REPORT OF THE GRADUATE COUNCIL
June 3, 2004

The Graduate Council approved the College of Liberal Arts Non-substantive Proposal to change the MA and PhD Degrees in Speech Communication to the MA and PhD in Communication.
May 10, 2004

MEMORANDUM

TO: Rick Giardino
    Dean, Office of Graduate Studies

FROM: Larry Oliver
      Associate Dean, College of Liberal Arts

SUBJECT: Nonsubstantive Degree Program Proposal

Attached please find a nonsubstantive proposal to change the MA and PhD degrees in Speech Communication to the MA and PhD in Communication. As you know, the department changed its name from Speech Communication to Communication last year.

The proposal to change the degree names has been approved by the Liberal Arts Graduate Instruction Committee and the Liberal Arts Council. The latter approved the proposal on February 11, 2004. It was then forwarded to the University’s Undergraduate Curriculum Committee but not to the Graduate Council. I apologize for this oversight.

I request that the proposal be placed on the Graduate Council agenda for consideration and approval at the June 3 meeting if possible.

Thank you for your assistance.

Cc: Dr. Rick Street
Nonsubstantive Degree Program Proposal

NAME OF INSTITUTION: Texas A&M University

NAME OF PROPOSED PROGRAM: Communication

Display how proposed program(s) would appear on the Coordinating Board program inventory; include Texas CIP code designation(s).

<table>
<thead>
<tr>
<th>Institution</th>
<th>Program Name</th>
<th>CIP Code</th>
<th>Award Given</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas A&amp;M University</td>
<td>Communication</td>
<td>23.1001.00.01</td>
<td>B M D</td>
</tr>
</tbody>
</table>

How would name(s) of program(s) appear on student diplomas?

- Bachelor of Arts in Communication
- Master of Arts in Communication
- Doctor of Philosophy in Communication

How would name(s) of program(s) appear on student transcripts?

- Same

Administrative unit(s) responsible for the program(s):

- Department of Communication
- College of Liberal Arts

Proposed date for implementation of program: August 20, 2004

Person to be contacted for further information about proposed program(s):

Name: Julia Kirk Blackwelder
Title: Associate Dean, College of Liberal Arts
Phone: (979) 845-8509
Fax: (979) 845-5164
Email: juliakb@tamu.edu

Signatures:

______________________________________________  _____________________________
Campus Chief Executive Officer                    Date

______________________________________________  _____________________________
System Chief Executive Officer
(As appropriate)                                    Date

Coordinating Board approval date:

______________________________________________
I. Reason for the request

During the 20 years since the Texas Higher Education Coordinating Board authorized Texas A&M University to offer a B.A. degree in Speech Communication, the field of speech communication has steadily broadened its scope beyond the boundaries of speech. This change took place both nationally and at Texas A&M University. When Texas A&M University initiated its first degree program in Speech Communication, the national scholarly association in the field was the Speech Communication Association. During the intervening years, that group has changed its name to the National Communication Association. As communication scholars from across the nation have joined the Speech Communication faculty at Texas A&M University, this institution’s academic programs in Speech Communication have paralleled the national trend toward a broader study of communication.

The movement toward the broader study of communication is reflected in a series of actions approved by Texas A&M University and by the Texas Higher Education Coordinating Board during 2002 and 2003:

1. Changing the department name from Speech Communication to Communication
2. Moving the BA and BS degrees in Telecommunication Media Studies from the Department of Journalism to the Department of Communication
3. Curricula revisions to the BA degree in Speech Communication and the BA and BS degrees in Telecommunication Media Studies
4. Changing course prefixes for all departmental courses from SCOM to COMM

The final change needed to complete the transition from speech communication to communication is to change the names of the BA, MA, and PhD degrees in Speech Communication to degrees in Communication. This is a change in name only.

There are several reasons for this change. First, changing the names of the degrees from Speech Communication to Communication is important because communication in our personal and professional lives involves much more than oral communication. We also rely heavily on mediated and written communication in our daily activities. Changing the name of the degrees to Communication more accurately reflects the nature of the research and instruction provided by our faculty than does the narrower label of Speech Communication.

