



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

Resolution 2022-23 #24
 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.*)

RECEIVED
 MAR 23 2023
 SUNY Brockport
 Office of the President

SUBJ: **CMC Studies Major** (#26_22-23UC)

Implementation Effective Date**: Fall 2023

Signed: [Signature] Date: 3/22/23
 (Dr. Jason Morris, 2022-2023 College Senate President)

Signed: [Signature] Date: 3/22/23
 (Dr. Eileen Daniel, Vice Provost, The College at Brockport)

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

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

TO: Dr. Jason Morris, 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: [Signature] Date: 3/31/23
 (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>.



College Senate

SUNY BROCKPORT

RESOLUTION PROPOSAL COVER PAGE

DEADLINE FOR SUBMISSIONS: January 31

For full consideration during the academic year. Your proposal will be made into an ADA compliant PDF, will receive page numbering and a routing number, and will be forwarded onto the appropriate committee chair(s).

Routing Number <i>Routing # assigned by Senate Office</i>	26_22-23UC
This Proposal Replaces Resolution	
Revision Date(s)	
Anticipated Effective Date:	

Proposal title

Changes to the Communication Studies Major

Proposal summary

The proposal involves changing one theory requirement in the “Required Core,” eliminating the major’s “Specializations,” and replacing the “Specializations” with a broad category of “Electives.”

By eliminating the “Specialization” and replacing it with “Electives,” the proposal will streamline the curriculum. This will give students added flexibility and make it easier for students to complete the major in a timely manner. It also may help when others beyond the department are discussing our major with students, as the proposed curriculum is less complex. The streamlining also will provide for a more straightforward advisement process.

Proposer information

Joe Chesebro, Communication, X5125, jchesebr@brockport.edu

Senate Office use only

	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee		
<input type="checkbox"/> Standing Committee	Standing Committee	
<input type="checkbox"/> Equity, Diversity and Inclusion Committee		2/6/2023
<input type="checkbox"/> Engagement & Enrollment Planning & Policies	Executive Committee	
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	
<input type="checkbox"/> Graduate Curriculum & Policies	College President	
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

Notes (Senate Office use only):

College Senate Curriculum Proposal

Please check:

Undergraduate Graduate Combined Degree Program Accelerated Pathway

Sponsoring department:

Communication

Program:

Communication Studies (CMC-CMS)

New or Revised Program (Please check):

New program Revised or restructured program

Proposal title (Same as on the cover page):

Changes to Communication Studies Major

Proposal summary (Same as on the cover page):

The proposal involves changing one theory requirement in the "Required Core," eliminating the major's "Specializations," and replacing the "Specializations" with a broad category of "Electives."

Rationale:

Please explain the reasons for these proposed changes. If applicable, consider how the proposed changes address:

- The College's Strategic Plan
- The Strategic Plan for Equity, Diversity, and Inclusion
- Institutional Student Learning Outcomes
- Student recruitment and demand
- Student retention and success (including time to degree)
- Regional and state workforce needs
- PPR, assessment, and/or accreditation
- (For online programs) any benefits and concerns particular to online delivery

Reasons for proposed changes:

- By eliminating the "Specialization" and replacing it with "Electives," the proposal will streamline the curriculum. This will give students added flexibility. This increased flexibility will make it easier for students to complete the major in a timely manner.

- The flexibility also may help with recruitment, as we are giving students more control over the electives they choose. It also may help when others beyond the department are discussing our major with students, as the proposed curriculum is less complex.
- The streamlining also will provide for a more straightforward advisement process.

Proposed program:

For program revisions, please provide a side-by-side tabular comparison of the current and proposed programs, indicating the key changes. For new programs, please provide a complete tabular description.

All proposals must identify all prerequisites and include the total credit-hours for each course, each part of the program, and the overall program itself. Also please note when any courses in the program includes a minimum passing grade that is different from the college-wide policy. Optionally, you may include a curriculum map and/or sample four-year plan to demonstrate the coherence and feasibility of the program.

Curriculum Comparison (note: all courses are 3 credits)

Overview (there were only minor changes to this overview, so it has been provided only once):

COMMUNICATION STUDIES (CMC-CMS)

The Communication Studies major explores human communication in a variety of contexts, including interpersonal, public, and cross-cultural settings, and examines the social influence of language and delivery of messages. Students investigate a variety of communication practices with learning experiences in theory, history, criticism, application and performance.

Major in Communication Studies: Degree Requirements

Major in Communication Studies: Degree Requirements Students studying the major in communication pursue either a Bachelor of Arts or Bachelor of Science degree and must complete the corresponding degree's requirements. Students must complete 36 credits in the program, with at least 21 credits in courses numbered 300-499. At least 15 of the 36 credits in communication studies must be taken at Brockport. A student majoring in communication must complete the 15-credit required core, the 6-credit core skills, 15 credits of electives. In addition, a student must complete a course of study in a disciplinary area outside the Department of Communication. Typically, students complete a minor (normally 18-21 credits) or a second major (normally 30-36 credits). In lieu of a minor or second major in another discipline, students may elect, with department approval, a contractual program consisting of a minimum of 18 credits of courses in an area not identified as a formal minor or major at Brockport. Students must complete CMC 201 Public Speaking and CMC 202 Principles of Communication with a grade of "C" or higher.

