# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **Bachelor of Professional studies with concentration in strategic communication** |  |
|  |  |
| A. 1b. Academic unit | **Professional Studies and Continuing Education (PSCE)** |  |
| A.2. [Proposal type](#type) | **Program creation** |  |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale) Note: Must include additional information in smart tip for all [new programs](#type) | Nearly 150,000 Rhode Islanders have some college and no bachelor’s degree. Rhode Island College currently offers the Bachelor of Professional Studies (BPS) with two concentrations tailored to attract and meet the needs of adult students. The program launched in the spring of 2022 with a single cohort of 13 students in the Social Services concentration and added the first cohort in Organizational Leadership in the fall of 2022. Five cohorts are currently running with nearly 60 students currently enrolled. This proposal adds a third concentration option, following the prior approved format and structure of the BPS degree, including the same admission requirements, approved general education component and split semester format. The program has a separate exam period wherein a final exam, project or presentation may be part of the 8-week session.We believe that the new concentration will serve the needs of adults in Rhode Island and elsewhere who have incomplete college educations but real-life experience in the field. Our students and the state will benefit by preparing them for work or advancement in the many areas that encompass strategic communication.Strategic Communication is an area whose aim is to communicate an entity’s (organizational, business, political, or otherwise) goals, mission, values, or policies or similar. Jobs in strategic communication can be found in public relations, health communication, public policy, nonprofits, and may encompass social media, strategy, analysis, graphic design, speech writing, production of collateral like fact sheets and news releases, or speaking on behalf of the organization. The outlook for jobs in this area is strong, as indicated below.* A quick search for jobs in strategic communication on LinkedIn showed 49,000+ jobs
* Job Outlook for Public Relations from Bureau Labor Statistics indicates faster than average growth area at 8% for 2021-2031.

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>* Job outlook for organizational communication type jobs ranges from 7% to 11% for 2020-2030.

<https://learn.org/articles/Organizational_Communication_Jobs_Answers_to_Your_Questions.html>* Public Policy related industry areas like community relations, legislative aide, policy analyst, and nonprofit director among others have projected growth through 2028 ranging from 9% to 22%.

<https://research.com/careers/public-policy-careers>* Social Media Manager growth estimated at 10% growth through 2026. <https://www.noodle.com/articles/what-does-career-growth-look-like-for-a-social-media-manager>

Also listed as #42 on [CNNMoney/PayScale's](https://money.cnn.com/gallery/pf/2017/01/05/best-jobs-2017/42.html) list of "Top 100 Careers with Big Growth, Great Pay and Satisfying Work.”* Heath communication is also expected to grow above the average at 8% from 2018 to 2028 according to the Bureau of Labor Statistics. <https://onlinepublichealth.gwu.edu/careers/health-communication/>

While marketing will be necessary to promote this new concentration, it can be combined with the marketing of the existing two BPS programs and will also be promoted by the Communication Department.As with the two prior approved BPS concentrations, the dean of the most closely related school serves as the BPS Degree liaison. For this proposed concentration in Strategic Communication, it would be the Dean of the Faculty of Arts & Sciences. In addition to this proposal, we have developed three new courses: COMM 328 Case Studies in Public Relations, COMM 439 Crisis Communication, and BPS 462 Seminar in Strategic Communication to accompany creation of the new concentration. A proposal for a Certificate of Undergraduate Study in Conflict and Crisis Communication will also be submitted to support the new concentration. |
| A.5. [Student impact](#student_impact) | **Will provide a realistic and targeted opportunity for adults with extensive work experience to complete a Rhode Island College bachelor’s degree. Students completing this degree will be more competitive for career advancement opportunities.** |
| A.6. [Impact on other programs](#impact)  | **Minimal, though it is possible some adult students currently attending RIC may opt for this new program instead of their current major, especially some of our Finish Strong students. The population eligible for the BPS program is different than the population of traditional high school students entering college for the B.A. and should therefore not affect the B.A. program. Moreover, the BPS and BA are comprised of a different set of courses, the BPA having courses designed for students working in the field.** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **3 existing FT faculty; no new hires at this time** |
| [*Library*:](#library) | **None** |
| [*Technology*](#technology) | **Later hours that coincide with when BPS sections are offered may be needed from the Help Center.** |
| [*Facilities*](#facilities): | **None** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///C%3A%5CUsers%5Cgauger_6325%5CDownloads%5Ctransfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. |

