

5-7-2007

## Communication Studies Minor

The College at Brockport, College Senate

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# SUNY BROCKPORT

College Senate  
State University of New York College at Brockport  
350 New Campus Drive  
Brockport, NY 14420-2925  
(585) 395-2586 (Fax) 395-2246

Resolution # 40  
2006-2007  
COLLEGE SENATE

TO: Dr. John R. Halstead, College President

FROM: The College Senate: *May 7, 2007*

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

SUBJ: **Communication Studies Minor** Routing #55A 06-07 UC

RECEIVED

MAY 29 2007

SUNY BROCKPORT  
PRESIDENT'S OFFICE

Signed:

*Jeffrey T. LaBrooke*  
(Dr. Jeffrey T. LaBrooke, 2006-07 College Senate President)

Date: 5/18/07

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate President

FROM: College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle choice)

a. Accepted

- Implementation Effective Date: Fall 2007  
*\*Date resolution will begin to be used by the College (i.e. spring, fall, when included in catalog, etc.)*

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: \_\_\_\_\_

DISTRIBUTED BY PRESIDENT'S OFFICE TO: President's Cabinet

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed:

*J. Halstead*  
(Dr. John R. Halstead, President, SUNY College at Brockport)

Date: 6/1/07

**COLLEGE SENATE OFFICE  
RESOLUTION PROPOSAL COVER PAGE**

|                       |                      |
|-----------------------|----------------------|
| <b>Routing Number</b> | <b>#55A 06-07 UC</b> |
|-----------------------|----------------------|

ROUTING NUMBER TO BE ASSIGNED BY SENATE OFFICE

**DEADLINE FOR SUBMISSIONS: FEBRUARY 23**

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

**INSTRUCTIONS:**

- Submit only complete proposals.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal (available online at [www.brockport.edu/collegesenate](http://www.brockport.edu/collegesenate)) and insert it electronically as the front page of your document.
- Email whole proposal with cover page as one attachment to [senate@brockport.edu](mailto:senate@brockport.edu) and [facprez@brockport.edu](mailto:facprez@brockport.edu).
- All updates must be resubmitted to the Senate office 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, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

|                                                                |
|----------------------------------------------------------------|
| Communication Studies Minor - Revision to Minimum Grade of "C" |
|----------------------------------------------------------------|

**2. BRIEF DESCRIPTION OF PROPOSAL:**

|                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Add a requirement of a grade of "C" or higher in CMC 201 and CMC 202 (Principles of Communication) for communication minors (majors already are required to get a "C" or higher in CMC 202)</li> </ul> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**3. ANTICIPATED DATE OF IMPLEMENTATION:**

|           |
|-----------|
| Fall 2007 |
|-----------|

Enter date this will be effective if passed by the Senate.

**4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.**

| <i>First Submission</i> | <i>Updated on</i> | <i>Updated on</i> | <i>Updated on</i> |
|-------------------------|-------------------|-------------------|-------------------|
| February 22, 2007       | 4/18/07           |                   |                   |

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

| <i>Name</i>     | <i>Department</i> | <i>Phone</i> | <i>Email</i>           |
|-----------------|-------------------|--------------|------------------------|
| Joseph Chesebro | Communication     | X5125        | jchesebr@brockport.edu |

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

| <b>Standing Committee</b>                                               | <b>Forwarded To</b>           | <b>Date</b>      |
|-------------------------------------------------------------------------|-------------------------------|------------------|
| <input type="checkbox"/> Enrollment Planning & Policies                 | Committee                     | 2/23/07, 4/18/07 |
| <input type="checkbox"/> Faculty & Professional Staff Policies          | Executive Committee           | 5/1              |
| <input type="checkbox"/> General Education & Curriculum Policies *      | Senate                        | 5/1/07           |
| <input type="checkbox"/> Graduate Curriculum & Policies                 | Senate President's Signature  |                  |
| <input type="checkbox"/> Student Policies                               | College President's Signature |                  |
| <input checked="" type="checkbox"/> Undergraduate Curriculum & Policies | To Vice Provost               |                  |
|                                                                         | Other                         |                  |

\*(ROUTING NUMBER IS A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY ACADEMIC YEAR AND COMMITTEE INITIALS – Please use routing number and title in all references to proposals.)

**Items 1-8, as required when proposing major changes:**

- I. Completed cover letter. Please see the preceding page.
- II. Side-by-side comparison. Please see the appendix, and note that changes are in red ink.
- III. Rationale: The proposed changes would raise the standards for students in our CMC Studies major & minor. Given the importance of public speaking, it makes sense that we would require someone to be competent speakers in order to receive a communication degree.
- IV. Description of new courses: there are none.
- V. Staffing Issues: Nothing is being added, so staffing issues will not change.
- VI. Administration commentary
  - a. Dept. Chair: Please see the attached letter
  - b. Dean of School of Arts and Performance: Please see the attached letter.
- VII. No new resources or facilities are needed (beyond those needs which already are being addressed)
- VIII. Not applicable.

