

Brothers, Sheila

From: Cramer, Aaron
Sent: Friday, April 19, 2019 8:49 PM
To: Bird-Pollan, Jennifer; Brothers, Sheila; Ett-Mims, Joanie
Cc: McAninch, Kelly G.
Subject: SIGNIFICANT CHANGE BA/BS: Communication
Attachments: Change UG Degree__SportsCOM_Senate.pdf

Proposed Significant Change to BA/BS: Communication

This is a recommendation that the University Senate approve the significant change to the BA/BS: Communication, in the Department of Communication within the College of Communication and Information.

Rationale: The proposed change is to add an additional track to the major focused on Sport Communication. The track is designed to prepare students for the growing field of sport communication and media. The global sports market is estimated at up to \$700 billion. Career opportunities in sports communication and media continue to expand with the industry. The Bureau of Labor Statistics estimates a 10% increase in sports-related professions by 2026. The proposed track includes a required course in Communication and Sport and elective coursework in a variety of sport communication topics.

Aaron

Aaron M. Cramer
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Director of Graduate Studies, Electrical Engineering
Chair, Senate's Academic Programs Committee
University of Kentucky
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aaron.cramer@uky.edu

CHANGE UNDERGRADUATE DEGREE PROGRAM

PLEASE NOTE: To ensure that a series of changes to an existing degree program does not essentially create a new program, the Southern Association for the Accreditation of Colleges and Schools (SACS) requires submission of its Substantive Change Checklist for every program change. Prior to college-level review, you must fill out and submit the [SACS Substantive Change Checklist](#) to the Office of Institutional Effectiveness. Contact Institutional Effectiveness (OSPIE@uky.edu) for assistance.

Once approved at the college level, your college will send the proposal to the appropriate Senate academic council (HCCC and/or UC) for review and approval. Once approved at the academic council level, the academic council will send your proposal to the Senate Council office for additional review and then a 10-day posting online, during which senators review on their own and have an option to register an objection if they so desire. If no objection is raised to the Senate Council Office within ten days of the posting the proposal, then the program change is approved. The Senate Council Office will report approvals to the Provost, Registrar and other appropriate entities, including the contact person.

For every proposed change, you MUST also include the existing requirement.

SUMMARY OF CHANGES

Check all that apply.

| | | | |
|--|---------------------------------------|--|--|
| <input type="checkbox"/> Courses | <input type="checkbox"/> Program name | <input type="checkbox"/> Total required credit hours | <input type="checkbox"/> Student learning outcomes |
| <input type="checkbox"/> Criteria for admissions/progression/termination | | <input type="checkbox"/> Certificate assessment | <input checked="" type="checkbox"/> Other |

1. General Information

| | | | | |
|----|--|--|---------------------------|---|
| 1a | Date of contact with Institutional Effectiveness (IE) ¹ : | 12/6/18 | | |
| | <input checked="" type="checkbox"/> Appended to the end of this form is a PDF of the reply from Institutional Effectiveness. | | | |
| 1b | College ² : | College of Communication and Information | Department ² : | Communication |
| 1c | CIP code ³ : | 09.0101 | Today's Date: | 12/6/18 |
| 1d | Current major name: (Biology, Design, etc.) | Communication | Proposed major name: | Communication |
| 1e | Current Degree (BA, BFA, etc.): | BA or BS | Proposed degree: | BA or BS |
| 1f | Will there be any changes regarding a track(s) for the program? | | | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| 1g | Accrediting agency, if applicable: | None | | |
| 1h | Date of most recent periodic program review for this degree: | 2017/18 | | |

¹ Prior to college-level review, you must fill out and submit the SACS Substantive Change Checklist to the Office of Institutional Effectiveness. You can reach Institutional Effectiveness by phone or email (257-1962 or OSPIE@uky.edu).

² It is not possible to change the home academic unit of a degree program via this form. To change the home unit, visit <https://www.uky.edu/universitysenate/forms> and look for the heading, "Forms Related to Academic Organizational Structure."

