

COM Science Communication Minor

REQUEST TO ADD OR CHANGE A TRANSCRIPT-RECOGNIZED UNDERGRADUATE ACADEMIC MINOR AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS¹

1. **TYPE OF PROPOSAL:** New Transcript-Recognized Minor
 Change an Existing Transcript-Recognized Minor
 Delete a Transcript-Recognized Minor
2. **THIS PROPOSAL INVOLVES: (Please check all that apply)**
- | | | |
|--|--|--|
| <input type="checkbox"/> Courses in other colleges | <input 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 checked="" 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 yes, please indicate the number of students and/or class seats involved.

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? None
Impacted schools must be contacted and their response(s) included:
Person communicated with:
Date of communication:
Response:

4. **OFFICIAL NAME:** Science Communication Minor
5. **PROPOSED IMPLEMENTATION DATE:**²
Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate):³ Technical and Scientific Communication 09.0908

7. **STATEMENT OF OBJECTIVE:**
1. We are changing the titles of the course lists for improved clarity. The "Issues in Communication Group" list is being changed to "Foundations Courses"; the "Communication Tools Group" list is being changed to "Skills Courses"; we are also adding a third list titled "Ethics and Leadership Courses" to add appeal and depth to the minor.

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2. We are changing the single required course from COM 350 to ADV 323, which will be a better introductory course for Science Communication.
3. We are removing some courses and adding new ones that are more applicable to Science Communication.
4. We are changing the number of required hours to be taken from each course list because of the above-mentioned addition of a third list of courses. A minimum of three hours must now be taken from each of the three lists, with six additional hours chosen from any of the three.
5. We are changing the internship course number from COM 350 to COM 323.4
6. We are removing "Communication and Society:" from the title of the minor since this references to an outdated Moody College concentration structure.
7. We are Changing the minimum grade that a student must earn in minor coursework from C to C-, per new Moody College policy, and allowing for a grade of CR on courses only offered on a pass/fail basis.

8. ADMISSIONS REQUIREMENT (IF ANY):

No change.

9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER: 5

10. ANTICIPATED ENROLLMENT CAPACITY? 40

11. NUMBER OF HOURS REQUIRED FOR COMPLETION:⁴

18

12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):⁵

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Anthony Dudo	ADV/PR	Assistant Professor	PhD, University of Wisconsin-Madison
Erin Donovan	CMS	Associate Professor	PhD, University of Illinois
Lucy Atkinson	ADV/PR	Associate Professor	PhD, University of Wisconsin
LeeAnn Kahlor	ADV/PR	Associate Professor	PhD, University of Wisconsin-Madison
Keri Stephens	CMS	Associate Professor	PhD, University of Texas
Matt McGlone	CMS	Professor	PhD, Princeton University
Joshua Barbour	CMS	Assistant Professor	PhD, University of Illinois
Natalie Stroud	CMS	Associate Professor	PhD, University of Pennsylvania
Karin Wilkins	RTF	Professor	PhD, University of Pennsylvania
Kris Wilson	Journalism	Senior Lecturer	PhD, University of Colorado
Renita Coleman	Journalism	Associate Professor	PhD, University of Missouri
Greg Clark	CNS	Senior Lecturer	PhD, University of Texas
Mike Raney	CNS	Assistant Dean	PhD, University of Texas

13. Academic Course Requirements:⁶ Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
ADV 305*	Fundamentals of Advertising	3
ADV 323*	Public Communication of Science and Technology #Upper-division standing	3
ADV 324*	Communicating Sustainability	3

