7-24-2017

CMC 202 Changes to the Communication Major and Minor

The College at Brockport, College Senate

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TO: Dr. Heidi Macpherson, College President

FROM: The College Senate: 04/17/17

RE: I. Formal Resolution (Act of Determination)
II. Recommendation (Urging the Fitness of)
III. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: CMC 202 Changes to the Communication Major and Minor
(#44_16-17UC)

Signed: ___________________________ Date: 6/14/2017

(Sharon Lubkemann Allen, 2016-17 College Senate President)

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

TO: Dr. Sharon Lubkemann Allen, College Senate President

FROM: Dr. Heidi Macpherson, College President

RE: I. Decision and Action Taken on Formal Resolution (circle choice)
   a. Accepted
      Implementation Effective Date**: Fall 2017
   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 ___/___/___
   b. Comment:

Signed: ___________________________ Date: 7/24/2017

(Dr. Heidi Macpherson, President, The College at Brockport)

DISTRIBUTION: Upon approval, the College President will forward copies of resolutions to his/her 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 will be returned and proposals received after the
deadline may not be reviewed until next semester.

INSTRUCTIONS
- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in Word format: include this proposal cover page, proposal, attachments and support letters from your
department chair and dean if applicable.
- Locate the Resolution # and date this proposal will replace at our “Approved Resolutions” page on our Web site.
- Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to djamphro@brockport.edu in the Vice
Provost's Office first.)
- Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated
document to senate@brockport.edu.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, ie. Use a course number and/or title, indicate if for GED code, etc.
CMC 202 Changes to the Communication Major and Minor

2. BRIEF DESCRIPTION OF PROPOSAL:
This proposal aims (a) to categorize CMC 202 Principles of Communication as a required introductory course and (b) to re-categorize
several other courses.

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.
NA

5. HOW WILL THIS AFFECT TRANSFER STUDENTS:
Categorizing CMC 202 as a required course will aid
seamless transfers.

6. ANTICIPATED EFFECTIVE DATE:
Fall 2017

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

<table>
<thead>
<tr>
<th>First Submission</th>
<th>Updated on</th>
<th>Updated on</th>
<th>Updated on</th>
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<tbody>
<tr>
<td>2/28/2017</td>
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</tr>
</tbody>
</table>

8. SUBMITTED BY: (contact person)
Name | Department | Phone | Email
--- | --- | --- | ---
Matthew Althouse | Communication | 5203 | malthous@brockport.edu

9. COMMITTEES: (Senate office use only)

<table>
<thead>
<tr>
<th>Standing Committee</th>
<th>Forwarded To</th>
<th>Dates Forwarded</th>
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<tr>
<td>__ Executive Committee</td>
<td>Standing Committee</td>
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</tr>
<tr>
<td>__ Enrollment Planning &amp; Policies</td>
<td>Executive Committee</td>
<td>4/10/17</td>
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<td>__ Faculty &amp; Professional Staff Policies</td>
<td>Senate</td>
<td>4/17/17</td>
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<tr>
<td>__ General Education &amp; Curriculum Policies</td>
<td>Passed GED’s go to Vice Provost</td>
<td>6/12/17, 6/14/17</td>
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<td>__ Graduate Curriculum &amp; Policies</td>
<td>College President</td>
<td>7/19/17</td>
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<td>__ Student Policies</td>
<td>OTHER</td>
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<td>_X Undergraduate Curriculum &amp; Policies</td>
<td>REJECTED -WITHDRAWN</td>
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NOTES: Resolution #30
2. Side-by-side comparison

Below are three interrelated charts:
- one for the Public and Mediated Communication Track in the Communication Major,
- one for the Interpersonal and Organizational Communication Track in the Communication Major, and
- one for the Communication Minor.

In these charts, all courses involved in proposed changes are italicized and highlighted. Rationales for the proposed changes are detailed in the subsequent section (i.e., section three) of this document.

