

The SAASC convened on Thursdays, April 4 & 18, 2019 to consider a proposal from the College of Communication and Information, Department of Communication regarding a proposal for an online degree completion BA/BS program in Communication.

Attendance: Azhar Swanson, Kevin Donohue, Shawn Caudill, Tom Troland, Brad Kerns, Herman Farrell (Chair)

Discussion:

The proposal states that the purpose is “to capture those students who are unable, for whatever reason, to complete a traditional degree in the classroom, and who have (a) earned at least 60 hours toward their degree at UK, but have been away for at least a year, or (b) have transferred to UK at least 60 hours taken at another college or university. We have been offering courses online during the summer for several years. With the addition of this program, we will begin offering courses online during the fall and spring semesters as well to meet the needs of the students in the degree seeking program.”

At the first meeting, questions arose about the notion that a communications degree could be delivered in its entirety – online. It was noted that all of the available Communications courses are already available online but the question remained: How can a degree in communications be made available completely online? We acknowledged that online communications are essential to 21st century life, but we also wondered about teaching and learning that focuses on interpersonal, face to face communication that occurs in a classroom setting – on campus. The matter was tabled until the following week when the Chair of the Communications Department, Dr. Shari Vail, attended and spent some time answering the questions of the committee and Chair. She noted that since all of these targeted students have already received 60 college credit hours and are now out in the “real world” they most likely already have the social interactive skills necessary for the degree and even though courses are offered online, there are opportunities, with video conferences, for peers and faculty to observe each other and, essentially, pick up on human cues that would also be observable in a traditional classroom setting.

Vote:

A motion was made and seconded that the SAASC approve the proposal.

The vote in favor of the proposal was unanimous.

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 checked="" type="checkbox"/> Criteria for admissions/progression/termination		<input type="checkbox"/> Certificate assessment	<input type="checkbox"/> Other

1. General Information

1a	Date of contact with Institutional Effectiveness (IE) ¹ :	12/6/18		
	<input 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 :	09.0901	Today's Date:	12/6/18
1d	Current major name: (Biology, Design, etc.)	Communication	Proposed major name:	<i>Communication</i>
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 type="checkbox"/> No <input checked="" 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 online degree completion program in communication for implementation in fall 2019 to capture those students who are unable, for whatever reason, to complete a traditional degree in the classroom, and who have (a) earned at least 60 hours toward their degree at UK, but have been away for at least a year, or (b) have transferred to UK at least 60 hours taken at another college or university. Students will complete any remaining requirements completely online. We have been offering courses online during the summer for several years. With the addition of this program, we will begin offering courses online during the fall and spring semesters as well to meet the needs of the students in the degree completion program. Some benefits of an online completion degree are the ability to complete the degree while being geographically separated from the university and flexibility for students who may be working full time or have other commitments that prevent them from taking classes on campus.			
2b	Use the fields below, as applicable, to identify the areas in which changes will be made.			
		Current	<i>Proposed</i>	
i.	Credit Hours of Premajor Courses:	No changes to any of these fields		
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):			
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)			

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

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"/>	
If "Yes," describe generally the courses and how they will used.				
If "Yes," two pieces of supporting documentation are required.				
<input type="checkbox"/> Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director ⁵ of each unit from which individual courses will be used.				
<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.				
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				

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.

CHANGE UNDERGRADUATE DEGREE PROGRAM

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"/>
<p>If "Yes," note the specific changes below, including changes to credit hours.</p> <p>If the course(s) used are from outside the home unit, one piece of supporting documentation is required.</p> <p><input type="checkbox"/> 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.</p>			
		<i>Current</i>	<i>Proposed</i>
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 <input type="checkbox"/>	No <input checked="" type="checkbox"/>
		<i>Current</i>	<i>Proposed</i>
<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	Course Status ⁷
			Select one....
			Select one....
			Select one....
5b	Will the existing language in the Bulletin about college-level requirements change?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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 <input type="checkbox"/>	No <input checked="" type="checkbox"/>
		<i>Current</i>	<i>Proposed</i>
Prefix & Nmbr	Credit Hrs	Title	Course Status ⁸
			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....
						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 <input type="checkbox"/>	No <input checked="" type="checkbox"/>

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 <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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:		<input 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	
						Select one....	
						Select one....	
						Select one....	
						Select one....	
						Select one....	
						Select one....	