Second, most departments of Communication (including departments at other major state and peer Research I institutions) offer degrees in Communication, not Speech or Speech Communication. The table below provides a list of top tier public universities across the country along with the names of their undergraduate and graduate degrees.
<table>
<thead>
<tr>
<th>Institution</th>
<th>Undergraduate</th>
<th>Masters</th>
<th>Ph.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Texas at Austin</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>University of California at Berkeley</td>
<td>NA</td>
<td>Rhetoric</td>
<td>Rhetoric</td>
</tr>
<tr>
<td>University of California at San Diego</td>
<td>NA</td>
<td>NA</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>University of Michigan at Ann Arbor</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>University of North Carolina at Chapel Hill</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>UCLA</td>
<td>Communication Studies</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>University of Wisconsin at Madison</td>
<td>Communication Arts</td>
<td>Communication Arts</td>
<td>Communication Arts</td>
</tr>
<tr>
<td>University of Illinois at Urbana-Champaign</td>
<td>Speech Communication</td>
<td>Speech Communication</td>
<td>Speech Communication</td>
</tr>
<tr>
<td>University of Minnesota-Twin Cities</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
<td>Communication Studies</td>
</tr>
<tr>
<td>Ohio State University</td>
<td>Journalism and Communication</td>
<td>Journalism and Communication</td>
<td>Journalism and Communication</td>
</tr>
<tr>
<td>Penn State University</td>
<td>Communication Arts and Science</td>
<td>Communication Arts and Science</td>
<td>Communication Arts and Science</td>
</tr>
<tr>
<td>Purdue University</td>
<td>Communication</td>
<td>Communication</td>
<td>Communication</td>
</tr>
</tbody>
</table>

Third, the degree name of “Communication” is consistent with the norms for the 24 academic program names for Communication degrees currently listed within the broad category of “Letters” in the Texas Higher Education Coordinating Board’s Program Inventory. The CIP code for Communication programs in “Letters” is 23.1001.00.01. Those 24 programs at universities throughout Texas use a variety of names, ranging from “Rhetoric and Composition” to “Speech Communication” to “Communication Studies” to “Communication.” Those programs include bachelor’s degrees, master’s degrees, and doctoral degrees. The name that most accurately describes the bachelor’s, master’s and doctoral degrees in Speech Communication at Texas A&M is “Communication.”

II. Program description

This proposed change is in name only. The requirements for the BA, MA, and PhD degrees will not be changed. Both the BA and MA degrees will continue to be general communication degrees that embrace both the social science and humanities traditions of the field of communication. The doctoral degree will maintain its current requirements with an emphasis on “scholarship that makes a difference” and courses that stress organizational, health, political, and mediated communication.
III. Relationship to existing authorized programs

Under this proposal, Texas A&M University will give each student currently enrolled in a Speech Communication degree program (BA, MA, or PhD) the option to continue with the degree name of "Speech Communication," so that upon graduation, each student who exercised that option would receive a degree with that name. A student must exercise that option no later than August 19, 2004. With all students who do not exercise that option, Texas A&M University will simply change the name of their degree programs from "Speech Communication" to "Communication" on August 20, 2004. Texas A&M University proposes the effective date of August 20, 2004, for two reasons. 1) It avoids the need for last-minute changes in diplomas for students graduating at August 13-14, 2004, commencement ceremonies. 2) It ensures that students enrolling in these degrees for the first time in the Fall Semester 2004 will simply enter degree programs named "Communication." (The Fall Semester 2004 starts on August 30.) With this procedure, the degree name of "Speech Communication" would continue for only a small number of students—if any at all. It is likely that such students would graduate by August 2005, although it is possible that the last student will not graduate until about 2009. In any case, when the last student in a "Speech Communication" degree program (BA, MA, or PhD) graduates, that degree name would be withdrawn from the degree inventory at Texas A&M.

At the undergraduate level, the Department of Communication also offers BA and BS degrees in Telecommunication Media Studies (TCMS). Changing the name of the BA degree in Speech Communication to Communication will not affect enrollment or interest in the TCMS degrees. All courses in the department have the COMM prefix (including courses for the TCMS degrees). Some courses satisfy the requirements for all three undergraduate degrees, which will continue with the degree name change to Communication. Also, the University has recently approved a minor in Agricultural Communications that is offered in the College of Agriculture and Life Sciences. Changing the name of the Speech Communication degree to Communication will not affect student interest in the new minor, which is geared primarily for students enrolled in the College of Agriculture and not in the College of Liberal Arts.

