REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered:

This motion is Part 1 of a 3-part series of motions to eliminate two similar minors and combine revised versions of their courses into a new minor.

The fields of advertising and public relations have become increasingly integrated and a single minor provides students with majors in other areas a broad foundation. The slightly redesigned minor will be more attractive to disciplines throughout the university, as the skills and knowledge taught could be directly applicable to the promotion of any field of study. In addition, due to budgetary restrictions leading to the cancellation of a faculty search, the inability to hire adjunct instructors, and the voluntary separation of a faculty member, the curriculum needed to be redesigned to work successfully with the remaining faculty in the program.

Points Discussed by Committee:
1. One year ago the Academic Policies Committee passed the new Integrated Strategic Communication major with majors and minors in advertising and public relations. Because the core of the two minors are similar, the department has decided to combine them.
2. Prospective students continue to be drawn to advertising and public relations when searching for universities and will continue to find them with the Integrated Strategic Communication major.
3. Faculty/Resources have declined.
4. There are currently 20 students in each minor (Advertising and Public Relations).

Pros of Recommendation:
1. Makes efficient use of current faculty resources while drawing on the strengths of the previous curriculum.
2. Provides broader applicability and appeal to students in other majors.

Cons of Recommendation: None

Technology/Human Resource Impact: None

Committee Recommendation:
Eliminate the Minor: Integrated Strategic Communication, Liberal Arts, Advertising (Code 585-401) within the Department of Communication and Journalism.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of _8_ in favor and _0_ against on February 9, 2016,

recommends that the Minor: Integrated Strategic Communication, Liberal Arts, Advertising (Code 585-401) within the Department of Communication and Journalism be eliminated.

Implementation Date: 2016-2017 Catalog

Signed: _______Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office