APPLICATION FOR NEW COURSE

1. **General Information.**

   a. Submitted by the College of: <u>Communications and Information Studies</u>   Today's Date: <u>September 1, 2011</u>

   b. Department/Division: <u>Communication /Journalism /Telecommunication</u>

   c. Contact person name: <u>Shari Veil</u>   Email: <u>shari.veil@uky.edu</u>   Phone: <u>859-257-9470</u>

   d. Requested Effective Date: ☒ Semester following approval   OR   ☐ Specific Term/Year[1] : _____

2. **Designation and Description of Proposed Course.**

   a. Prefix and Number: <u>CJT 723</u>

   b. Full Title: <u>Seminar in Training and Consulting</u>

   c. Transcript Title (if full title is more than 40 characters): _____

   d. To be Cross-Listed[2] with (Prefix and Number): _____

   e. Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours[3] for each meeting pattern type.

   _____ Lecture   _____ Laboratory[1]   _____ Recitation   _____ Discussion   _____ Indep. Study

   _____ Clinical   _____ Colloquium   _____ Practicum   _____ Research   _____ Residency

   <u>X</u> Seminar   _____ Studio   _____ Other – Please explain: _____

   f. Identify a grading system: ☒ Letter (A, B, C, etc.)   ☐ Pass/Fail

   g. Number of credits: <u>3</u>

   h. Is this course repeatable for additional credit?   YES ☐   NO ☒

   If YES: Maximum number of credit hours: _____

   If YES: Will this course allow multiple registrations during the same semester?   YES ☐   NO ☒

   i. Course Description for Bulletin: <u>This graduate course explores communication training and consultation as a research and instructional focus for students interested in applied communication. Students will learn how to identify and assess communication competence and how to develop training programs to enhance communication competency.</u>

   j. Prerequisites, if any: _____

   k. Will this course also be offered through Distance Learning?   YES[4] ☒   NO ☐

   l. Supplementary teaching component, if any: ☒ Community-Based Experience   ☐ Service Learning   ☐ Both

3. **Will this course be taught off campus?**   YES ☐   NO ☒

4. **Frequency of Course Offering.**

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[1] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

[2] The chair of the cross-listing department must sign off on the Signature Routing Log.

[3] In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

[4] You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

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a. Course will be offered (check all that apply):   ☒ Fall   ☒ Spring   ☐ Summer

b. Will the course be offered every year?   YES ☒   NO ☐

    If NO, explain: _____

5. **Are facilities and personnel necessary for the proposed new course available?**   YES ☒   NO ☐

    If NO, explain: _____

6. **What enrollment (per section per semester) may reasonably be expected?**   10-15

7. **Anticipated Student Demand.**

a. Will this course serve students primarily within the degree program?   YES ☒   NO ☐

b. Will it be of interest to a significant number of students outside the degree pgm?   YES ☒   NO ☐

    If YES, explain: Many professionals tasked with risk and crisis communication management are not trained in the area. This certificate would provide advanced education for professionals in the field and those in complimentary programs. For example, students pursuing an MBA or MPA may find value in advanced education in risk and crisis communication.

8. **Check the category most applicable to this course:**

    ☐ Traditional – Offered in Corresponding Departments at Universities Elsewhere

    ☒ Relatively New – Now Being Widely Established

    ☐ Not Yet Found in Many (or Any) Other Universities

9. **Course Relationship to Program(s).**

a. Is this course part of a proposed new program?   YES ☒   NO ☐

    If YES, name the proposed new program: Graduate Certificate in Risk Sciences

b. Will this course be a new requirement[5] for ANY program?   YES ☒   NO ☐

    If YES[5], list affected programs: Graduate Certificate in Risk Sciences

10. **Information to be Placed on Syllabus.**

a. Is the course 400G or 500?   YES ☐   NO ☒

    If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b.** You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See *SR 3.1.4.*)

b. ☐ The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

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[5] In order to change a program, a program change form must also be submitted.

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Signature Routing Log

General Information:

Course Prefix and Number: CJT 723

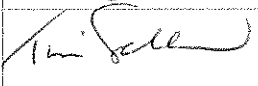Proposal Contact Person Name: Shari Veil   Phone: 859-257-9470   Email: shari.veil@uky.edu

INSTRUCTIONS:
Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
CJT Graduate Faculty	9/2/11	Tim Sellnow / 859-257-7805 / tim.sellnow@uky.edu	Tim Sell
		/ /	
		/ /	
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision[6]
Undergraduate Council			
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

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[6] Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

Distance Learning Form

This form must accompany <u>every</u> submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for DL delivery. **All fields are required!**

<u>Introduction/Definition</u>: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies.

