

10-31-2011

# Communication Graduate Curriculum: Slight Changes

The College at Brockport, College Senate

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# Resolution # 01 2011-2012 COLLEGE SENATE

TO: Dr. John R. Halstead, College President  
FROM: The College Senate: *October 31, 2011*  
RE:  I. Formal Resolution (*Act of Determination*)  
II. Recommendation (*Urging the Fitness of*)  
III. Other, For Your Information (*Notice, Request, Report, etc.*)  
SUBJ: *Communication Graduate Curriculum: Slight Changes (#03\_11-12GC)*



Signed:  Date: 2/13/2012  
(*John Daly, 2011-12 College Senate President*)

**Please fill out the bottom portion and follow the distribution instructions at the end of this page.**

TO: John Daly, College Senate President  
FROM: John R. Halstead, College President  
RE:  I. Decision and Action Taken on Formal Resolution (circle choice)  
a. Accepted - Implementation Effective Date: Immediately  
b. Deferred for discussion with the Faculty Senate on \_\_\_/\_\_\_/\_\_\_  
c. Unacceptable for the reasons contained in the attached explanation  
II, III. Response to Recommendation or Other/FYI  
a. Received and acknowledged \_\_\_/\_\_\_/\_\_\_  
Comment:

COLLEGE SENATE  
THE COLLEGE AT BROCKPORT

MAR 2 2012

SUNY - 350 NEW CAMPUS DRIVE  
BROCKPORT, NY 14420-2925

Signed:  Date: 2/20/12  
(*Dr. John R. Halstead, President, The College at Brockport*)

### DISTRIBUTION

Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.

**COLLEGE SENATE OFFICE  
RESOLUTION PROPOSAL COVER PAGE  
DEADLINE FOR SUBMISSIONS: FEBRUARY 28**

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

<b>Routing Number</b> <i>Routing # assigned by Senate Office</i>	<b>#03_11-12GC</b>
<b>This Proposal Replaces Resolution</b>	

**INSTRUCTIONS – please, no multiple attachments – submit each proposal electronically as one Word document.**

- Submit only complete proposals. Include support letters from department chair and dean. Signed documents can be submitted as hard copies.
- Proposals must be prepared individually in **Word format** using committee guidelines available at [brockport.edu/collegesenate/proposal.html](http://brockport.edu/collegesenate/proposal.html).
- Fill out and insert this cover page into each proposal as page 1. (/collegesenate/proposal.html)
- **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
- Merge/insert all attachments/sections into one **Word document**. Do not send your proposal as a .pdf file.
- Email your proposal as one attachment to [senate@brockport.edu](mailto:senate@brockport.edu). Signed pages can be sent/faxed as hard copies.
- All revisions must be resubmitted to [senate@brockport.edu](mailto:senate@brockport.edu) with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, ie. *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

**Communication Graduate Curriculum: Slight Changes**

2. **BRIEF DESCRIPTION OF PROPOSAL:**

Revise the required course offerings in the Graduate Curriculum

- Require CMC 601, Quantitative Methods AND CMC 602, Qualitative Methods
- Require 9 credits of electives instead of 12 credits

3. **WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? X NO \_\_\_ YES** EXPLAIN YES

4. **DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.**

5. **HOW WILL THIS EFFECT TRANSFER STUDENTS:**

NA

6. **ANTICIPATED EFFECTIVE DATE:**

Fall 2011

7. **SUBMISSION & REVISION DATES:** PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
<b>October 10, 2011</b>			

8. **SUBMITTED BY: (contact person)**

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Matthew Althouse	Communication	5203	malthous@brockport.edu

9. **COMMITTEES TO COPY: (Senate office use only)**

<b>Standing Committee</b>	<b>Forwarded To</b>	<b>Dates Forwarded</b>
<input type="checkbox"/> Enrollment Planning & Policies	Standing Committee	
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	10/24/11
<input type="checkbox"/> General Education & Curriculum Policies	Senate	10/31/11
<input checked="" type="checkbox"/> Graduate Curriculum & Policies	Passed GED's go to Vice Provost	
<input type="checkbox"/> Student Policies	College President	2/20/12
<input type="checkbox"/> Undergraduate Curriculum & Policies	OTHER	
	REJECTED -WITHDRAWN	

NOTES:

## Comparison of Current Program and Proposed Modified Program

Presently, the current program requires students to take:

- either CMC 601 or CMC 602, for 3 credit hours, among their required seminars and
- 12 credits of electives.

The proposed modified program requires students to take:

- both CMC 601 and CMC 602, for 6 credit hours, among their required seminars and
- 9 credits of electives.