### Proposed Revision of the Communication-Studies Major:
#### Public and Mediated (PM) Communication Track

<table>
<thead>
<tr>
<th>Current Major</th>
<th>Credits</th>
<th>Proposed Major</th>
<th>Credits</th>
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<tr>
<td>Major requirements</td>
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<td></td>
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<td><strong>CMC 202: Principles of Communication</strong></td>
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<tr>
<td>Performance core</td>
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<tr>
<td>I. Required course</td>
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<tr>
<td>• CMC 201: Public Speaking</td>
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<td>II. Electives: select two</td>
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<td>• CMC 309: Speech Composition and Presentation</td>
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<tr>
<td>• <strong>CMC 319: Propaganda and Persuasion</strong></td>
<td></td>
<td>• CMC 317: Interviewing</td>
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<td>• CMC 415: Dynamic Speaking in Professional Contexts</td>
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<td>• CMC 483: Communication Training and Development</td>
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<tr>
<td>• CMC 492: Theories of Rhetoric</td>
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</table>
- CMC 332: Public Relations Principles and Practices
- CMC 334: Public Relations Methods and Cases
- CMC 372: Film as Social Commentary
- CMC 410: Speakers, Campaigns and Movements
- CMC 417: Political Rhetoric in the Information Age
- CMC 419: Freedom of Expression
- CMC 463: Media and Society
- CMC 467: Mass Communication Theory and Research

- CMC 319: Propaganda and Persuasion
- CMC 332: Public Relations Principles and Practices
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- CMC 410: Speakers, Campaigns and Movements
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- CMC 419: Freedom of Expression
- CMC 463: Media and Society
- CMC 467: Mass Communication Theory and Research

Breadth courses: select three

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<td>- CMC 273: Interpersonal Communication</td>
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<tr>
<td>- CMC 377: Organizational Communication</td>
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<td>- CMC 473: Theories of Communication</td>
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<td>- CMC 480: Advanced Interpersonal Communication</td>
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### Proposed Revision of the Communication-Studies Major: Interpersonal and Organizational (IO) Communication Track

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</tbody>
</table>
### Required courses

- CMC 273: Interpersonal Communication
- CMC 377: Organizational Communication
- CMC 473: Theories of Communication

### Electives: select three

- **CMC 316: Interpersonal Communication in Business and the Professions**
- CMC 332: Public Relations Principles and Practices
- CMC 334: Public Relations Methods and Cases
- **CMC 418: Intercultural Communication**
- CMC 432: Public Relations Campaigns
- CMC 472: Group Leadership
- CMC 475: Communication Internship
- CMC 478: Advanced Organizational Communication
- CMC 479: Conflict Management Through Communication
### Management Through Communication
- CMC 480: Advanced Interpersonal Communication

### Breadth courses: select three
- CMC 211: Protest and Social Change or CMC 219: Advertising and Consumer Culture
- CMC 410: Speakers, Campaigns and Movements
- CMC 411: Rhetorical Criticism
- CMC 417: Political Rhetoric in the Information Age
- CMC 419: Freedom of Expression
- CMC 463: Media and Society
- CMC 492: Theories of Rhetoric

### Breadth courses: select three
- CMC 211: Protest and Social Change or CMC 219: Advertising and Consumer Culture
- CMC 319: Propaganda and Persuasion
- CMC 410: Speakers, Campaigns and Movements
- CMC 411: Rhetorical Criticism
- CMC 417: Political Rhetoric in the Information Age
- CMC 419: Freedom of Expression
- CMC 463: Media and Society
- CMC 492: Theories of Rhetoric

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### Proposed Revision of the Communication-Studies Minor

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- CMC 483: Communication Training and Development

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<tbody>
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II. Interpersonal and Organizational Communication
- CMC 273: Interpersonal Communication
- CMC 377: Organizational Communication
- CMC 473: Theories of Communication

- CMC 317: Interviewing
- CMC 415: Dynamic Speaking in Professional Contexts
- CMC 483: Communication Training and Development

