I. Background Information

A. Title of Program: Integrated Strategic Communication

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

3/23/16

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);

The Integrated Strategic Communication (ISC) Certificate is designed to teach students in any field/discipline the core skills to effectively communicate in an ever-converging world, specifically how to market their skills to the public at-large, and help the public understand their field better. Right now, all we have is a minor. However, the 24 credits could be less appealing to students in credit-intensive majors like music.

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

The skills learned in this certificate could be directly applicable to a major in any field or discipline. For example, a geology major might see the need to be able to effectively communicate fracking's implications to the public in a region where fracking is being proposed. A music major might want to determine how to get more people to listen to his/her compositions. This certificate will teach students the skills necessary to effectively learn about their target audiences, and create messages that will benefit them.

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 is meant to be applicable to all students, regardless of their field of study. Additionally, for the university as a whole, it will help students across disciplines see the importance of communicating with their publics, and effectively translating information into palatable nuggets of information that all citizens can understand and use. Increased enrollments in some courses in the certificate may also allow courses to be available more frequently to students in the ISC major and minor.

D. Description of the academic component including:

i. Learning goals and outcomes for students;

(1) Awareness and knowledge of communication processes in diverse
cultural, social, legal, and ethical contexts; (2) Critical and analytical thinking about integrated strategic communication by organizations; (3) Learn and apply best practices for creating and distributing strategic communication messages for target audiences; (4) Learn specialized software common to the strategic communication profession; (5) Learn how to evaluate the effectiveness of communication attempts.

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. No GPA requirements beyond the university minimum. All prerequisites for upper division courses are built into the certificate. Students using an alternative to CJ 300 (POLS 290, PSYC 271, SOC 332, MKTG 334) will need permission to enroll. Those courses are included as alternatives to avoid students in other social science disciplines needing to take an additional methods class to complete the certificate. Total credits in the certificate are 15, so a student using an alternative methods class would still complete 12 unique credits.

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 184 Multimedia Communication
CJ 260 Introduction to Integrated Strategic Communication
CJ 300 Research Methods (OR POLS 290; PSYC 271, SOC 332, MKTG 334)
Two of the following:
CJ 373 Writing for Public Relations
CJ 374 ISC Campaign Design and Evaluation
CJ 362 Strategic Media Planning

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

i. Faculty/staff participating in the certificate program;

Won Yong Jang, Evan Perrault, Maureen Schriner.

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

At this point, all courses in the certificate are offered each semester.

iii. Proposed arrangements for ongoing advising for students in the certificate program;
Pending university action on advising, students would be assigned an advisor in the Communication and Journalism department.

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

None beyond usual university resources.

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

N/A

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

None

vii. Impact on existing courses and programs.

None - the courses required are already staffed by faculty in the department, and can accept additional students.

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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.