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	#Upper-division standing	
P R 305*	Fundamentals of Public Relations	3
CMS 306M	Professional Communication Skills	3
(TBD 3XX)*	Creative Communication of Scientific Research (to be added to the inventory in Fall 2017)	3
CMS 313M*	Organizational Communication	3
CMS 315M	Interpersonal Communication Theory	3
CMS 316L*	Interviewing Principles and Practices	3
CMS 320	Advanced Presentation Skills #Upper-division standing, and CMS 306M with a grade of at least C.	3
CMS 322E	Communication Ethics #Upper-division standing	3
CMS 332K	Theories of Persuasion #Upper-division standing	3
CMS 332	Argumentation and Advocacy #Upper-division standing	3
CMS 334K	Nonverbal Communication #Upper-division standing	3
CMS 337	Building Sales Relationships #Upper-division standing	3
CMS 338	Leadership Stories #Upper-division standing	3
CMS 342K*	Political Communication #Upper-division standing	3
CMS 344K	Lying and Deception #Upper-division standing	3
CMS 345*	Media Effects and Politics #Upper-division standing	3
CMS 345G*	Communicating to Government #Upper-division standing	3
CMS 348	Communication Research Methods	3
CMS 350C*	Crowds, Clouds, and Community #Upper-division standing	3
CMS 353S	Social Media and Organizations #Upper-division standing	3
CMS 353C*	Communication for Innovation #Upper-division standing	3
CMS 360W*	Work360 #Upper-division standing	3
CMS 364M	Pre-Graduate School Mentorship	3
CMS 372K*	Advanced Organizational Communication #Upper-division standing, and CMS 313M	3
CLD 301*	Introduction to Communication and Leadership	3
COM 325	Topics in Communication and Leadership	3
COM 350	Communication Internship #Completion of the prerequisite for the three-semester-hour internship course in the student's major department.	3
COM 323.4*	Science Communication Minor Internship (#upper-division standing)	3
J 301F	Fundamental Issues in Journalism	3
J 302F	Digital Storytelling Basics	3
J 313P*	Multimedia News Reporting	3
J 327D	Reporting with Data	3
J 331G	Audio Storytelling	3
J 336D	Graphic Design for Print and Online	3
J 336F	Social Media Journalism	3
J 339G	Mobile News App Design	3
J 346F	Reporting on the Environment	3

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	#J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each	
J-346G	Domestic Issues and Global Perspective	3

14. OTHER MINOR REQUIREMENTS: None

15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 15, 2017 Approved by whom: Anthony Dudo, faculty committee chair

College approval date: September 5, 2017 Approved by whom: Moody College Administrative Committee

Dean approval date: September 11, 2017 Approved by whom: Jay Bernhardt, Dean

~~Communication and Society~~: Science Communication Minor

The ~~Communication and Society~~: Science Communication Minor 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 or the Moody College of Communication. To declare the Science Communication minor, a student must have at least a cumulative 2.5 grade point average.

The minor requires 18 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~~ minor requirements are:

1. ~~Six~~ Three hours of coursework chosen from the list of approved ~~Issues in Communication Foundations~~ courses available in the Moody College of Communication;
2. ~~Nine~~ Three additional hours of coursework chosen from the list of approved ~~Communication Tools Skills~~ courses available in the Moody College of Communication;
3. Three hours of coursework chosen from the list of approved Ethics and Leadership courses;
4. ~~Communication 350, Communication Internship (requires approval of the supervising professor; prior approval is recommended.)~~ ADV 323 Public Communication of Science and Technology;
5. Six additional hours of approved courses chosen from the three lists above;
6. All courses must be taken for a letter grade, and only courses with a grade of ~~C~~ C- or better (or CR for courses offered only on a pass/fail basis) will be counted.

Students pursuing the minor may enroll in any of the approved courses for which he or she meets the prerequisite. Prerequisites for journalism courses may be waived after consultation and consent of the instructor. However, it is recommended that students take Journalism 310F prior to Journalism 346F; Journalism 311F is recommended prior to 331G. Journalism 302F, normally restricted to Journalism majors, may be taken by students pursuing the Science Communication major. The student must have a University grade point average of at least 2.25 to enroll in any upper division course in the college.

Students should consult the Student Advising Office for additional information regarding the coursework that meets minor requirements. The courses that may be counted toward the ~~certification~~ minor include the following:

~~Issues in Communication Group~~ Foundations Courses

Advertising 305, Fundamentals of Advertising

Advertising 324, Communicating Sustainability

Public Relations 305, Fundamentals of Public Relations

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Communication Studies 306M, Professional Communication Skills

Communication Studies 313M, Organizational Communication

Communication Studies 315M, Interpersonal Communication Theory

~~Communication Studies 322E, Communication Ethics~~

Communication Studies 332K, Theories of Persuasion

Communication Studies 334K, Nonverbal Communication

~~Communication Studies 338, Leadership Stories~~

Communication Studies 342K, Political Communication

~~Communication Studies 344K, Lying and Deception~~

Communication Studies 345, Media Effects and Politics

~~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 Tools Group Skills Courses~~

~~TBD 3XX, Creative Communication of Scientific Research~~

~~Communication Studies 306M, Professional Communication Skills~~

Communication Studies 316L, Interviewing Principles and Practices

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 345G, Communicating to Government