<b>Old Program (33 credits total)</b>	<b>Modified Program (33 credits total)</b>
<p><u>Required seminars (18 credits)</u></p> <ul style="list-style-type: none"> <li>• CMC 600: Communication Research Methods (3 credits)</li> <li>• CMC 601: Quantitative Research Methods <b><u>OR</u></b> CMC 602 CMC 602: Qualitative Research Methods (3 credits)</li> <li>• CMC 692: Seminar in Rhetorical Theory (3 credits)</li> <li>• CMC 693: Seminar in Organizational Communication (3 credits)</li> <li>• CMC 694: Seminar in Mass Communication (3 credits)</li> <li>• CMC 697: Seminar in Interpersonal Communication (3 credits)</li> </ul> <p><u>Additional seminar (3 credits)</u> <i>Students must take any one of the following:</i></p> <ul style="list-style-type: none"> <li>• CMC 690: Seminar in Special Topics</li> <li>• CMC 691: Seminar in Topics of Rhetorical Criticism</li> <li>• CMC 695 Seminar in Periods and Types of Public Address</li> <li>• CMC 696 Seminar in Media Studies and Criticism</li> </ul> <p><u>Electives (12 credits)</u> <i>Students must complete at least <u>four</u> additional courses selected by advisement.</i></p>	<p><u>Required seminars (21 credits)</u></p> <ul style="list-style-type: none"> <li>• CMC 600: Communication Research Methods (3 credits)</li> <li>• CMC 601: Quantitative Research Methods</li> <li>• CMC 602 CMC 602: Qualitative Research Methods (3 credits)</li> <li>• CMC 692: Seminar in Rhetorical Theory (3 credits)</li> <li>• CMC 693: Seminar in Organizational Communication (3 credits)</li> <li>• CMC 694: Seminar in Mass Communication (3 credits)</li> <li>• CMC 697: Seminar in Interpersonal Communication (3 credits)</li> </ul> <p><u>Additional seminar (3 credits)</u> <i>Students must take any one of the following:</i></p> <ul style="list-style-type: none"> <li>• CMC 690: Seminar in Special Topics</li> <li>• CMC 691: Seminar in Topics of Rhetorical Criticism</li> <li>• CMC 695 Seminar in Periods and Types of Public Address</li> <li>• CMC 696 Seminar in Media Studies and Criticism</li> </ul> <p><u>Electives (9 credits)</u> <i>Students must complete at least <u>three</u> additional courses selected by advisement.</i></p>

**I. Completed cover letter:** Please see the first page of this proposal.

**II. Side-by-side comparison:** Please see the second page of this proposal.

**III. Rationale:** The proposed changes to the Department of Communication's graduate program are designed to address matters of *mission*, *market*, and *quality*.

The College at Brockport's graduate education *mission* includes leading "students to advanced knowledge and technical skills in the graduate field of study and prepares graduates for doctoral studies and/or professional practice." Communication is a broad field, including both humanistic and social-scientific approaches to inquiry. Not surprisingly, a number of prominent doctoral programs in Communication (e.g., Louisiana State University) require students to take courses in qualitative and quantitative research methods. By requiring both CMC 601: Quantitative Research Methods and CMC 602: Qualitative Research Methods, the Department will help our students prepare well for doctoral studies. What is more, in the professional realm, practitioners may use a variety of methods (e.g., qualitative for focus groups and quantitative for audience demographics). Thus, adoption of this proposal will aid communication professionals, also.

Regarding *market*, the adoption of this proposal would bring the MA program in Communication at The College at Brockport in line with its regional competition. For instance, the program at Syracuse University requires students to take multiple courses in research methods.

To ensure the *quality* of education received by its students, the Department of Communication employs a number of learning outcomes, including "Graduate students will become critical consumers of communication research." Again, Communication is a broad field of study. If students are to appreciate the full breadth of its research, then proficiency in both qualitative and quantitative research methods is appropriate. Additionally, requiring both 601 and 602 will enhance the rigorous academic experience our department intends for our graduate students.

**IV. Description of new courses:** Not applicable.

**V. Staffing Issues:** Staffing issues are not a concern, as the Department is simply requiring courses that are currently offered.

**VI. Administration commentary:** Please see attached letters from the Chair of the Department of Communication and the Dean of the School of The Arts, Humanities, and Social Sciences.

**VII. New resources required:** None.

**VIII. Letters of support from cooperating departments, agencies, etc.:** Not applicable.

DATE: September 12, 2011  
TO: College Senate  
FROM: Monica Brasted, Chair, Department of Communication  
RE: Proposed Changes to Communication Graduate Curriculum

Senators, I am writing in support of these proposed changes because they will enhance our program. The rationale for this merger has been provided and I believe it is justified. By making these changes, we will be able enhance the research skills of our students and better serve them. Requiring more research oriented courses will also help to achieve a number of the student learning outcomes that we have for the graduate students. Regarding any staffing changes that this proposal might require, we will be able handle them without requiring any new resources.

In closing, thank you for considering these revisions.



**SUNY BROCKPORT**  
Dean  
School of The Arts, Humanities and Social Sciences

October 6, 2011

To whom it may concern:

Please consider this to be my endorsement of the change in requirements for the graduate program in the Department of Communication. The change is fundamental. They are asking to require CMC 601, Quantitative Methods in addition to their current course requirement CMC 602, Qualitative Methods. There are no additional resources needed and the change will further enrich the education of their graduate students. The offering of these two methods courses is in line with what is being required by similar programs in our peer and aspiration institutions.

Sincerely,

A handwritten signature in cursive script that reads "Armando Puclean".

Dean