3. Rationale for changes

The Department of Communication is proposing what it considers to be relatively minor changes to requirements for students seeking majors and minors in Communication Studies.

a. The addition of CMC 202: Principles of Communication is mandated by SUNY. CMC 202 is an existing course that the department stopped teaching years ago; because it was required for more than 400 majors and minors, the course strained staffing resources. However, we have learned that it is a course that Communication Majors and Minors across the SUNY system are required to take. So, to facilitate seamless transfers, the department must begin offering CMC 202 again as soon as possible and must allow it to count toward the completion of the Communication Major and Minor.

Adding a three-credit introductory course (i.e., CMC 202) will entail reducing the number of credit hours in the performance core from nine to six.

b. The department is asking that CMC 319: Propaganda and Persuasion be recategorized. Currently, it is performance elective in which multiple oral presentations are required. However, enrollment for a section of the course is 40 students, which is too many for a speaking-intensive class. Thus, we believe that CMC 319 should require fewer or no presentations and be designated as an elective for Public & Mediated (PM) students and as a breadth course for Interpersonal and Organizational (IO) students. It would no longer be part of the Communication Minor.
c. To account for the loss of CMC 319 among performance electives, the department requests that CMC 316: Interpersonal Communication in Business be recategorized. Currently, it is an elective for IO students. However, CMC 316 is suitable as a performance elective in both tracks of the major and in the minor, as it addresses communication skills (e.g., cover-letter and résumé writing) that are essential in workplace settings.

d. The department wants to add CMC 418: Intercultural Communication to electives for IO students and to breadth courses for PM students. CMC 418 is “on the books” but has not been taught for years because we lacked a faculty member with qualifications to teach it. However, we now have a faculty member who has a background in the subject and who is able to teach it once a year.

4. **Description of new courses**

No new courses are proposed.

5. **Staffing issues**

The proposed changes will not affect staffing.

6. **Academic administration commentary**

   - Letter from the chair
   - Letter from the Dean

7. **Resources, facilities that many be needed to implement the program**

No new resources or facilities are required.

8. **If appropriate, letters of support from cooperating or affected agencies that may be involved.**

N/A.
February 21, 2017

To: College Senate
From: Dr. Janie Hinds
Interim Chair, Communication Department
Re: Proposed minor changes to Communication Studies program

The Department of Communication fully supports the attached proposal to make a few minor changes to the Communication Studies program. Most important among the changes is the addition of CMC 202, Principles of Communication. This course is mandated by SUNY, and the College’s Transfer and Academic Advisement Offices require that we add this course to comply with SUNY Seamless Transfer. The course will be required for majors and minors.

The department also proposes to re-designate CMC 319 so that it is no longer a “Y” General Education course. The cap on this course has become too large to make the “Y” designation feasible. Attached is a Course Registration Form that will have been sent to the appropriate offices prior to this senate proposal’s appearance on the senate schedule.

In the recent past, CMC 418 has not been offered because the department did not have the faculty to staff it. We now have a faculty member who can teach it once a year and would like to offer it as an elective course for Interpersonal and Organizational students, and as a breadth course for Public and Mediated students.

Finally, CMC proposes that CMC 316, Interpersonal Communication in Business count within both tracks of the major, and within the minor, as a performance elective.

These proposed changes support greater flexibility for students in the Communication Studies program and the minor, as well as bringing the program into compliance with SUNY Seamless Transfer.
Dear College Senate:

I have reviewed and support the amendments to the Communication Major and Minor submitted by Dr. Matthew Althouse. Reinstating CMC 202, Principles of Communication, as a requirement for all Communication majors will bring the program into compliance with the SUNY Seamless Transfer requirements. Additionally, the changes outlined in the proposal will not increase resources or the number of credits required by students.

Sincerely,

Dr. Darwin Prioleau

Dean

The School of The Arts, Humanities and Social Sciences