



The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK

350 New Campus Drive  
Brockport, New York 14420  
585-395-2586 \* 585-395-2006 (fax)  
senate@brockport.edu  
brockport.edu/collegesenate

Resolution **2017-18 #17**  
**College Senate**

Supersedes Res #: \_\_\_\_\_



TO: Dr. Heidi Macpherson, College President

FROM: The College Senate:

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

SUBJ: **CMC Minor** (*Prop. #11\_17-18UC*)

Implementation Effective Date\*\*: FALL 2018

Signed:  Date: 2/7/18  
(Sandeep Singh, 2017-18 College Senate President)

Signed:  Date: 2/7/18  
(Dr. Eileen Daniel, Vice Provost, The College at Brockport)

**\*\*Implementation of resolution requires final approval from SUNY- State Education Department.**  
       YES   X   NO

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

TO: Dr. Sandeep Singh, College Senate President

FROM: Dr. Heidi Macpherson, College President

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

- a. Accepted
- b. Deferred for discussion with the Faculty Senate on \_\_\_\_/\_\_\_\_/\_\_\_\_
- c. Unacceptable for the reasons contained in the attached explanation.
- d. Comments:

Signed:  Date: 2/9/18  
(Dr. Heidi Macpherson, President, The College at Brockport)

**DISTRIBUTION:**  
The College Senate will forward the resolution signed by the College Senate President to the Vice Provost for determination as to whether the implementation of the resolution requires final approval from SUNY-State Education Dept. The Vice Provost will then forward the resolution with that designation to the College President. Upon approval, the College President will forward copies of resolutions to his/her staff who will, in turn, forward copies to their staff and to the College Senate. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.



Res 17

**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.

<b>Routing Number</b> <i>Routing # assigned by Senate Office 2014-2015</i>	<b>#11_17-18UC</b> <i>Use routing number and title in all reference to this proposal.</i>
<b>This Proposal Replaces Resolution</b>	

**INSTRUCTIONS**

- Use committee guidelines available at [brockport.edu/collegesenate/proposal.html](http://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](mailto:senate@brockport.edu). (General Education Proposals and questions go to [diamphro@brockport.edu](mailto:diamphro@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](mailto:senate@brockport.edu).
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, i.e. *Use a course number and/or title, indicate if for GED code, etc.*  
Revision of Communication Studies Minor

2. **BRIEF DESCRIPTION OF PROPOSAL:**  
This proposal aims (a) to revise the Communication Studies Minor. The revisions are minor and don't require new courses, or additional credits or requirements. The revised minor should be more "user-friendly" for those in other departments who are advising students regarding the CMC minor.

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:** No major change.

6. **ANTICIPATED EFFECTIVE DATE:** Fall 2018

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>
2/27/2017 - 11/9/2017			

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: (Senate office use only)**

<b>Standing Committee</b>	<b>Forwarded To</b>	<b>Dates Forwarded</b>
<input type="checkbox"/> Executive Committee	Standing Committee	11/9/2017
<input type="checkbox"/> Enrollment Planning & Policies	Executive Committee	1/22/2018
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	1/29/2018
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	2/7/2018
<input type="checkbox"/> Graduate Curriculum & Policies	College President	2/9/2018
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

NOTES:

## 2. Side-by-side comparison

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 Minor

Current Minor	Credits	Proposed Minor	Credits
Minor requirements	18	Minor requirements	18
Required introductory course	0	Required introductory course <ul style="list-style-type: none"> <li>• CMC 201: Public Speaking</li> <li>• CMC 202: Principles of Communication</li> </ul>	6
Performance core I. Required course <ul style="list-style-type: none"> <li>• CMC 201: Public Speaking</li> </ul> II. Electives: select two <ul style="list-style-type: none"> <li>• CMC 309: Speech Composition and Presentation</li> <li>• CMC 312: Argumentation and Debate</li> <li>• CMC 317: Interviewing</li> <li>• <i>CMC 319: Propaganda and Persuasion</i></li> <li>• CMC 415: Dynamic Speaking in Professional Contexts</li> <li>• CMC 483: Communication Training and Development</li> </ul>	9	Skills Elective: select one <ul style="list-style-type: none"> <li>• CMC 309: Speech Composition and Presentation</li> <li>• CMC 312: Argumentation and Debate</li> <li>• CMC 316: Interpersonal Communication in Business and the Professions</li> <li>• CMC 317: Interviewing</li> <li>• CMC 415: Dynamic Speaking in Professional Contexts</li> <li>• CMC 483: Communication Training and Development</li> </ul>	3
Required track: select one I. Public and Mediated Communication <ul style="list-style-type: none"> <li>• CMC 211: Protest and Social Change or CMC 219: Advertising and Consumer Culture</li> <li>• CMC 411: Rhetorical Criticism</li> <li>• CMC 492: Theories of Rhetoric</li> </ul> II. Interpersonal and Organizational	9	Remaining electives <ul style="list-style-type: none"> <li>• Students may select 9 credits of general electives, at least six of which should be at the 300 or 400 levels.</li> <li>• For the selection of these electives, it is encouraged that students seek out advisement from a faculty member in the Department of Communication.</li> </ul>	9

<b>Communication</b> <ul style="list-style-type: none"> <li>• CMC 273: Interpersonal Communication</li> <li>• CMC 377: Organizational Communication</li> <li>• CMC 473: Theories of Communication</li> </ul>			
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**3. Rationale for changes**

The proposed changes seek to improve the Communication minor in the following ways:

- In keeping with changes the department is proposing for it's major, by no longer requiring students to pick a specific area of study within Communication, this minor would allow students to integrate courses from different areas/traditions within the discipline.
- It would be more easy and straightforward for students and advisors outside of the Communication department to follow. Right now students have to choose a specific concentration. The proposed minor would allow them to choose three elective credits instead.

**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 may 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.



The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK

**Department of Communication**

October 15, 2017

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

The Department of Communication fully supports the attached proposal to change the Communication Studies Minor. The current Minor requires students to declare a concentration within the Minor, whereas the proposed Minor requires only a 9-credit core, leaving the remaining 9 credits open for elective credits.

As the proposal states, this Minor should be more “user-friendly,” for both students and advisors. Students will have more flexibility of choice, since they won’t have to declare a concentration, and advisors—particularly those outside of Communication—will find the Minor easier to understand and discuss with students. The result should be that the Communication Studies Minor will grow its numbers in the coming years.

Than




The College at  
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School of Arts and Sciences

Date: 24 October 2017

To: Sandeep Singh  
President, College Senate

From: Jose Maliekal   
Dean, School of Arts and Sciences

Re: Revisions to the Communication Studies Minor

I write to express my enthusiastic support for the proposal that the Department of Communication is submitting to the College Senate to revise its Communication Studies minor. The proposed revision would render the minor more “user friendly.”

I thank the department for the time, effort, and thought that went into preparing this curriculum revision.