5k	Provide the Bulletin language for the track.					

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”)	COM 101, COM 252, LIN or language class	YEAR 1 – SPRING:	COM 249, STA course, Cognate
YEAR 2 - FALL :	Cognate, COM 325, Cognate	YEAR 2 – SPRING:	COM GCCR, LIN or language, Cognate
YEAR 3 - FALL:	COM 325+, COM 400+, 300+ Elective	YEAR 3 - SPRING:	300+ Elective, Cognate, COM 400+
YEAR 4 - FALL:	COM 400+, COM 325+	YEAR 4 - SPRING:	

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

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		/ /
			/ /
			/ /
			/ /
			/ /
7c	(Senate Academic Council)	Date Approved	Contact Person Name
	Health Care Colleges Council (if applicable)		
	Undergraduate Council	1/29/19	Joanie Ett-Mims

I. Cover Sheet

Proposal Title: Online BA/BS in Communication

Program Type: Undergraduate Degree Completion Program

College: College of Communication and Information

College Contact: Derek Lane, Interim Dean

Department: Communication

Department Contact: Shari Veil, Department Chair

Conversion of a residential program to online

II. Program Description

We are proposing the online degree completion program in communication to capture those students who have left the University or already earned at least 60 hours at another college or university, are interested in pursuing education in communication, and are unable, for whatever reason, to complete a traditional degree at the University of Kentucky. Students will transfer hours (i.e., 60 hours) and complete the communication major and other University requirements (i.e. up to 60 hours total) completely online. This is a similar model to the online degree completion program in information studies housed in the School of Information Science. Some benefits of an online completion degree are the ability to complete the degree while being geographically separated from the university and flexibility for students who may be working full time or have other commitments that prevent them from taking classes on campus. We are requesting that the students in the online degree completion program be designated with the prefix COMO so we may monitor their progress and completion of the degree and restrict the online sections just for them during primary registration.

III. Curriculum and Course Approvals

The online degree completion BA/BS in communication initially will utilize courses already approved for distance learning in the traditional program with the human communication option.

Pre-major: 9 hours including these courses already approved for distance learning
COM 101: Introduction to Communication
COM 249: Mass Media and Culture
COM 252: Interpersonal Communication

Major: 21 hours including these courses already approved for distance learning
COM 325: Introduction to Organizational Communication
COM 350: Language and Communication
COM 351: Communication Theory (GCCCR)
COM 449: Social Processes and Effects of Mass Communication
COM 471: Introduction to Health Communication
COM 482: Studies in Persuasion
COM 572: Health Communication Campaigns and Communities

Cognate: 15 hours 300+ in supportive electives which can include these courses already approved for distance learning
COM 311: Patient Provider Communication
COM 313: Interpersonal Communication in Close Relationships
COM 314: The Dark Side of Interpersonal Communication
COM 315: Understanding Workplace Communication in Diverse Society

Other existing courses in the other career tracks will be prepared for distance learning and online delivery as the program grows.

IV. Program Creation Plan

The Department of Communication Strategic Planning Committee voted to move the online degree completion program forward to Department vote at our next meeting. The program will then go to College Faculty Council in December and then on to Undergraduate Council, etc.

a) Market and Viability

Communication continues to be listed as the number one skill desired by employers (Kerr, 2018; Omoth, 2017; Share, 2018; TargetJobs, 2018; Vozza, 2018). With options in business and organizational communication, digital and mass media, health communication, and human communication, communication majors fill a variety of positions with increasing demand. According to the Bureau of Labor Statistics (2018), by 2026, employment opportunities are projected to increase in the following positions often filled by communication majors:

- human resources (+9%)
- sales and promotion (+9%)
- media/market research analysts (+23%)
- health educators (+14%)
- medical and health services managers (+20%)
- social and community service managers (+18%)
- meeting, convention and event planners (+11%)
- training and development managers (+10%)
- fundraisers (+15%).

Every industry sector requires communication practitioners. It's no wonder the communication major has continued to grow over the last decade (Chart 1). This growth has continued even though communication isn't a major most high school seniors consider. Over the last 5 years, we've averaged only 26 incoming freshmen who major in communication (Table 1). However, we've graduated an average of 176 students each year, and 54% of our majors report being enrolled in graduate school are having a full-time position waiting for them on the day of commencement (Simpson, 2017; Simpson 2018). We know employers desire graduates with communication skills, job demand for communication majors is on an upward trajectory, and students discover their passion for communication later in their academic career. Thus, an online degree completion program will fulfill multiple needs.