³ The CIP code is provided by Institutional Effectiveness. If a different CIP code is necessary, the program may undergo a review similar to the new program approval process.

CHANGE UNDERGRADUATE DEGREE PROGRAM

| | | | | |
|-------------------------------|--|---|--|--|
| 1i | Requested effective date: | <input checked="" type="checkbox"/> Fall semester following approval. | OR | <input type="checkbox"/> Specific Date ⁴ : <i>Fall 20</i> |
| 1j | Contact person name: | Dr. Kelly McAninch | Phone / Email: | 323 / 4334 |
| 2. Overview of Changes | | | | |
| 2a | Describe the rationale for the changes, including results from the most recent program review if applicable. (450 word limit) | | | |
| | We are proposing an additional track to our major that focuses on Sport Communication. This track is designed to prepare students for the growing field of sport communication and media. The global sports market is estimated at \$6-700 billion (The Business of Sports, KPMG, 2016; PricewaterhouseCoopers, 2016). The North America Sports Market is expected to reach \$78.53 billion by 2021, while the China sports industry is expected to reach over \$145 billion by the end of 2018 (China Daily, 2018). Career opportunities in sports communication and media continue to expand in line with the industry. The Bureau of Labor Statistics reports that, by 2026, we will see a 10% increase overall in sports-related professions with even higher expectations for media/market research analysts (+23%), community service managers (+18%), and meeting, convention, and event planners (+11%). | | | |
| 2b | Use the fields below, as applicable, to identify the areas in which changes will be made. | | | |
| | | Current | Proposed | |
| i. | Credit Hours of Premajor Courses: | | | |
| ii. | Credit Hours of Preprofessional Courses: | | | |
| iii. | Credit Hours of Major Core Course Requirements | | | |
| iv. | Minimum Credit Hours of Guided Electives: | | | |
| v. | Minimum Credit Hours of Free Electives: | | | |
| vi. | Credit Hours for Track 1 (name): | | | |
| vii. | Credit Hours for Track 2 (name): | | | |
| viii. | Credit Hours for Track 3 (name): | | | |
| ix. | Credit Hours for Track 4 (name): | | | |
| x. | Credit Hours for Track 5 (name): Sport Communication | | 21 | |
| xi. | Credit Hours for Required Minor: | | | |
| xii. | Total Credit Hours Required by Level: | 100-level: | | |
| | | 200-level: | | |
| | | 300-level: | | |
| | | 400-level: | | |
| | | 500-level: | | |
| | TOTAL CREDIT HOURS REQUIRED FOR GRADUATION: | | = | = |
| xv. | If the total hours required for graduation have changed, explain below. (150 word limit) | | | |
| | | | | |
| 2c | Will the requested change(s) result in the use of courses from another educational unit? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |

⁴ No program change(s) will be effective until all approvals are received.

| | |
|--|---|
| | If “Yes,” describe generally the courses and how they will used. |
| | <p>If “Yes,” two pieces of supporting documentation are required.</p> <p><input type="checkbox"/> Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director⁵ of each unit from which individual courses will be used.</p> <p><input type="checkbox"/> Check to confirm that appended to the end of this form is verification that the chair/director of each affected unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.</p> |

| | | | |
|----|--|------------------------------|--|
| 2d | Will the proposed change(s) affect an associated minor? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| | If “Yes,” the department must also submit a change form to change the minor. | | |

3. UK Core Courses

| | | | |
|----|---|------------------------------|--|
| 3a | Are there any proposed changes to the UK Core requirements for the program? (If “Yes,” indicate and proceed to next question. If “No,” indicate and proceed to 4a.) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| | If “Yes,” note the specific changes in the grid below. | | |

