

DOCUMENTS OF THE GENERAL FACULTY

**PROPOSAL TO DELETE THE TRANSCRIPT-RECOGNIZED COMMUNICATION AND SOCIETY:
SCIENCE COMMUNICATION CERTIFICATE IN THE MOODY COLLEGE OF
COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018***

Interim Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. The secretary has classified this proposal as legislation of *exclusive* application and of primary interest only to a single college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the deletion on February 3, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by February 11, 2016.



Hillary Hart, Secretary
General Faculty and Faculty Council

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1. **Type of Proposal** New Certificate Program (requiring THECB notification only)
 Change an Existing Certificate Program
 Delete a Program

Proposed classification Exclusive General Major

2. **2. THIS PROPOSAL INVOLVES (Please check all that apply)**

- | | | |
|--|--|---|
| <input type="checkbox"/> Courses in other colleges | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

3. **SCOPE OF PROPOSED CHANGE**

- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how?
- b. Do you anticipate a net change in the number of students in your college? Yes No
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No

If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

How many students do you expect to be impacted:

Impacted schools must be contacted and their response(s) included:

Date of communication:

Response:

4. **Official Certificate Name:** Undergraduate Certificate: Communication and Society: Science Communication

5. **Proposed Implementation Date:** Fall 2016

6. **CIP Code** (administrative unit awarding the certificate): 09.0908

7. **Statement of Objective:** Reclassification: The Certificate in Communication and Society: Science Communication is being replaced by a corresponding transcript recognized Communication and Society: Science Communication Minor. A separate proposal to add the Communication and Society: Science Communication Minor has been submitted. This form, proposing deletion of the current catalog wording for the Certificate, is conditional upon prior approval of the corresponding Business Minor.

8. **Number of Students Expected to Receive the Certificate Each Semester:** N/A

9. Number of Hours Required for Completion: N/A**10. List Faculty on the Certificate Program Faculty Committee.**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Stephen Reese*	Comm/Journalism	Associate Dean and Professor	PhD, University of Wisconsin at Madison
John Daly*	Comm/CMS	Professor,	PhD, Purdue University
Martin (Randy) Cox	Comm/CMS	Senior Lecturer	MA., University of Texas at Austin
Keri Stephens*	Comm/CMS	Associate Professor	PhD, University of Texas at Austin
Robert Jensen*	Comm/Journalism	Professor	PhD, University of Minnesota
Kris Wilson	Comm/Journalism	Senior Lecturer	PhD, University of Colorado at Boulder

11. Academic Course Requirements: N/A; certificate will no longer exist and will be replaced by a minor.**12. Other Certificate Requirements:** N/A**13. Give a Detailed Rationale for Change(s):**

Program is being reclassified as a minor.

14. College/School Approval Process:

Approver: Jay M. Bernhardt

Title: Interim Dean, Moody College of Communication

Date: October 20, 2015

PROPOSED NEW CATALOG TEXT: Please delete the following copy from Moody College section of the 2014-2016 Undergraduate Catalog (page 80).

~~Certificate in Communication and Society: Science Communication~~

~~The certificate in Communication and Society: Science Communication is designed to help prepare students with undergraduate studies in a sciences-related field to effectively communicate science topics to a variety of audiences by utilizing professional communication techniques and tools. Students will gain an understanding of contemporary communication issues that may impact their field, and gain advanced skills to enhance their communication with the public, whether through traditional media, new media, or in person. This program is open only to students with majors in the College of Natural Sciences.~~

~~The certificate program requires eighteen semester hours of coursework. Nine hours must be taken at the upper division level and at least nine hours must be taken in residence. The certification requirements are:~~

- ~~1. Six hours of coursework chosen from the list of approved *Issues in Communication* courses available in the Moody College of Communication;~~
- ~~2. Nine additional hours of coursework chosen from the list of approved *Communication Tools* courses available in the Moody College of Communication;~~
- ~~3. Communication 350, *Communication Internship* (requires approval of the certificate committee; prior approval is recommended.)~~
- ~~4. All courses must be taken for a letter grade, and only courses with a grade of C or better will be counted.~~

Students pursuing the certificate may enroll in any of the approved courses for which he or she meets the prerequisite. The student must have a University grade point average of at least 2.25 to enroll in any upper-division course in the college.

The student must submit an application form online to the Student Advising Office in order to enroll in the Communication and Society: Science Communication certificate program.

Students must apply for the transcript-recognized academic certificate at the time they complete their degree or the certificate program, whichever comes later.

Students should consult the Student Advising Office for additional information about the program and the coursework that meets certificate requirements. The courses that may be counted toward the certificate include, but are not limited to, the following:

Issues in Communication group

Communication Studies 315M, *Interpersonal Communication Theory*

Communication Studies 322E, *Communication Ethics*

Communication Studies 334K, *Nonverbal Communication*

Communication Studies 338, *Leadership Stories*

Communication Studies 344K, *Lying and Deception*

Communication Studies 353S, *Social Media and Organizations*

Journalism 301F, *Fundamental Issues in Journalism*

Journalism 346F, *Reporting on the Environment*

Journalism 346G, *Domestic Issues and Global Perspective*

Communication 319S, *Topics in Communication* (requires approval of the certificate committee; prior approval is recommended.)

Communication 329S, *Topics in Communication* (requires approval of the certificate committee; prior approval is recommended.)

Communication Tools Group

Communication Studies 306M, *Professional Communication Skills*

Communication Studies 320, *Advanced Presentation Skills*

Communication Studies 332, *Argumentation and Advocacy*

Communication Studies 337, *Building Sales Relationships*

Communication Studies 332K, *Theories of Persuasion*

Communication Studies 348, *Communication Research Methods*

Communication Studies 364M, *Pre-Graduate School Mentorship* (requires approval of certificate committee; prior approval is recommended.)

Journalism 302F, *Digital Storytelling Basics*

Journalism 331G, *Audio Storytelling*

Journalism 332F, *News Editing for Online and Print*

Journalism 333F, *Data Driven Reporting*

Journalism 336F, *Social Media Journalism*

Journalism 339G, *Mobile News App Design*

Communication 319S, *Topics in Communication* (requires approval of the certificate committee; prior approval is recommended.)

Communication 329S, *Topics in Communication* (requires approval of the certificate committee; prior approval is recommended.)