I. Background Information

A. Title of Program: Social Advocacy and Change

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

C. Administrative Home: 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)

B. Dean of College

C. Chair, Academic Policies Committee

D. Chair, Graduate Council

Signatures __________________________  __________________________  __________________________

Date  2/23/14  2.25.16

* 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);

This new certificate is built on communication courses currently available within the Communication Studies and Organizational Communication programs of the Communication and Journalism Department.

A certificate in Social Advocacy and Change fits the UWEC mission through its direct application to "active citizenship."

Today, there is a rich body of applied research on the practices and theory of public communication, social advocacy and change. That research is used to build our understanding of and practices in social advocacy and change in the public sphere.

Active citizenship exists where one creatively uses communication practices and theories to advocate for change on her/his behalf or the behalf of others. It exists where people critically examine the advocacy of others; not just their communication practices, but also efforts to find common cause or concern with the issues at the heart of that advocacy.

The advocacy and change communication associated with active citizenship is employed using a variety of communication channels variously explored through this certificate (e.g., public speaking, (non)traditional acts of social movement communication, social media technologies, etc.) and for a variety of social, cultural, and political contexts that range from human rights to environmental concerns.

Ultimately, this certificate will provide tools and understanding for a transformative education and citizenship. The selected diversity of communication studies and organizational communication courses provides a rigorous, intentional, and experiential element of a student's liberal education.

We would like students to gain this knowledge and these skills from UW-Eau Claire rather than from some other institution of higher learning. Further, we would like students to learn about ethical applications of social advocacy and change communication rather than learn about them in more dubious contexts.

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

The rationale for this program is two-fold.

First, the number of students who show a genuine interest in social advocacy and change as an element of their active citizenship, either tied to their academic/professional interests or to their lives outside their profession, is substantial. This certificate is potentially attractive to students in American Indian Studies, Women's Studies, Political Science, Liberal Studies, Sociology, and those
students in the natural sciences and the Watershed Institute who may be interested in environmental advocacy.

Second, the move away from a minor as a requirement for graduation, the number of UWEC students who change major and/or minor with substantial credits already completed, and the number of transfer students wanting or needing a certificate instead of a minor because of transfer credits creates several target audiences for this certificate based just on logistics.

The target audience is undergraduates who desire to enhance their marketability as potential employees in non-profit organizations and social service sectors as well as those students who seek to balance civic engagement with their professional lives.

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

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. Because this certificate does not require the creation of additional courses, we would be pleased with 25 students as an average number of certificate seekers.

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

The certificate in Social Advocacy and Change is designed for students who have a strong interest in communication studies, in particular public and social movement communication, but are not able to complete the requirements for a major or minor in the Communication Studies program within the Communication and Journalism Department.

The potential diversity of students enrolling in the certificate courses enriches the learning of all students within these courses. Students from diverse majors, with diverse backgrounds, experiences, and insights add to the texture of courses in Social Advocacy and Change.

Finally, as suggested above, the creation of a certificate in Social Advocacy and Change benefits the College of Arts and Sciences and the Communication and Journalism Department by presenting appealing options for students who must best choose how to satisfy credit requirements.

D. Description of the academic component including:

i. Learning goals and outcomes for students;

Students will learn techniques for applied social advocacy and change communication and the theory that supports those techniques via the required coursework.

1. Students will demonstrate competency in oral and written communication skills appropriate to social advocacy and change.
2. Students will demonstrate knowledge of theories and concepts of
communication appropriate to social advocacy and change.
3. Students will demonstrate critical and creative thinking in the formation and
the evaluation of communication practices used to address civic, social, or
environmental challenges.

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; the program is open to all UWEC
undergraduate students in good standing. This certificate cannot be a
student's second program when that student's first program is in the
Communication and Journalism department. With the exception of CJ 355
(which students can take with permission of instructor) all 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.

12 Credits
Required:
CJ 202 - Public Speaking
CJ 207 - Introduction to Rhetoric and Society
CJ 318 - Topics in Communication and Social Advocacy
CJ 355 - Strategic Message Design or
    CJ 406 - Persuasion

Note: Courses used for the certificate may not count for the student's
major program.

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

i. Faculty/staff participating in the certificate program;

The courses that students would be taking are offered on a regular basis by
faculty committed to Social Advocacy and Change. This may include Peter
Hart-Brinson, Mary Hoffman, David Tschida. Students wanting to take
courses in the certificate would find available seating.

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

CJ 202 - Fall & Spring, frequently Winterim and Summer
CJ 207 - Spring
CJ 318 - Fall
CJ 355 - Fall and Spring; CJ 406 - Fall
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 Communication 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 beyond existing departmental resources.

vii. Impact on existing courses and programs.

Enrollment of certificate students in these courses will support the communication studies program by increasing course enrollments 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 at http://www.uwec.edu/CAS/faculty/infoandforms.htm.

• 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.