## Communication Studies Minor

Change(s): A grade of "C" or better now would be required in CMC 201. No new courses or credits are being added.

| Old                                                      | Credits   | New                                                              | Credits   |
|----------------------------------------------------------|-----------|------------------------------------------------------------------|-----------|
| <b>Core Requirement</b>                                  | <b>6</b>  | <b>Core Requirement</b>                                          | <b>6</b>  |
| <b>CMC 201 Public Speaking</b>                           | <b>3</b>  | <b>CMC 201 Public Speaking* (a "C" now required)</b>             | <b>3</b>  |
| <b>CMC 202 Principles of Communication</b>               | <b>3</b>  | <b>CMC 202 Principles of Communication* (a "C" now required)</b> | <b>3</b>  |
|                                                          |           |                                                                  |           |
|                                                          |           |                                                                  |           |
| <b>Specialties (choose either A or B)</b>                | <b>12</b> | <b>Specialties (choose either A or B)</b>                        | <b>12</b> |
|                                                          |           |                                                                  |           |
| <u>A. Communication and Persuasion Specialty:</u>        |           | <u>A. Communication and Persuasion Specialty:</u>                |           |
| <u>Required Courses:</u>                                 | <b>9</b>  | <u>Required Courses:</u>                                         | <b>9</b>  |
| <b>(one of: 210, 211, &amp; 219, plus 411 &amp; 492)</b> |           | <b>(one of: 210, 211, &amp; 219, plus 411 &amp; 492)</b>         |           |
| CMC 210 Communication Revolutions...                     |           | CMC 210 Communication Revolutions...                             |           |
| CMC 211 Protest and Public Opinion                       |           | CMC 211 Protest and Public Opinion                               |           |
| CMC 219 Advertising, Mass Persuasion...                  |           | CMC 219 Advertising, Mass Persuasion...                          |           |
| CMC 411 Rhetorical Criticism                             |           | CMC 411 Rhetorical Criticism                                     |           |
| CMC 492 Theories of Rhetoric                             |           | CMC 492 Theories of Rhetoric                                     |           |
| <u>Elective Courses – Choose 3 credits from:</u>         | <b>3</b>  | <u>Elective Courses – Choose 3 credits from:</u>                 | <b>3</b>  |
| CMC 373 Critical Studies in Mass Comm                    |           | CMC 373 Critical Studies in Mass Comm                            |           |
| CMC 410 Speakers, Campaigns and Move...                  |           | CMC 410 Speakers, Campaigns and Move...                          |           |
| CMC 417 Political Rhetoric in the Informa..              |           | CMC 417 Political Rhetoric in the Informa..                      |           |
| CMC 419 Freedom of Expression                            |           | CMC 419 Freedom of Expression                                    |           |
| CMC 463 Media and Society                                |           | CMC 463 Media and Society                                        |           |
| CMC 467 Mass Comm Theory and Research                    |           | CMC 467 Mass Comm Theory and Research                            |           |
|                                                          |           |                                                                  |           |
| <u>B. Interpersonal and Organizational</u>               |           | <u>B. Interpersonal and Organizational</u>                       |           |
| <u>Communication Specialty:</u>                          |           | <u>Communication Specialty:</u>                                  |           |
| <u>Required Courses:</u>                                 | <b>9</b>  | <u>Required Courses:</u>                                         | <b>9</b>  |
| CMC 273 Interpersonal Communication                      |           | CMC 273 Interpersonal Communication                              |           |
| CMC 473 Theories of Communication                        |           | CMC 473 Theories of Communication                                |           |
| CMC 477 Organizational Communication                     |           | CMC 477 Organizational Communication                             |           |
| <u>Elective - Choose 9 credits from:</u>                 | <b>3</b>  | <u>Elective - Choose 9 credits from:</u>                         | <b>3</b>  |
| CMC 316 Interpersonal Com in Business...                 |           | CMC 316 Interpersonal Com in Business...                         |           |
| CMC 413 Nonverbal Communication                          |           | CMC 413 Nonverbal Communication                                  |           |
| CMC 415 Public Com in Admin, Bus...                      |           | CMC 415 Public Com in Admin, Bus...                              |           |
| CMC 418 Intercultural Communication                      |           | CMC 418 Intercultural Communication                              |           |
| CMC 472 Group Leadership                                 |           | CMC 472 Group Leadership                                         |           |
| CMC 475 Communication Internship                         |           | CMC 475 Communication Internship                                 |           |
| CMC 479 Conflict Management Through...                   |           | CMC 479 Conflict Management Through...                           |           |
| CMC 483 Com Training and Development                     |           | CMC 483 Com Training and Development                             |           |
|                                                          |           |                                                                  |           |
| *Min C Required                                          |           | *Min C Required                                                  |           |
| <b>TOTAL</b>                                             | <b>18</b> | <b>TOTAL</b>                                                     | <b>18</b> |

DATE: February 21, 2007

TO: College Senate

From: Joseph Chesebro, Chair, Communication

RE: Proposed Changes to Communication Journalism Major

Senators, I am writing in support of the proposed changes because they will enhance our program. It is worth noting that these changes will not require any additional resources. The rationale for the change has been provided, and I am in support of the proposal. In closing, thank you for considering these revisions.

DATE: February 22, 2007

TO: College Senate

From: Francis X. Short, Dean, School of Arts & Performance

RE: Proposed Changes to Communication Studies Major

I support the Communication department's proposal to change its Communication Studies program by requiring a grade of "C" or better in both CMC 201 (Public Speaking) and CMC 202 (Principles of Communication) for majors and minors. The proposed change does not require any new resources and does not necessitate any staffing changes. Given that there are no costs associated with this proposal and that there is a sound rationale for making these changes, I endorse this proposal.

Thank you for the consideration.