### C. [Program Proposals](#program_proposals) **Complete only what is relevant to your proposal. Delete section C if not needed. PLease add in the 2020 CIP number for MAJOR revisions or new programs in C. 2; these can be found at** [**https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) **consult with Institutional research to be sure you select the correct one.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments) Must be completed. |  | **10-12 for Fall 2023 cohort****15-17 for Fall 2024 cohort** |
| C. 2. [2020 CIP number](#CIPnumber" \o "THESE CAN BE FOUND AT HTTPS://NCES.ED.GOV/IPEDS/CIPCODE/BROWSE.ASPX?Y=56 CONSULT WITH INSTITUTIONAL RESEARCH TO BE SURE YOU SELECT THE CORRECT ONE.) |  | **09.0909** |
| C.3. [Admission requirements](#admissions) |  | **Adult students (25 and up); minimum of 5 years of documented comprehensive work experience; minimum of 24 earned college credits with a minimum cumulative GPA of 2.00.** |
| C.4. [Retention requirements](#retention) |  | **Minimum of 2.00 to remain in good academic standing** |
| C.5. [Course requirements](#course_reqs) for each program option. Show the course requirements for the whole program here. |  | **CONCENTRATION in Strategic Communication** BPS 462 Seminar in Strategic CommunicationCOMM 208 Public Presentations COMM 256 Human Communication and New Technology (hoping to turn COMM 256 into a Gen Ed. course, proposal needs to be approved by COGE)COMM 312W Advanced Writing for Strategic CommunicationCOMM 328 Case Studies in Public Relations COMM 351 Persuasion *or* COMM 352 Conflict ResolutionCOMM 357 Public Opinion and PropagandaCOMM 439 Crisis CommunicationCOMM 454 Organizational Communication |
| C.6. [Credit count](#credit_count) for each program option |  | **36** |
| C.7. Program Accreditation (if relevant) |  |  |
| C.8 Is it possible that the program will be more than 50% online (includes hybrid)?\* |  | **YES; this will be taught fully online** |
| C.9 Will any classes be offered at sites other than RIC campus or the RI Nursing Ed. Center?\* |  |  **NO** |
| C. 10. Do these revisions reflect more than 25% change to the [program?\*](file:///C%3A%5CUsers%5Csabbotson%5CDocuments%5CCurriculum%5CProgram%20goals)  |  | **NO** |
| C.11. [Program goals](file:///C%3A%5CUsers%5Csabbotson%5CDocuments%5CCurriculum%5CProgram%20goals)Needed for all new programs |  | **There are 5 goals to the Strategic Communication program concentration.**1. **Ability to communicate strongly verbally**
2. **Ability to communicate strongly in writing**
3. **Ability to communicate strongly visually.**
4. **Understanding of professional ethics**
5. **Ability to conduct and evaluate research appropriate to the field.**

**Students will be evaluated through presentation, essays and other writing activities, applied discussion, applied ethical situations, quizzes, tests, group projects, and experiential learning assignments.****Career paths and outlooks are listed in section A.4.** |
| C.12. Other changes if any |  | **There have been some additional editorial updates to the BPS section of the catalog to accommodate the additional concentration, and clarify some of the politicies.** |

\* If answered YES to either of these questions will need to inform Institutional Research and get their acknowledgement on the signature page.

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Holly Shadoian | Vice Provost of Undergraduate Affairs/Program Director of BPS |  | 3/6/2023 |
| Giselle Auger | Chair of Communication | Giselle A. Auger | 2/21/2023 |
| Earl Simson | Dean of Faculty of Arts & Sciences | Earl Simson | 3/6/2023 |
| Jen Giroux | **Associate Vice President of Professional Studies and Continuing Education** | \*approved by email | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.