| UK Core Area | Current Course | Current Credits | Proposed Course | Proposed Credits |
|--|----------------|-----------------|--------------------|------------------|
| I. Intellectual Inquiry | | | | |
| Arts and Creativity | | | | |
| Humanities | | | | |
| Social Sciences | | | | |
| Natural/Physical/Mathematical | | | | |
| II. Composition and Communication | | | | |
| Composition and Communication I | CIS/WRD 110 | 3 | <i>CIS/WRD 110</i> | 3 |
| Composition and Communication II | CIS/WRD 111 | 3 | <i>CIS/WRD 111</i> | 3 |
| III. Quantitative Reasoning | | | | |
| Quantitative Foundations | | | | |
| Statistical Inferential Reasoning | | | | |
| IV. Citizenship (one course in each area) | | | | |
| Community, Culture & Citizenship in USA | | | | |
| Global Dynamics | | | | |
| Total UK Core Hours | | ===== | | ===== |

| | |
|----|--|
| 3b | Provide the Bulletin language about UK Core. |
| | |

4. Graduation Composition and Communication Requirement

| | | | |
|----|---|------------------------------|--|
| 4a | Will the Graduation Composition and Communication requirement be changed? (If “Yes,” indicate and proceed to next question. If “No,” indicate and proceed to 5a.) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
|----|---|------------------------------|--|

⁵ A dean may submit a letter only when there is no educational unit below the college level, i.e. there is no department/school.

If "Yes," note the specific changes below, including changes to credit hours.

If the course(s) used are from outside the home unit, one piece of supporting documentation is required.

Check to confirm that appended to the end of this form is a letter of support from the other units' chair/director⁶ from which individual courses will be used.

| | Current | Proposed |
|------|--|---|
| i. | <input type="checkbox"/> Single course in home unit: | <input type="checkbox"/> <i>Single course in home unit:</i> |
| ii. | <input type="checkbox"/> Multiple courses in home unit. | <input type="checkbox"/> <i>Multiple courses in home unit.</i> |
| iii. | <input type="checkbox"/> Single course outside home unit. | <input type="checkbox"/> <i>Single course outside home unit.</i> |
| iv. | <input type="checkbox"/> Multiple courses outside home unit. | <input type="checkbox"/> <i>Multiple courses outside home unit.</i> |
| v. | <input type="checkbox"/> Course(s) inside & outside home unit. | <input type="checkbox"/> <i>Course(s) inside & outside home unit.</i> |

4b Provide the Bulletin language about GCCR below.

5. Other Course Changes

5a Will the college-level requirements change? (If "Yes," indicate and note the specific changes in the grid below. If "No," indicate and proceed to question 5c.) Yes No

| Current | | | Proposed | | | |
|---|------------|-------|--|------------|-------|----------------------------|
| <input type="checkbox"/> Standard college requirement | | | <input type="checkbox"/> <i>Standard college requirement</i> | | | |
| <input type="checkbox"/> Specific course | | | <input type="checkbox"/> <i>Specific course</i> | | | |
| Prefix & Nmbr | Credit Hrs | Title | Prefix & Nmbr | Credit Hrs | Title | Course Status ⁷ |
| | | | | | | Select one.... |
| | | | | | | Select one.... |
| | | | | | | Select one.... |

5b Will the existing language in the Bulletin about college-level requirements change? Yes No

If "Yes," provide the new language below.

5c Will the pre-major or pre-professional course requirements change? (If "Yes," indicate and note the specific changes in the grid below. If "No," indicate and proceed to question 5e.) Yes No

| Current | | | Proposed | | | |
|---------|--|--|----------|--|--|----------------|
| | | | | | | Select one.... |
| | | | | | | Select one.... |

⁶ A dean may submit a letter only when there is no educational unit below the college level, i.e. there are no departments/schools.

⁷ Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

⁸ Use the drop-down list to indicate if the course is new, exists but will change, or exists but will not change.

CHANGE UNDERGRADUATE DEGREE PROGRAM

| | | | | | | |
|--|--|--|--|--|--|----------------|
| | | | | | | Select one.... |
| | | | | | | Select one.... |
| | | | | | | Select one.... |
| | | | | | | Select one.... |

5h Provide the Bulletin language for guided electives.