~~Communication Studies 348, Communication Research Methods~~

Communication Studies 350C, Crowds, Clouds, and Community

Communication Studies 353S, Social Media and Organizations

Communication Studies 360W, Work360

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

~~Communication Studies 372K, Advanced Organizational Communication~~

~~Journalism 302F, Digital Storytelling Basics~~

~~Journalism 313P, Multimedia News Reporting~~

~~Journalism 331G, Audio Storytelling~~

~~Journalism 327D, Reporting With Data~~

~~Journalism 336D, Graphic Design for Print and Online~~

~~Journalism 336F, Social Media Journalism~~

~~Journalism 339G, Mobile News App Design~~

~~Journalism 346F, Reporting on the Environment~~

~~Communication 325, Topics in Leadership and Communication~~

~~Communication 323.4, Science Communication Minor Internship~~

Ethics and Leadership Courses

~~Communication Studies 322E, Communication Ethics~~

~~Communication Studies 332, Argumentation and Advocacy~~

~~Communication Studies 338, Leadership Stories~~

~~Communication Studies 344K, Lying and Deception~~

~~Communication Studies 353C, Communication for Innovation~~

~~Communication and Leadership 301, Introduction to Communication and Leadership~~

Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>.

Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes. Submit form electronically to the Office of the General Faculty and Faculty Council at fc@austin.utexas.edu. For questions on completing this section, please contact Victoria Cervantes, fc@austin.utexas.edu, 471-5934 or Brenda Schumann, brenda.schumann@austin.utexas.edu, 475-7654

¹ Proposed Policy on the Recognition of Undergraduate Academic Minors on Official University Transcripts as Approved by the Educational Policy Committee ([D 10359-10361](#)):

- A. Minimum Criteria for a Transcript-Recognized Undergraduate Academic Minor

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- a. The transcript-recognized undergraduate academic minor must be completed in conjunction with an undergraduate degree at the University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the minor within one year after completing the undergraduate requirements of their program.
 - b. Transcript-recognized undergraduate academic minors must require a minimum of fifteen hours of course work but not more than eighteen hours. None of the specified coursework for the minor can include unnumbered topics courses. Minors will include a minimum of six hours of upper division coursework except in cases where students are pursuing a minor in a foreign language. In those instances, the minor must include at least nine semester hours of coursework beyond first year competence in a foreign language, including at least three hours of upper-division coursework.
 - c. At least half of the required course work in the minor must be completed in residence at The University of Texas at Austin.
 - d. A student may not earn a minor in the same field of study as his or her major, and at least nine of the hours required for the minor must include coursework not used to satisfy the requirements of the student's major. However, courses in the minor may fulfill other degree requirements such as general education requirements or required elective hours.
 - e. Students apply for transcript-recognized undergraduate academic minors at the time they complete their undergraduate degree. Transcript recognition is awarded at that time.
- B. Approval Process For Transcript-Recognized Undergraduate Academic Minors
The requirements of transcript-recognized undergraduate academic minors shall be listed in the undergraduate catalog, with proposals reviewed and approved by the Committee on Undergraduate Degree Program Review (CUDPR) and subsequently sent to the Faculty Council as minor legislation for approval. Proposals for these minors are required to obtain prior approval from the sponsoring college(s) or school(s).

Program proposals submitted by the offering unit (e.g., the department or academic program) must include a statement of objective and need (expected demand), anticipated enrollment capacity, academic course and other requirements, the field of study (and CIP code), and the composition of the minor faculty committee, including the committee chair. Proposals for a transcriptable minor should describe the admissions process (if any) for acceptance into the minor. In cases where minors are offered in the same field of study as a major, the faculty of the unit offering the major will de facto constitute the faculty committee for the minor, and the department chair (or designate) will be designated as the committee chair for the minor. The committee must have a minimum of five members, and at least two-thirds of the committee must be tenured or tenure-track faculty.

Once approved, programs are required to submit a report to CUDPR every four years. The report must list the current chair and all committee members and include the number of students completing the minor in each of the prior four years. If the committee plans any changes in the requirements of the minor, these changes should be explained; changes require the same approvals as an original application, that is, approval by the college(s) or school(s), CUDPR, and the Faculty Council.

- C. The Certification Process for Students Completing the Requirements for a Minor
Certification of completion of the requirements is done by the program's faculty committee chair (or the department's undergraduate advisor). An application for the certification of completion is initiated by the student and submitted to the chair of the faculty oversight committee at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript recognition is awarded at that time.

Application for certification must be made directly to the academic unit offering the minor and is not a substitute for the application for graduation required by a student's degree-granting school or college. After approval of the student's application, the Office of the Registrar will be notified so that the minor can be shown on the official transcript.

² Transcript-recognized minors will not appear on the University transcripts until next catalog.

³ Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) IRRIS_data_request@utlists.utexas.edu with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you

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with any questions.

⁴ See footnote ¹A.b. above: 15-20hours are required.

⁵ See footnote ¹B. above

⁶ Note with an asterisk (*) courses that would be added if the transcript-recognized minor is approved.

Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying.

(Add and delete rows as needed.) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.

Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.