Burning Glass Labor Insights (2018), which relies on data from the National Center for Education Statistics, provides a list of the top 50 programs in Communication, Journalism and Related Programs by market share. As of 2016, only 5 of the top 50 universities offered distance learning: three in Florida, one in Ohio, and one in Illinois (Table 2). The University of Kentucky has an opportunity to expand market share by offering a BA/BS in communication via distance learning.

b) Tuition and Enrollment

By offering in-state tuition for all students, we believe the program will be marketable nationwide.

Fall 2019:	5 new students
Fall 2020:	10 new students, 5 returning
Fall 2021:	20 new students, 10 returning (5 graduated)
Fall 2022:	40 new students, 20 returning (10 graduated)
Fall 2023:	60 new students, 40 returning (20 graduated)

c) Personnel

We will allocate effort of current faculty to develop the syllabi of other existing courses for distance learning approval and create a consistent look and feel on Canvas for all online courses in the program. We will hire a full-time lecturer with the initial funds provided by the Provost and another full-time lecturer with the additional funds provided after the launch of the program.

V. Supporting Letters Attached

VI. Budget

The cost share provided by the Department of Communication will include \$30,706.10 in non-recurring funds needed to cover benefits for the new lecturers we will need to hire. In addition, we will provide 25% effort (\$16,338.26) of a full-time lecturer to develop a consistent look and feel on Canvas for all current courses and 2% effort (est. \$8,500) of five select faculty members to develop existing courses for distance learning approval and online delivery. The \$100,000 provided by the Provost will be used to cover the first year of salaries for the lecturers we will hire to teach courses in the online program and/or cover traditional courses while current faculty are teaching in the online program.

Cost of Instruction and Course Development:

Faculty	Salary + Benefits	
Current Lecturer (25% Effort)	\$16,338.26	
5 Current Faculty (2% Effort est.)	\$8,500	
New Lecturer 1	\$65,353.05	
New Lecturer 2	<u>\$65,353.05</u>	
Total Cost of Instruction/Development		\$155,522.36

Source of Funds for Online Degree Completion Program in Communication:

Department Cost Share	\$55,522.36	
Provost Funds	<u>\$100,000</u>	
Total Funding Allocated		\$155,522.36

Tuition Split by Year Estimate:

AY	# Full Time Students	Average Tuition Up/Low Div.	Department (60%)	UK (40%)	Total (100%)
2019:	5	\$12,245	\$36,735	\$24,490	\$61,225
2020:	15	\$12,245	\$110,205	\$73,470	\$183,675
2021:	30	\$12,245	\$220,410	\$146,940	\$367,350
2022:	60	\$12,245	\$440,820	\$293,880	\$734,700
2023:	100	\$12,245	\$734, 700	\$489,800	\$1,224,500

Chart 1: Major Growth

Specializations Timeseries

Academic Term
010

Specialization College	Specialization Department		
Communication and Infor...	Communication		
Specialization	Specialization Short	Specialization Level	Specialization Priority
(All)	(All)	Major	(All)
Degree Program Type	Qualification Lev	Degree	Degree Priority
Undergraduate	Baccalaureate	(All)	(All)