5i Will the free electives change? (If “Yes,” indicate and note the specific changes in the space below. If “No,” indicate and proceed to question 5j.) Yes No

5j Does the proposed change affect any track(s)? (If “Yes,” note the specific changes using the grid below. If “No,” proceed to question 6.) Yes No
 If more than one track is affected, click [HERE](#) for a template. Append a PDF for each affected track to the end of this form.

| Track Name: | | Sport Communication | | <input checked="" type="checkbox"/> New Track | <input type="checkbox"/> Changed Track | <input type="checkbox"/> Deleted Track |
|----------------|------------|-------------------------|---------------|---|--|--|
| Current | | | Proposed | | | |
| Prefix & Nmbr | Credit Hrs | Title | Prefix & Nmbr | Credit Hrs | Title | Course Status ¹¹ |
| COM 318 | 3 | Communication and Sport | COM 327 | 3 | Communication and Sport | Change |
| | | | COM 353 | 3 | Technology-Mediated Communication and Sport | New |
| | | | COM 426 | 3 | Sport Communication and Analytics | New |
| | | | COM 460 | 3 | Sport Industries and Audiences | New |
| | | | COM 563 | 3 | Critical Analysis of Sport Media and Society | New |
| COM 326 or 351 | 3 | Various | | | | No Change |

5k Provide the Bulletin language for the track.

Sport Communication
 Required: COM 327 Communication and Sport 3

Complete three of the following:
 COM 353 Technology-Mediated Communication and Sport 3
 COM 426 Sport Communication and Analytics 3
 COM 460 Sport Industries and Audiences 3
 COM 563 Critical Analysis of Sport Media and Society 3

¹¹ Use the drop-down list to indicate if the course is new, exists but will change, or exists but will not change.

plus 9 additional credits in upper division COM courses at the 325 level and above, including GCCR, and 15 additional credits in COGNATE courses

Note: 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

Courses in kinesiology and health promotion, marketing, family sciences, and information communication technology are often chosen for this cognate.

6. Semester by Semester Program

List below the typical semester-by-semester program for the major. If multiple tracks are available, click [HERE](#) for a template for additional tracks and append a PDF of each track’s courses to the end of this form.

| | | | |
|--|---|-------------------------|---|
| YEAR 1 – FALL: (e.g. “BIO 103; 3 credits”) | Composition and Communication I, Quantitative Foundations, Humanities, COM 101 (fulfills Social Sciences), Language I | YEAR 1 – SPRING: | <i>Composition and Communication II, Arts and Creativity, Natural, Physical and Mathematical Sciences, COM 252, Language II</i> |
| YEAR 2 - FALL : | Statistical Inferential Reasoning, Global Dynamics, Community, Culture...U.S, COM 249, Language III | YEAR 2 – SPRING: | <i>COM 327, COM 326 OR 351, Language IV, Cognate course, Elective</i> |
| YEAR 3 - FALL: | COM 353/426/460 or 563, Cognate course, Cognate course, Elective, Elective | YEAR 3 - SPRING: | <i>COM 325+, COM 353/426/460 or 563, 300+ Elective, Elective, Elective</i> |
| YEAR 4 - FALL: | COM 325+, Cognate course, 300+ elective, elective, elective | YEAR 4 - SPRING: | <i>COM 353/426/460 or 563, Cognate course, elective, elective, elective</i> |

7. Approvals/Reviews

Information below does not supersede the requirement for individual letters of support from educational unit administrators and verification of faculty support (typically takes the form of meeting minutes).

In addition to the information below, attach documentation of department and college approval. This typically takes the form of meeting minutes but may also be an email from the unit head reporting department- and college-level votes.

| | Reviewing Group Name | Date Approved | Contact Person Name/Phone/Email |
|----|---|----------------------|---|
| 7a | (Within College) | | |
| | Department of Communication | | Shari Veil / 8-0468 / shari.veil@uky.edu |
| | College of Communication and Information | | Derek Lane / 7-9538 / derek.lane@uky.edu |
| | | | / / |
| | | | / / |
| 7b | (Collaborating and/or Affected Units) | | |
| | N/A | | / / |
| | | | / / |