A number of specific requirements are listed for DL courses. **The *department* proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at http://www.uky.edu/USC/New/forms.htm).

Course Number and Prefix: CJT 723	Date: 8/31/2011
Instructor Name: Not known	Instructor Email: for contact please use shari.veil@uky.edu

Check the method below that best reflects how the majority of course of the course content will be delivered.
Internet/Web-based ☐   Interactive Video ☐   Hybrid ☒

	Curriculum and Instruction
1.	How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? Daily interaction will be possible through Blackboard discussion boards and email. Syllabus conforms to Senate guidelines. Syllabus includes statement on timeliness of response to email inquiries.
2.	How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Many items from traditional face to face courses will be retained for this class, including course goals, required texts, assigned readings, and course evaluation parameters. Assessment will be accomplished through similarly appropriate assignments such as essays, projects and course participation. Additionally, the course will make use of online collaboration tools such as discussion boards, email, Adobe Connect, Flash video presentations and other communication methods to improve the overall experience.
3.	How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. Each student's Blackboard account is tied into their myUK account. Assignments, such as papers, will be handled much the same as they would in a face to face course in terms of being evaluated for possible issues in regards to the academic offense policy. Written work will be rigorously assessed for evidence of plagiarism and appropriate electronic tools will be used to facilitate this. (e.g., SafeAssign).
4.	Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? Yes. If yes, which percentage, and which program(s)?

Abbreviations: TASC = Teaching and Academic Support Center   DL = distance learning   DLP = Distance Learning Programs

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	100%; Risk Sciences Certificate *As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery will be six months from the date of approval.
5.	How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? The college's history with remote students in library sciences has provided us with much experience in making student services as accessible as possible. Our program uses a listserv for program annoucements and we employ a full-time student affairs officer who regularly communicates with our students, regardless of location. We've also begun a Blackboard organization to further assist in providing student services to remote participants. Additionally, we encourage students to use services such as Distance Learning Library Services when appropriate.
	Library and Learning Resources
6.	How do course requirements ensure that students make appropriate use of learning resources? In order to successfully complete assignments, class participation requirements, and projects, students will have to use their textbooks, course readings and supplementary materials available through UK Libraries.
7.	Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Students will not require access to equipment outside of a personal computer and appropriate software. Students will primarily use the services of UK's Distance Learning, UK Distance Learning Library and electronic access to UK Libraries.
	Student Services
8.	How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Teaching and Academic Support Center (http://www.uky.edu/TASC/index.php) and the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)? Students are informed via the syllabus and given contact information for technical issues.
9.	Will the course be delivered via services available through the Teaching and Academic Support Center? Yes ☒ No ☐ If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

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10.	Does the syllabus contain all the required components, below? ☒ Yes
	Instructor's *virtual* office hours, if any.
	The technological requirements for the course.
	Contact information for TASC (http://www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (http://www.uky.edu/UKIT/; 859-257-1300).
	Procedure for resolving technical complaints.
	Preferred method for reaching instructor, e.g. email, phone, text message.
	Maximum timeframe for responding to student communications.
	Language pertaining academic accommodations:
	o "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
	Information on Distance Learning Library Services (http://www.uky.edu/Libraries/DLLS)
	o Carla Cantagallo, DL Librarian
	o Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
	o Email: dllservice@email.uky.edu
	o DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16
11.	I, the instructor of record, have read and understood all of the university-level statements regarding DL.
	Instructor Name: TBD Instructor Signature:

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Revised 8/09

Time:
Room:

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them."—Paul Hawken

Instructor:
Phone:
E-mail:
Office:
Office Hours:
- Scheduled Hours
- Contact me via e-mail to schedule an appointment to meet. I will frequently respond as soon as possible, usually within 24 hours.
- Virtual office hours

Course Format: This is an online course, but asynchronous class discussion via Blackboard is required to facilitate a sense of community.

Course Requirements: You will need access to an appropriate computer with broadband Internet connection.

Blackboard: The Blackboard course management system will be used to facilitate the class. Please visit http://www.uky.edu/Blackboard/ to learn about this system and the login requirements.

Readings: With the exception of the books listed below, readings will be posted on the course's Blackboard site. The journal articles and chapters that are included are listed on the weekly schedule.

DeWine, S. (2001). *The consultant's craft: Improving organizational communication (2nd. ed.).* Boston, MA: Bedford/St. Martin's.
Beebe, S. A., Mottet, T. P., & Roach, K. D. (2004). *Training and development: Enhancing communication and leadership skills.* Boston: Allyn and Bacon.
May, S., & Mumby, D. K. (2005). *Engaging organizational communication theory & research: Multiple perspectives.* Thousand Oaks, CA: Sage.
Hoffman, M. F., & Ford, D. J. (2010). *Organizational rhetoric: Situations and strategies.* Thousand Oaks, CA: Sage.