At the graduate level, the University also has an MS degree in Science and Technology Journalism. We have no evidence indicating that student interest in pursuing the MA and PhD degrees in Speech Communication has had any impact on enrollment for the Science and Technology Journalism degree. Changing the names of the MA and PhD degrees to Communication will not affect the Science and Technology Journalism MS degree.

IV. Expected enrollment

As indicated in the table below, the number of students pursuing the BA in Speech Communication increased steadily from 1996 to 2002, but has since stabilized. The main reason enrollment has stabilized is that early in 2002 the university administration approved a policy requiring that change of curriculum students (i.e., internal transfers) must have at least a 2.75 overall GPR to be eligible to major in Speech Communication. With this pol-
icy in place, enrollment will remain relatively stable when the name of the degree is changed to Communication.

At the MA level, enrollment has slightly declined since the department received approval to offer the doctorate degree in 1998. However, enrollment has been stable over the past several years, and we expect this to continue once the degree name is changed to a MA in Communication.

The first class of doctoral students entered the program in Fall Semester 1998 and grew steadily until FY02 when, as expected, enrollment stabilized with a full complement of 1st, 2nd, 3rd, and 4th year students. To date, we have graduated seven doctoral students in Speech Communication and expect another three will finish before the end of the year.
Thus, we have established a stable doctoral program that will continue to perform successfully after the name of the degree is changed to Communication.

V. Resources

A. Provide descriptions of new courses that have been implemented and new courses needed.

*The undergraduate curricula.* In 2003, the Coordinating Board approved revisions to the BA degree in Speech Communication and the BA and BS degrees in Telecommunication Media Studies.

With respect to the BA in Speech Communication, a total of 11 new courses were added that are used to satisfy degree requirements:

- COMM 230 Communication Technology Skills
- COMM 240 Rhetorical Criticism
- COMM 308 Research Methods in Communication
- COMM 340 Communication and Popular Culture
- COMM 350 Theories of Mediated Communication
- COMM 370 Health Communication
- COMM 431 Rhetoric of Social Movements
- COMM 443 Communication and Conflict
- COMM 446 Communication, Organizations, and Society
- COMM 447 Communication, Group Process, and Collaboration
- COMM 450 Media Campaigns

Three courses were deleted from the curriculum.

- SCOM 105 Language and Communication
- SCOM 430 American Voices
- SCOM 445 Organizational Rhetoric
Four courses were added specifically for the BA and BS degrees in Telecommunication Media Studies:
COMM 354  Political Economy of Telecommunication
COMM 454  Telecommunication Policy
COMM 456  Telecommunication and Media Management
COMM 458  Global Media

The graduate curricula. We have not made significant changes in the MA and PhD degrees since the inception of the doctoral degree. However, we anticipate that some new courses will be added (and other courses may be deleted) as part of the normal process of adapting the curriculum to keep up with faculty expertise, new faculty appointments, developments in the field, and so forth. For example, the department now has undergraduate degrees in telecommunication media studies, has designed new undergraduate courses for these degrees, and is appointing faculty to teach these courses. As the next logical steps, we expect to add two or three new graduate courses in media studies. The new faculty being appointed will provide the staffing needed for these courses. When such courses are proposed, they will be part of MA and PhD degrees in Communication. We will not propose separate graduate degrees for telecommunication media studies.

B. Describe faculty resources and faculty requirements if any.

In 2002, the department received funding to hire three faculty (2 at the assistant professor level and 1 at the associate or full professor level) to teach courses and conduct research in specialties related to telecommunication media studies. One of these positions has been filled, and the other two will be filled by September 2004. The table below lists current and anticipated faculty for the Fall Semester 2004.

