CREDIT-BEARING CERTIFICATE PROGRAM PROPOSAL
COLLEGE OF ARTS AND SCIENCES

I. Background Information

A. Title of Program: Communication for Personal and Professional Relationships

B. Department(s)/Program(s): Communication and Journalism

C. Administrative Home: Department of Communication and Journalism

D. Division: ☒ Undergraduate (Requires approval by APC*) ☐ Graduate (Requires approval by GC**)

E. Effective Year and Term for Implementation of Action: Fall 2016

II. Unit Approvals

A. Department Chair(s)/Program Director(s) [Signature] 3/23/16

B. Dean of College [Signature] 2/25/16

C. Chair, Academic Policies Committee

D. Chair, Graduate Council

* APC = Academic Policies Committee
** GC = Graduate Council
III. Certificate program proposals should originate at the department/program level; all affected departments/programs must endorse proposals. Each proposal will include the following:

A. **Context for the certificate program (any predecessor programs, relationship to existing programs, alignment with university mission);**

The popular press consistently cites the need for employees who have excellent "people skills." Courses in interpersonal and organizational communication provide students with the opportunity to practice these "soft skills" and through this practice become stronger communicators in their personal and professional relationships.

B. **Rationale explaining need for the program (e.g., target audience(s), evidence of long-term need, anticipated enrollment);**

This certificate program is necessary because it would enable students from any major to encounter communication theory that will help them learn how to strategically use communication to enhance their personal and professional lives (and relationships). Because the skills students will practice while earning this certificate are applicable in many career contexts, students from a wide variety of majors can enhance their hireability by becoming proficient in the soft skills that organizations cite as desirable but do not have the time to teach to their employees.

Thus, this certificate is targeted to students from any major who would like an opportunity to develop interpersonal communication skills that will help them succeed in their personal and professional lives.

The evidence of a long-term need for this certificate comes from organizations who cite these skills as being important competencies for hiring and promoting employees.

Because changes to second program requirements are so new, it is difficult to anticipate enrollments, but the topic of this certificate should be attractive to students. As this certificate does not require the development of any new courses, we would be pleased with 25 students as an average number of certificate-seekers.

Note: Students majoring in any program in Communication and Journalism may not use this certificate to satisfy the graduation requirement of a second program.

C. **Statement of benefits to students, the department(s)/program(s), college(s), and university;**

This certificate will benefit students by providing them with opportunities to learn the communication skills necessary to communicate effectively in their personal and professional lives. Furthermore, this certificate provides students with a focused curriculum in interpersonal communication. This certificate focuses students on interpersonal communication theory and strategies. Finally, this certificate will help students by giving them a chance to practice skills (e.g., listening, group decision making, relationship initiation, relationship maintenance, etc.) that they are unlikely to encounter in their major programs, but proficiency in these skills will benefit them in their professional endeavors. This certificate will benefit the Communication and
Journalism department by attracting more students to the program which will enable us to increase enrollments in the certificate program courses. The program has the potential to benefit the college and the university by producing students from across a variety of majors who are proficient in the soft skills so in demand in organizations.

D. Description of the academic component including:

i. Learning goals and outcomes for students;

(1) Students will apply theory/constructs to develop solutions to communication based problems; (2) Students will analyze communication behavior and make suggestions for corrective actions where needed; (3) Students will communicate effectively via both written and oral channels.

ii. Specification of any program admission requirements, minimum GPA requirements for courses, GPA requirements for certificate completion above the university minimum, applicability of the S/U option;

There are no admission requirements for this certificate. There are no GPA requirements beyond the university minimum. Any prerequisites for upper division courses in the certificate are included in the certificate.

iii. Course array, including specification of new, required and elective courses. If electives are allowed within the certificate program, an explanation of the proposed electives in light of the need for program cohesion should be included.

15 credits Required:
CJ 201 Introduction to Interpersonal Communication
CJ 205 Listening
CJ 307 Small Group Communication
Choose 2 of the following:
CJ 306 Topics in Advanced Interpersonal Communication (may take twice when topic differs)
CJ 312 Communication and Gender
CJ 407 Leadership Communication.

E. Description of the administration, staffing, and budgeting for the program, including:

i. Faculty/staff participating in the certificate program;

Martha Fay, Kristine Knutson, Karen Morris, Nicole Schultz, Kelly Jo Wright

ii. Proposed frequency of offering for courses included in the certificate program;

Required courses are offered each semester. Electives are offered on a rotation that will allow student access to at least one course each semester.
iii. Proposed arrangements for ongoing advising for students in the
certificate program;

Depending on university actions on advising, students will be assigned an
advisor in the Communicatin and Journalism department if desired.

iv. Anticipated need for student support services for students enrolled in
the certificate program;

None beyond usual campus resources.

v. Identification of an administrative home for certificate programs
involving more than one academic department/program;

NA

vi. Funding needs to initiate and maintain the certificate program,
including source(s) of funding and any needed resource reallocation;

None needed beyond existing program resources.

vii. Impact on existing courses and programs.

Enrollment of certificate students in communication studies program courses
will support the program by increasing course enrollment and therefore
allowing the program to offer relevant courses more often.

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Additional Information

• For complete information, see Policy Statement on Credit-Bearing Certificate Programs

• Submit the certificate proposal electronically to College of Arts and Sciences Office for
review (cassidml@uwec.edu or nilsena@uwec.edu).

• Finalized proposals will be considered by the College of Arts and Sciences Curriculum
Committee (CASCC). The CASCC will route the approved proposal to APC or GC as
appropriate.