Course Description: It is estimated that U.S. organizations expend over $200 billion annually on training and development—much of it targeted to the development of such communication skills as listening, public speaking, and interviewing. This graduate course introduces students to the theoretical and practical issues involved in communication training and consulting. Following an introduction and overview of several theoretical models, students will become familiar with the pragmatic issues of organizational communication training and consultation in multiple applied contexts including risk assessment, crisis communication and planning, health communication, strategic communication, and organizational change, among others. Carrying out a consultation project will sharpen both the theoretical and applied issues explored during the semester.

Learning Outcomes:
- Students should understand training and development as part of the field of communication.
- Students should be able to apply training and development theories to contexts including risk assessment, crisis communication and planning, health communication, strategic communication, and organizational change, among others.
- Students should understand ways to use training and development within organizations.
- Students should be able to complete a needs assessment for an organization
- Students should be able to design and present proposals for training and development.
- Students should be able to select the most appropriate format for specific training needs.
- Students should be able to evaluate training programs for desired effectiveness.
- Students should understand the steps for entry into the field of communication training and development.
- Students should understand ethics in communication training and development.

Grading: Final grades will be assigned according to the following scale: A = 90%, B = 80%, C = 70%.

Assignments

Executive Summary and Needs Assessment Proposal	75 points
Needs Assessment Results and Training Proposal	75 points
Training Program in Binder with Example Presented	125 points
Final Exam/Final Paper	75 points
Class Participation	150 points
Weekly readings	100 points
In-class Activities	50 points
Total	650 points

Throughout the semester, each of you will be expected to teach and/or facilitate a discussion on Blackboard about one weekly reading. We will determine specific dates after the first week of class. Teaching enhances your own understanding of course content.

Policies for the Course: Any students who need special accommodations for learning or who have special needs are invited to share these concerns or requests with the instructor by the end of the second week of class We will work to make reasonable accommodation so that we can ensure you have the opportunity to fully demonstrate your abilities and benefit from this course.

Participation: Students are encouraged to participate in all online discussions. When students share their experiences with the class, the course material often becomes more interesting and comprehensible.

Social Responsibility: Students are expected to display the same level of behavior in the virtual classroom that they would enact in a highly professional setting. Remarks that are perceived as racist, sexist, or vulgar should be avoided. Students failing to display social responsibility will be warned once. Consistent violations will result in ejection from the class.

Assignment Descriptions: Students will receive a detailed outline of all assignments at least one week before they are due.

Private Meetings: Students are highly encouraged to interact with the instructor. A few minutes with the instructor during a virtual office hour can often eliminate confusion or anxiety concerning an assignment. Students unable to meet with the instructor during office hours are encouraged to make appointments at other times.

Late Work: All assignments are due on time. "Make-up" assignments will be allowed only if a compelling excuse is offered. If a compelling excuse is not offered, the instructor will allow the student to complete a version of the assignment for a 10% reduction in total points. Students who fail to turn in position papers on time without a compelling excuse will have no makeup opportunities.

Academic Dishonesty/Plagiarism**:** Written work for this course must be the original work of the student. Any student guilty of cheating or plagiarism as defined in the Students Rights and Responsibilities Code (http://www.uky.edu/StudentAffairs/Code/part2.html; especially sections 6.3.1 on plagiarism, and 6.3.2 on cheating) will be sanctioned with an E grade for the course.

Technology Information and Resources: Distance Learning Students are expected to have a minimum level of technological acumen and the availability of technological resources. Students must have regular access a computer with a reliable Internet connection and audio capabilities. Internet Explorer 7 (IE) or Firefox 2.x are the recommended browsers for those using a Windows-based PC. Those using Firefox 3.x may encounter problems with assignment uploads. Those using an Apple computer with MAC OS X (10.5.x) may use Firefox 3.x or Safari 3.x. Please be certain that your computer and/or browser allow you to view Adobe Reader documents (.pdf). Microsoft Office and other software products are free for students: https://iweb.uky.edu/MSDownload/. As your instructor, I am your first go-to person for technology problems. If you need more immediate assistance, please contact Teaching and Learning Services Center (TASC) http://www.uky.edu/TASC/; 859-257-8272 or Information Technology Customer Service Center (UKIT) http://www.uky.edu/UKIT/; 859-257-1300

Library Services, Distance Learning Services:
http://www.uky.edu/Libraries/DLLS
- Carla Cantagallo, DL Librarian
- Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
- Email: dllservice@email.uky.edu
- DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16
- Course Reserves http://www.uky.edu/Libraries/page.php?lweb_id=23&ltab_rank=3