Current	Proposed Revision
<p style="text-align: center;">Required Core</p> <p><u>Complete FIVE Required Courses: (15 Credits)</u></p> <p>CMC 201: Public Speaking (<i>CMC-CMS majors must pass this course with a "C" or better</i>)</p> <p>CMC 202: Principles of Communication (<i>CMC-CMS majors must pass this course with a "C" or better</i>)</p> <p>CMC 211: Protest and Social Change</p> <p>CMC 273: Interpersonal Communication</p> <p>And:</p> <p>CMC 473: Theories of Communication</p> <p style="text-align: center;">- OR -</p> <p>CMC 492: Theories of Rhetoric</p>	<p style="text-align: center;">Required Core</p> <p><u>Complete FIVE Required Courses: (15 Credits)</u></p> <p>CMC 201: Public Speaking (<i>CMC-CMS majors must pass this course with a "C" or better</i>)</p> <p>CMC 202: Principles of Communication (<i>CMC-CMS majors must pass this course with a "C" or better</i>)</p> <p>CMC 208: Communication and Democracy</p> <p>CMC 273: Interpersonal Communication</p> <p>And:</p> <p>CMC 4XX: Theories of Interpersonal Communication (<i>prereq. CMC 273</i>)</p> <p style="text-align: center;">- OR -</p> <p>CMC 492: Theories of Rhetoric</p>
<p style="text-align: center;">Core Skills</p> <p><u>Complete TWO of the following courses: (6 Credits)</u></p> <p>CMC 312: Argumentation & Debate</p> <p>CMC 316: Interpersonal Communication in the Workplace</p> <p>CMC 317: Interviewing</p> <p>CMC 415: Dynamic Speaking in Professional Contexts (<i>prereq. CMC 201 and CMC 316 or CMC 332</i>)</p> <p>CMC 475: Communication Internship (<i>application required</i>)</p> <p>CMC 483: Communication Training & Development (<i>spring; instructor's approval required</i>)</p>	<p style="text-align: center;">Core Skills</p> <p><u>Complete TWO of the following courses: (6 Credits)</u></p> <p>CMC 312: Argumentation & Debate</p> <p>CMC 316: Interpersonal Communication in the Workplace</p> <p>CMC 317: Interviewing</p> <p>CMC 415: Dynamic Speaking in Professional Contexts (<i>prereq. CMC 201 and CMC 316 or CMC 332</i>)</p> <p>CMC 475: Communication Internship (<i>application required</i>)</p> <p>CMC 483: Communication Training & Development (<i>instructor's approval required</i>)</p>
<p style="text-align: center;">Specialization: Complete ONE of the following three specialization areas (15 credits)</p> <p style="text-align: center;">Option 1: Relationships and Social Identity</p> <p>Foundation (choose any two):</p> <p>CMC 418: Intercultural Communication</p> <p>CMC 479: Conflict Management Through Communication</p> <p>CMC 480: Advanced Interpersonal Communication (<i>prereq. CMC 273</i>)</p>	<p style="text-align: center;">Electives: For a total of five courses, complete ONE course from teach column, then THREE additional courses (these final three can be from either column) (15 credits)</p> <p style="text-align: center;">Column A: Civic Engagement</p> <p>CMC 319: Propaganda & Persuasion</p> <p>CMC 399: Special Topics in Communication</p> <p>CMC 411: Rhetorical Criticism</p> <p>CMC 417: Political Rhetoric</p> <p>CMC 419: Freedom of Expression</p> <p>CMC 464: Language, Culture, and Society</p>

Electives (choose any three):

The third foundation course from above

- CMC 377:** Organizational Communication
- CMC 419:** Freedom of Expression
- CMC 472:** Group Leadership
- CMC 478:** Advanced Organizational Communication
(prereq. CMC 377)

Option 2:

Leadership and Civic Engagement

Foundation (choose any two):

- CMC 377:** Organizational Communication
- CMC 410:** Speakers, Campaigns & Movements
- CMC 472:** Group Leadership

Electives (choose any three):

The third foundation course from above

- CMC 319:** Propaganda & Persuasion
- CMC 411:** Rhetorical Criticism
- CMC 417:** Political Rhetoric
- CMC 418:** Intercultural Communication *(spring)*
- CMC 419:** Freedom of Expression *(spring)*

Option 3:

Influence and Persuasion

Foundation (choose any two):

- CMC 319:** Propaganda & Persuasion
- CMC 411:** Rhetorical Criticism
- CMC 491:** Social Influence

Electives (choose any three):

