPTION: You can insert an Excel version of this schedule AFTER this line, and delete the rest of this page.

Program/Track Title and Award: Strategic Communication, M.A. Program

- a) Indicate academic calendar type: [x] Semester [] Quarter [] Trimester [] Other (describe):
- b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)
- c) Use the table to show how a typical student may progress through the program; copy/expand the table as needed.
- d) Complete the last row to show program totals and comprehensive, culminating elements. Complete all columns that apply to a course.

Term 1: Fall 1				Term 2: Spring 1			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
COM 500: Introduction to Strategic Communication	3		Graduate standing	COM 503: Applied COM Research Methods	4		Graduate standing
COM 501: Applied Comm. Theories	3		Graduate standing	COM 580: Ethics and Conflict in Orgs.	3		Graduate standing
COM 522: Intercultural Comm.	3		Graduate standing	BRC 520: Technology and Culture	3		Graduate standing
Term credit total: 9				Term credit total: 10			
Term 3: Fall 2				Term 4: Spring 2			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
BRC 521: Social Networks & the Web	3		BRC 520 or instructor permission	COM 508: Global Media Literacy	3		Graduate standing
COM 562: Interpersonal COM in Organizations	3		Graduate standing	COM 590: Strategic Communication Thesis/Applied Project	3		COM 501 and 503 and approval of graduate director and/or department chair
COM 590: Strategic Communication Thesis/Applied Project	3		COM 501 and 503 and approval of graduate director and/or department chair				
Term credit total: 9				Term credit total: 6			
Program Total:				Program Total:			
Total Credits: 34				Identify the required comprehensive, culminating element(s), such as a thesis or examination, including course number(s), if applicable: COM 590 -- Strategic Communication Thesis/Applied Project			

New: X if new course Prerequisite(s): list prerequisite(s) for the listed courses