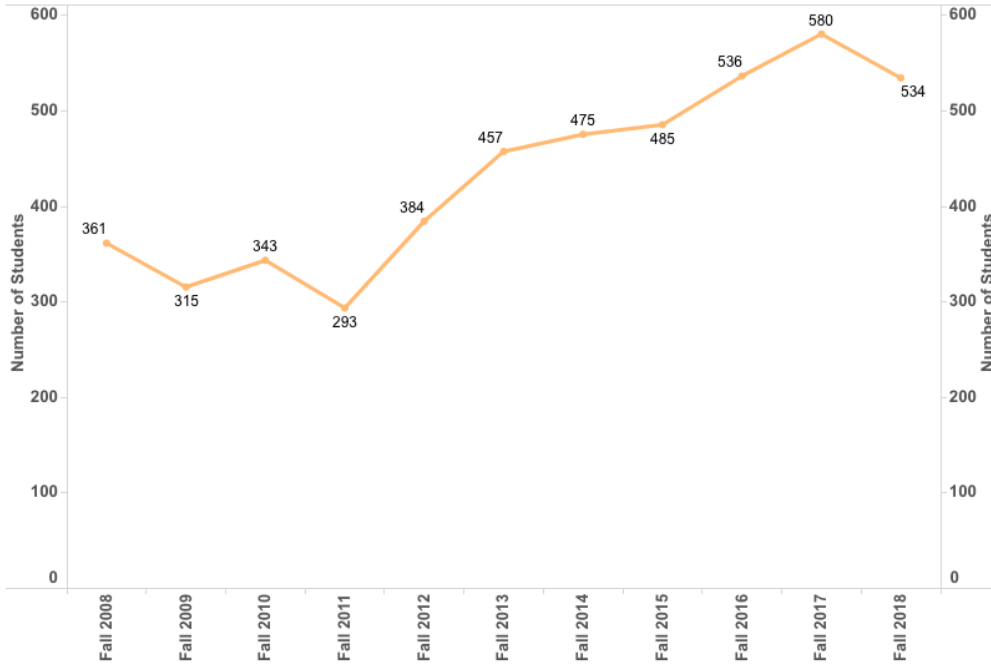


Table 1: Freshman Cohort

Department (1st Fall Primary)		
Communication		
Cohort Term	Cohort Size	Cohort Size with Exclusions
Fall 2003	29	29
Fall 2004	27	27
Fall 2005	28	28
Fall 2006	35	35
Fall 2007	29	29
Fall 2008	32	32
Fall 2009	13	13
Fall 2010	27	27
Fall 2011	17	17
Fall 2012	23	23
Fall 2013	30	30
Fall 2014	29	29
Fall 2015	24	24
Fall 2016	30	30
Fall 2017	29	29
Fall 2018	18	18