The third foundation course from above

- CMC 410:** Speakers, Campaigns & Movements
- CMC 417:** Political Rhetoric in the Information Age
- CMC 419:** Freedom of Expression
- CMC 479:** Conflict Management Through Communication
- CMC 480:** Advanced Interpersonal Communication *(prereq. CMC 273)*

Column B: Interpersonal and Professional Development

- CMC 377:** Organizational Communication
- CMC 399:** Special Topics in Communication
- CMC 418:** Intercultural Communication
- CMC 472:** Group Leadership
- CMC 475:** Communication Internship *(application required; this course may count as an Elective only if it does not fulfill the Core-Skills requirement)*
- CMC 478:** Advanced Organizational Communication
(prereq. CMC 377)
- CMC 479:** Conflict Management Through Communication
- CMC 491:** Social Influence

For online programs, please specify the percent of the program that could be completed online (75%, 100%, etc.) and whether it is a transfer-only online degree completion program.

N/A

Admission requirements & exit requirements (If not applicable, please write NA):

N/A

Program requirements (If not applicable, please write NA):

N/A

Impact on transfer students:

Is the program part of a seamless transfer arrangement? (Please check):

X Yes No

For both seamless-transfer and non-seamless-transfer programs, please describe how the proposed changes might impact the recruitment and degree-completion of transfer students and steps to be taken to prevent negative outcomes.

The proposed changes do not affect courses that are integral to seamless-transfer, so the change should not have any impact.

Course additions and/or revision(s):

If the proposal entails new or substantially revised courses, please summarize those changes here and append a Course Description Form for any new or substantially revised course. Note that Course Description Forms are for Senate deliberation. Approved proposals may subsequently require Course Registration Forms through the Office of Registration and Records.

A form for "Theories of Interpersonal Communication" has been attached.

Resource implications and estimated costs (such as personnel, supplies, labs, or technology):

This change will not require additional resources. The creation of CMC 4xx Theories of Interpersonal Communication will be offset by the fact that it will effectively replace CMC 473 Theories of Communication."

Stakeholder consultation:

Please list the departments, programs, or offices that are likely to be impacted by the proposed changes and any relevant review committees. Please note with whom you consulted in preparing the proposal, from whom letters of commentary were solicited, the outcomes of those consultations and letter-requests, and your responses to those findings:

The department currently has a joint major with Recreation and Leisure. This change will affect that major. The Recreation and Leisure Department is supportive of our proposal and a letter of support has been attached.

Other supporting information (if applicable):

--

Attachments: The following attachments have been included, in this order:

- College Senate Course Description form for CMC 4xx, Theories of Interpersonal Communication.
- Letter of support from Dr. Matthew Althouse, Chair of the Communication Department
- Letter of support from Dr. Jose Maliekal, Dean, Arts and Sciences
- Letter of support from Jennifer Boyle, Interim Chair, Dept. of Recreation, Therapeutic Recreation & Tourism (RTRT)



SUNY BROCKPORT

Department of Recreation, Therapeutic Recreation & Tourism

To: College Senate

From: Jennifer Boyle, Interim Chair, Dept. of Recreation, Therapeutic
Recreation & Tourism (RTRT)

RE: Changes to Communication Studies Major

Date: 01/27/23

Jennifer R. Boyle

Please accept this memo of support for the changes proposed to the Communication Studies major. While RTRT has an accelerated pathway with CMC, the proposed changes do not affect the pathway.



SUNY BROCKPORT

Department of Communication
350 New Campus Drive
Brockport, New York 14420-2978
P: (585) 395-2511 | F: (585) 395-5771
brockport.edu

January 23, 2023

To Whom It May Concern,

In my role as Chair for the Department of Communication, I write this letter to support proposed changes to the Department's curriculum.

These alterations are relatively nominal and straightforward. They include:

- replacing an existing theory course in the "Core" with a new one, CMC 4xx Interpersonal Communication Theory,
- eliminating the requirement for a "Specialization," and
- replacing the specialization with a broad category of "Electives."

To create these proposed changes, the Department engaged in extended, careful deliberations. The goal was to streamline the curriculum in a way that simplifies advisement, removes obstacles to degree completion, and allows students increased flexibility in creating their schedules.

If more information is needed about the Department's proposal, please contact me. I am happy to answer questions and address concerns.

Sincerely,

A handwritten signature in black ink that reads 'Matthew T. Althouse'.

Dr. Matthew T. Althouse
Professor
Chair, Department of Communication



School of Arts and Sciences

24 January 2023

Dr. Jason Morris
President
College Senate

Dear Dr. Morris,

Through this letter, I am informing you that the proposal that the Department of Communication is submitting to the Senate to revise the Communication Studies major has my full support. Specifically, the department is proposing to change one theory requirement in the extant core courses and eliminate the degree program's specializations. Instead of specializations, the revised program will allow students to choose from a broad set of electives.

It is the anticipation of the department that the added flexibility of the program would help with recruitment.

I thank Matt Althouse and his colleagues for their time and effort.

Sincerely,

Jose Maliekal
Dean

