

**REQUEST TO ADD OR CHANGE A TRANSCRIPT-RECOGNIZED UNDERGRADUATE  
ACADEMIC MINOR AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY  
TRANSCRIPTS<sup>1</sup>**

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 checked="" 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. **2 SEATS per class**
- 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?  
Impacted schools must be contacted and their response(s) included:  
Person communicated with:  
Date of communication:  
Response:

4. **OFFICIAL NAME:** Communication and Social Change
5. **PROPOSED IMPLEMENTATION DATE:**<sup>2</sup> Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate):<sup>3</sup> Communication and Media Studies, Other 09.0199
7. **STATEMENT OF OBJECTIVE:** We understand how essential strong communication is in engaging strategic social change, and necessary in addressing critical material and human concerns. This minor focuses on how communication as an interdisciplinary approach can be used to build and assess strategic approaches in campaigns, advocacy, and social movements. This concentration will allow students to focus on areas of substantive interest through specialized guidance, course participation, and experiential learning.
8. **ADMISSIONS REQUIREMENT (IF ANY):** None. However if demand exceeds capacity, the Moody College reserves the right to select students based on their academic record.

**MCC Communication and Social Change Minor rev 12/12/17**

**9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** Four per semester.

**10. ANTICIPATED ENROLLMENT CAPACITY?** 30-32.

**11. NUMBER OF HOURS REQUIRED FOR COMPLETION:**<sup>4</sup> Eighteen.

**12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**<sup>5</sup>

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Joe Cutbirth	Moody College/Comm Studies	Lecturer	PhD, Columbia Univeristy
Kathleen McElroy	Moody College/ School of Journalism	Associate Director	PhD, University of Texas
Jennifer M. Porras	Moody College/ Dean's Office	Senior Academic Advisor	MA, Texas Woman's University
Sharon Strover	Moody College/Department of Radio-TV-Film	Professor	PhD, Stanford University
Karin Wilkins	Moody College/Department of Radio-TV-Film & Dean's Office	Professor and Associate Dean for Faculty Advancement and Strategic Initiatives	PhD, University of Pennsylvania
Minette Drumwright	Stan Richards School of Advertising & PR	Associate Professor	PhD, University of North Carolina at Chapel Hill

**13. Academic Course Requirements:**<sup>6</sup> Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH <sup>7</sup>
ADV 320*	Integrated Communication for Non-Profit Organizations #Upper-division standing and University GPA of 2.25 or above.	3
ADV 322*	Health Communication Campaigns #Upper-division standing and University GPA of 2.25 or above.	3
ADV 323*	Public Communication of Science and Technology #Upper-division standing and University GPA of 2.25 or above.	3
ADV 324*	Communicating Sustainability #Upper-division standing and University GPA of 2.25 or above.	3
ADV 336.1*	Advanced Issues in Multicultural Markets	3
COM 323.2*	Social Change Minor Internship #Upper-division standing	3
CMS 340K*	Communication and Social Change #Upper-division standing	3
CMS 342K*	Political Communication #Upper-division standing	3
CMS 354*	Conflict Resolution #Upper-division standing	3
J 315R*	Contemporary Representation in Media	3
J 341J*	Minorities and the Media #J 310F (or 320D) and 311F (or 321C) with a grade of at least	3

**MCC Communication and Social Change Minor rev 12/12/17**

	B- in each.	
J 342G*	Reporting the World #J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each.	3
J 348D*	Gender and the News *For Journalism majors, J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each; for others, six semester hours of upper-division coursework in women's and gender studies.	3
J 351F*	Journalism, Society, and the Citizen Journalist #Upper-division standing	3
J 358S*	Communicating Social Change #J 310F or 313P	3
P R 320*	Integrated Communication for Non-Profit Organizations #Upper-division standing and University GPA of 2.25 or above.	3
P R 322*	Health Communication Campaigns #Upper-division standing and University GPA of 2.25 or above.	3
P R 323*	Public Communication of Science and Technology #Upper-division standing and University GPA of 2.25 or above.	3
P R 324*	Communicating Sustainability #Upper-division standing and University GPA of 2.25 or above.	3
RTF 301S*	Social Activism in Film	3
RTF 323C*	Screening Race #Upper-division standing	3
RTF 342.8*	Development Communication and Social Change #Upper-division standing	3
RTF 365.13*	Alternative and Activist Media #Upper-division standing	3

**14. OTHER MINOR REQUIREMENTS:** None.

**15. COLLEGE/SCHOOL APPROVAL PROCESS:**

Department approval date:	September 8, 2017	Faculty Advisory Committee
College approval date:	September 5, 2017	Moody College Administrative Cmttee.
Dean approval date:	September 11, 2017	Jay Bernhardt, Dean

**PROPOSED NEW CATALOG TEXT**

**Communication and Social Change**

Students in this minor will learn how communication, as an interdisciplinary approach, can be used to build and assess strategic approaches in campaigns, advocacy, and social movements. This concentration will allow students to focus on areas of substantive interest through specialized guidance, course participation, and experiential learning.

The minor is open to all undergraduate majors at The University of Texas at Austin and 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. If demand exceeds space available the Moody College reserves the right to select students based on a review of their academic record.

The requirements for the minor are as follows:

1. Communication 323.2;
2. Fifteen additional hours to be chosen from the following: Advertising 336.1; Advertising or Public Relations 320, 322, 323, 324; Communication Studies 340K, 342K, 354; Journalism 315R, 341J, 342G, 348D, 351F, 358S; Radio-Television-Film 301S, 323C, 342.8, 365.13.

## MCC Communication and Social Change Minor rev 12/12/17

Students must petition the faculty committee in advance if they wish to substitute another course to use toward any requirement.

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](mailto:fc@austin.utexas.edu). For questions on completing this section, please contact Victoria Cervantes, [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu), 471-5934 or Brenda Schumann, [brenda.schumann@austin.utexas.edu](mailto:brenda.schumann@austin.utexas.edu), 475-7654

<sup>1</sup> 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
  - 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.

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

<sup>3</sup> 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](mailto: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 with any questions.

<sup>4</sup> See footnote <sup>1</sup>A.b. above: 15-20hours are required.

<sup>5</sup> See footnote <sup>1</sup>B. above

<sup>6</sup> 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.

<sup>7</sup> Semester Credit Hours.