CHANGE UNDERGRADUATE DEGREE PROGRAM

| | | | | |
|-----------|--|----------------------|----------------------------|---|
| | | | / | / |
| | | | / | / |
| 7b | (Collaborating and/or Affected Units) | | | |
| | N/A | | / | / |
| | | | / | / |
| | | | / | / |
| | | | / | / |
| | | | / | / |
| 7c | (Senate Academic Council) | Date Approved | Contact Person Name | |
| | Health Care Colleges Council (if applicable) | | | |
| | Undergraduate Council | 3/5/19 | Joanie Ett-Mims | |

Sport Communication

A specialization in sport communication centers on the theories, methods, and techniques used to communicate about sport in a variety of contexts. Students will draw connections between sport, communication, and society while also learning the strategies required to communicate sport information to a variety of audiences.

Pre-Major Requirements: Lower division required courses.

| | | | |
|-------------|---|------------|----------------|
| COM 101 | Introduction to Communications | 3 credits | term completed |
| CIS/WRD 110 | Composition and Communication I | 3 credits | term completed |
| CIS/WRD 111 | Composition and Communication II | 3 credits | term completed |
| COM 252 | Introduction to Interpersonal Communication | 3 credits | term completed |
| COM 249 | Mass Media and Mass Culture | 3 credits | term completed |
| | | 15 credits | |

Sport Communication Track Requirements: Upper division required and elective courses in the major.

| | | | |
|-----------------|---|------------|----------------|
| COM 327 | Communication and Sport | 3 credits | term completed |
| Choose 1 | | | |
| Com 326* | Communication Strategies for Professional Excellence | 3 credits | term completed |
| Com 351*† | Introduction to Communication Theory | | |
| Choose 3 | | | |
| COM 353 | Technology-Mediated Communication and Sport (new course) | 3 credits | term completed |
| COM 426 | Sport Communication and Analytics (new course) | 3 credits | term completed |
| COM 460 | Sport Industries and Audiences (new course) | 3 credits | term completed |
| COM 563 | Critical Analysis of Sport Media and Society (new course) | | |
| COM 325+† | Major Elective | 3 credits | term completed |
| COM 325+† | Major Elective | 3 credits | term completed |
| | | 21 credits | |

*GCCR Requirement: must have 30 earned hours to enroll

†Students with 3.3+ COM GPA should consider departmental honors sequence: COM 351, COM 365, and COM 454

Cognate Requirements: Upper division electives outside the major that complement coursework.

| | | | |
|------|---------|------------|----------------|
| 300+ | Cognate | 3 credits | term completed |
| 300+ | Cognate | 3 credits | term completed |
| 300+ | Cognate | 3 credits | term completed |
| 300+ | Cognate | 3 credits | term completed |
| 300+ | Cognate | 3 credits | term completed |
| | | 15 credits | |

Open Electives: Upper division electives in or outside the major.

| | | | |
|------|---------------|-----------|----------------|
| 300+ | Open Elective | 3 credits | term completed |
| 300+ | Open Elective | 3 credits | term completed |
| | | 6 credits | |

Example cognate and elective courses outside the major:

COM 319: World Media Systems
 AAS 360: Race and Sports in America
 FAM 350: Consumer Issues
 ICT 303: Systems Analysis
 MKT 300: Marketing Management
 MKT 445 Sports Marketing
 KHP 300 Psychology & Sociology of Sport
 KHP 320 Risk Management and Legal Issues In Sport
 KHP 322 Sport Facility and Event Management
 KHP 474 Global Sport
 KHP 475 Sport Leadership and Ethics
 KHP 573 Sport Management

The subject matter of these courses appears to be related to the track. These classes are not endorsed by the Communication Department.

Sport Communication Faculty: Dr. Andy Pilny, Dr. Anthony Limperos, Dr. Nicky Lewis, and Senior Lecturer Don Lowe.

Course Descriptions

COM 327 Communication and Sport (pre req for new courses)

This course is designed to explore in depth the relationship between communication and sport. We will examine theories of communication and connect them to sport. The class will examine the relationship between sport and race, gender, class, violence, community, and/or society throughout the United States and around the world.