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Degree</th>
<th>Rank</th>
<th>Arrived at A&amp;M</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Aune</td>
<td>PhD</td>
<td>Professor</td>
<td>1996</td>
<td>Rhetorical studies</td>
</tr>
<tr>
<td>Patrick Burkart</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2003</td>
<td>Telecommunication media studies</td>
</tr>
<tr>
<td>Charles Conrad</td>
<td>PhD</td>
<td>Professor</td>
<td>1989</td>
<td>Organizational communication</td>
</tr>
<tr>
<td>Leroy Dorsey</td>
<td>PhD</td>
<td>Assoc. Prof.</td>
<td>1991</td>
<td>Rhetorical studies</td>
</tr>
<tr>
<td>Joel Iverson</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2003</td>
<td>Organizational communication</td>
</tr>
<tr>
<td>Antonio La Pastina</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2000</td>
<td>Media studies</td>
</tr>
<tr>
<td>Jennifer Mercieca</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2003</td>
<td>Rhetorical studies</td>
</tr>
</tbody>
</table>

Table continued on the next page.
<table>
<thead>
<tr>
<th>Faculty (continued)</th>
<th>Degree</th>
<th>Rank</th>
<th>Arrived at A&amp;M</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katherine Miller</td>
<td>PhD</td>
<td>Professor</td>
<td>1998</td>
<td>Organizational communication</td>
</tr>
<tr>
<td>M. Scott Poole</td>
<td>PhD</td>
<td>Professor</td>
<td>1994</td>
<td>Organizational communication</td>
</tr>
<tr>
<td>Linda Putnam</td>
<td>PhD</td>
<td>Professor</td>
<td>1993</td>
<td>Organizational communication</td>
</tr>
<tr>
<td>Rick Rigsby</td>
<td>PhD</td>
<td>Senior Lecturer</td>
<td>1991</td>
<td>Rhetorical studies</td>
</tr>
<tr>
<td>Kurt Ritter</td>
<td>PhD</td>
<td>Professor</td>
<td>1984</td>
<td>Rhetorical studies</td>
</tr>
<tr>
<td>Barbara Sharf</td>
<td>PhD</td>
<td>Professor</td>
<td>1998</td>
<td>Health communication</td>
</tr>
<tr>
<td>Michael Stephenson</td>
<td>PhD</td>
<td>Ass’t. Prof.</td>
<td>2002</td>
<td>Health communication</td>
</tr>
<tr>
<td>Nancy Street</td>
<td>MS</td>
<td>Senior Lecturer</td>
<td>1988</td>
<td>Public speaking, Undergraduate advising</td>
</tr>
<tr>
<td>Richard Street</td>
<td>PhD</td>
<td>Professor</td>
<td>1988</td>
<td>Health communication</td>
</tr>
<tr>
<td>Stacy Wolski</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2002</td>
<td>Interpersonal communication</td>
</tr>
<tr>
<td>New faculty member</td>
<td>PhD</td>
<td>Assoc./full Professor</td>
<td>2004</td>
<td>Telecommunication</td>
</tr>
<tr>
<td>New faculty member</td>
<td>PhD</td>
<td>Asst. Prof.</td>
<td>2004</td>
<td>Media studies/telecommunication</td>
</tr>
</tbody>
</table>

Teaching assignments and research expectations for individual faculty will not change as a result of changing the name of the degrees from Speech Communication to Communication. The Department will request one or two additional faculty positions in telecommunication media studies in an effort to help this subfield achieve national prominence comparable to other areas in the department—organizational communication, health communication, and rhetorical studies. The change in degree names, however, does not depend on these appointments.

**C. Describe the status of equipment with regard to this request**

Changing the degree names from Speech Communication to Communication will not affect equipment needs. For example, the Department of Communication already has the equipment needed for its undergraduate courses. In addition, it already has a funding mechanism in place to replace and up-grade instructional equipment as needed (an instructional enhancement fee). Instructional equipment in the Department of Communication primarily serves undergraduate students not majoring in the Department of Communication—the over 2,000 students from across the university who enroll in the public speaking course each academic year. Those students and their teachers use video cameras, video playback units, data projectors and computer units with presentation software such as “PowerPoint.” Of the students enrolled in courses that use such equipment, 90% are not majoring in the Department of Communication. Hence, changing the name of the undergraduate degree to Communication would not increase equipment needs.
Graduate students also have access to the department's instructional and computing resources. Because we expect no appreciable effects on enrollment by changing the name of the MA and PhD degrees to Communication, we anticipate no additional stress on departmental instructional resources.

D. Describe the status of facilities with regard to this request

Changing the degree names will not affect the status of facilities, which are already suited to the needs of the Department of Communication. In the last three years, the department's classrooms and instructional laboratories have received several upgrades. Three classrooms received electronic whiteboards, secure equipment cabinets, and new projections systems to support faculty lectures, student presentations, student access to the Internet, and related instructional activities.