COM 353 Technology-Mediated Communication and Sport (new course)

A study of the processes involved in interactions between public figures and mass media outlets, with emphasis on the preparation and delivery of messages that directly impact public images. Prereq: COM 327, COM 326 or 351

COM 426 Sport Communication and Analytics (new course)

This course is designed to enhance students' literacy regarding sport analytics through the examination of structured historical data and the interpretation of sport metrics. Prereq: COM 327, COM 326 or 351

COM 460 Sport Industries and Audiences (new course)

The primary objective of this course is to provide you with an understanding of the social and economic relationships that exist between sport industries and the effects those relationships have on sport media consumers' daily lives. Prereq: COM 327, COM 326 or 351

COM 563 Critical Analysis of Sport Media and Society (new course)

This course is designed to explore how sport media communicate social values, social norms, cultural identification, and cultural values. This approach will allow students to critically evaluate sport media, organizations, and audiences. Prereq: COM 327, COM 326 or 351

Four Year Plan

B.A. IN COMMUNICATION OPTION—SPORT COMMUNICATION

Fall I

Composition and Communication I
Quantitative Foundations
Humanities
COM 101 (*fulfills Social Sciences*)
Language I

Fall II

Statistical Inferential Reasoning
Global Dynamics
Community, Culture...U.S.
COM 249
Language III

Fall III

COM 353/426/460 or 563
Cognate course
Cognate course
Elective
Elective

Fall IV

COM 325+
Cognate course
300+ Elective
Elective
Elective

Spring I

Composition and Communication II
Arts and Creativity
Natural, Physical and Mathematical Sciences
COM 252
Language II

Spring II

COM 327
COM 326 OR 351
Language IV
Cognate course
Elective

Spring III

COM 325+
COM 353/426/460 or 563
300+ Elective
Elective
Elective

Spring IV

COM 353/426/460 or 563
Cognate course
Elective
Elective
Elective

Students may choose to complete 6 hours in Linguistics in lieu of a foreign language through the 4th semester level. Electives allow flexibility to pursue a minor or second major, study abroad, etc.

UK Core courses are in italic.

OTHER DEGREE REQUIREMENTS

- 120 Credit hours (EXCLUDES: KHP service courses, EXP courses, and remedial [and below 100-level] courses)
- Must complete all UK Core requirements, UK graduation language requirements, BA language requirements, pre-major and major requirements, GCCR, and one statistics course
- 42 Hours at the 300 level or above
- 2.00 major grade point average
- 2.00 cumulative grade point average

Four Year Plan

B.S. IN COMMUNICATION OPTION—SPORT COMMUNICATION

Fall I

Composition and Communication I
Quantitative Foundations
Arts and Creativity
Humanities
COM 101 (*fulfills Social Sciences*)

Fall II

Statistical Inferential Reasoning
Community, Culture...U.S.
MA/CS/STA course
COM 249
Elective in “science”

Fall III

COM 353/426/460 or 563
Cognate course
Elective in “science”
Elective in “science”
Elective in “science”

Fall IV

COM 325+
Cognate course
Cognate course
Elective in “science”
300+ Elective in “science”

Spring I

Composition and Communication II
Natural, Physical and Mathematical Sciences
Global Dynamics
MA/CS/STA course
COM 252

Spring II

COM 327
COM 326 or 351
Cognate course
MA/CS/STA course
Elective in “science”

Spring III

COM 325+
COM 353/426/460 or 563
Elective in “science”
Elective in “science”
300+ Elective in “science”

Spring IV

COM 353/426/460 or 563
Cognate course
Elective in “science”
Elective in “science”
Elective in “science”

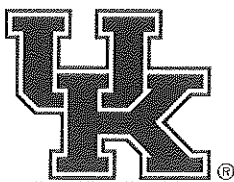
Electives allow flexibility to pursue a minor or second major, study abroad, etc.

UK Core courses are in italic.

“Science” includes natural, physical and social sciences. Cognate courses can also be science/math courses

OTHER DEGREE REQUIREMENTS

- 120 Credit hours (EXCLUDES: KHP service courses, EXP courses, and remedial [and below 100-level] courses)
- Must complete all UK Core requirements, UK graduation language requirements, BS math/science requirements (9 hours beyond UK core in MA/CS/STA, 48 hours outside the college in science), pre-major and major requirements, GCCR, and one statistics course
- 42 Hours at the 300 level or above
- 2.00 major grade point average
- 2.00 cumulative grade point average



University of Kentucky
College of Education
Office of the Associate Dean
Undergraduate Advising
and Student Success
166 Taylor Education Building
Lexington, KY 40506-0001
P: 859-257-8847
F: 859-323-3887
education.uky.edu/ADeanUgAdvSS/

December 7, 2018

Dr. Steve R. Parker
Associate Dean for Undergraduate Advising and Student Success
Associate Professor of Kinesiology/Sport Leadership
166 Taylor Education Building
University of Kentucky
Lexington, Kentucky 40506-0001

Dr. Shari Veil
Professor, Department Chair, Associate Dean for Undergraduate Affairs
College of Communication and Information
263 Blazer Dining
University of Kentucky
Lexington, Kentucky 40506-0012

Dear Dr. Veil,

I have thoroughly examined the course descriptions for the proposed Specialization in Sport Communication. I confirm the courses do not duplicate current offerings in the College of Education's Department of Kinesiology and Health Promotion.

If you need further information, please contact me at 859-257-5443 or e-mail me at spark01@uky.edu.

Sincerely,

Steve R. Parker, Ed.D.
Associate Professor of Kinesiology/Sport Leadership

see blue.

Ett-Mims, Joanie

From: Sizemore, Megan
Sent: Friday, January 25, 2019 1:47 PM
To: Ett-Mims, Joanie
Cc: McAninch, Kelly
Subject: Sports Communication Track
Attachments: Change UG Degree__SportsCOM.pdf; COM327.docx; COM353.docx; COM426.docx; COM460.docx; COM563.docx

Hi Joanie,

Attached please find the Undergraduate Degree Change form with supporting documentation for the Department of Communication Sports Communication Track. I also attached the course syllabi. The track passed with a vote of 6 in favor, 0 against, and 2 abstentions at our faculty council meeting today Friday, January 25. A quorum was present. Please let me know if you have any questions or need any additional materials.

Best,
Megan

[Megan B. Sizemore](#)

Chief of Staff
College of Communication and Information
University of Kentucky
308C Lucille Little Library
Lexington, KY 40506-0224
859.257.4241
msizemore@uky.edu

From: noreply@qualtrics-survey.com <noreply@qualtrics-survey.com>
Sent: Monday, December 10, 2018 8:09 PM
To: McAninch, Kelly
Subject: Substantive Change Decision

Dear Kelly McAninch,
Thank you for your email regarding the proposed program change(s) to **Communication, Bachelor's (09.0101)**.

My email will serve 2 purposes: 1.) Next steps for SACSCOC, and 2.) Verification and notification that you have contacted OSPIE—a Senate requirement for proposal approval.

1. **Next steps for SACSCOC:** None required
2. **Verification that OSPIE has reviewed the proposal:** Based on the proposal documentation presented and Substantive Change Checklist, the proposed program changes (refer to list below) are not substantive changes as defined by the University or SACSCOC, the university's regional accreditor. Therefore, no additional information is required by the Office of Strategic Planning & Institutional Effectiveness at this time. The proposed program change(s) may move forward in accordance with college and university-level approval processes.

Description of Proposed Change(s):

· We are proposing an additional track to our major that focuses on Sport Communication. To do this, we will add four new courses to the existing Communication major.

Should you have questions or concerns about UK's substantive change policy and its procedures, please do not hesitate contacting our office.

Office of Strategic Planning & Institutional Effectiveness
University of Kentucky
Visit the Institutional Effectiveness

Website: <https://proxy.qualtrics.com/proxy/?url=http%3A%2F%2Fwww.uky.edu%2Fie&token=w%2BXHkAS0tASxS4xDceQ8e0MxnHdJ2Eu4smnkDcYodCE%3D>