Chart 2: Degrees Awarded

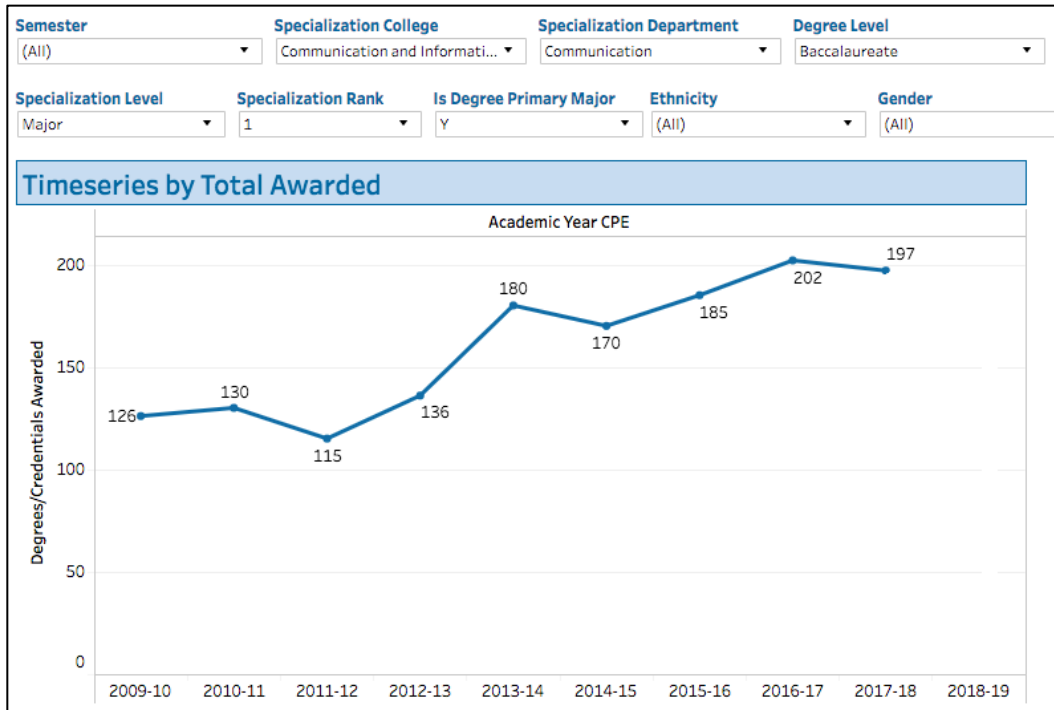


Table 2: Top 50 Universities for Communication Majors by Market Share

1.	Michigan State University	Public	No	1.2%
2.	The University of Texas at Austin	Public	No	1.2%
3.	California State University-Fullerton	Public	No	1.1%
4.	California State University-Northridge	Public	No	1.0%
5.	Pennsylvania State University-Main Campus	Public	No	0.9%
6.	Temple University	Public	No	0.8%
7.	University of Georgia	Public	No	0.8%
8.	University of Missouri-Columbia	Public	No	0.8%
9.	The University of Alabama	Public	No	0.7%
10.	Indiana University-Bloomington	Public	No	0.7%
11.	Florida International University	Public	Yes	0.7%
12.	University of Illinois at Urbana-Champaign	Public	No	0.7%
13.	University of Florida	Public	Yes	0.7%
14.	Syracuse University	Private	No	0.7%
15.	Ohio State University-Main Campus	Public	No	0.6%
16.	Rutgers University-New Brunswick	Public	No	0.6%
17.	University of Central Florida	Public	Yes	0.6%
18.	University of North Carolina at Chapel Hill	Public	No	0.6%
19.	Ohio University-Main Campus	Public	Yes	0.6%
20.	Boston University	Private	No	0.6%
21.	California State University-Long Beach	Public	No	0.6%
22.	University of Colorado Boulder	Public	No	0.6%
23.	University of Washington-Seattle Campus	Public	No	0.6%
24.	University of Oregon	Public	No	0.6%
25.	Texas State University	Public	No	0.6%
26.	San Diego State University	Public	No	0.5%
27.	University of Wisconsin-Madison	Public	No	0.5%
28.	Northwestern University	Private	No	0.5%
29.	Ball State University	Public	No	0.5%
30.	San Jose State University	Public	No	0.5%
31.	University of Kentucky	Public	No	0.5%
32.	University of Maryland-College Park	Public	No	0.5%
33.	California State University-Sacramento	Public	No	0.5%
34.	University of Southern California	Private	No	0.5%
35.	DePaul University	Private	Yes	0.5%
36.	University at Buffalo	Public	No	0.5%
37.	James Madison University	Public	No	0.4%
38.	University of North Texas	Public	No	0.4%
39.	University of Houston	Public	No	0.4%
40.	San Francisco State University	Public	No	0.4%
41.	University of South Florida-Main Campus	Public	No	0.4%
42.	Kent State University at Kent	Public	No	0.4%
43.	Towson University	Public	No	0.4%
44.	University of California-Santa Barbara	Public	No	0.4%
45.	University of Iowa	Public	No	0.4%
46.	University of Kansas	Public	No	0.4%
47.	University of South Carolina-Columbia	Public	No	0.4%
48.	University of Oklahoma-Norman Campus	Public	No	0.4%
49.	Washington State University	Public	No	0.4%
50.	Arizona State University-Tempe	Public	No	0.4%

References:

Bureau of Labor Statistics. (2018). *Occupational Outlook Handbook*. Retrieved from <https://www.bls.gov/ooh/home.htm>

Kerr, M. (2018). Top 10 soft skills employers love. *ResumeGenius*. Retrieved from <https://resumegenius.com/how-to-write-a-resume/skills-section-writing-guide/top-10-soft-skills-list>

Omoth, T. (2017) The top 5 job skills that employers are looking for in 2017. *TopResume*. Retrieved from <https://www.topresume.com/career-advice/the-top-5-job-skills-that-employers-are-looking-for-in-2017>

Share, J. (2018). Top 10 soft skills in demand. *LiveCareer*. Retrieved from <https://www.livecareer.com/career/advice/jobs/soft-skills-in-demand>

Simpson, S. (2017). CI Commencement Survey. *College of Communication and Information*. Unpublished results.

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TargetJobs (2018). What are the top 10 skills that'll get you a job when you graduate. *TargetJobs*. Retrieved from <https://targetjobs.co.uk/careers-advice/career-planning/273051-the-top-10-skills-thatll-get-you-a-job-when-you-graduate>

Vozza, S. (2018). These are the five soft skills recruiters want most. *Fast Company*. <https://www.fastcompany.com/40520691/these-are-the-five-soft-skills-recruiters-want-most>



University of Kentucky
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October 26, 2018

Dear Associate Provost Kern:

Please find our included proposal for the online BA/BS degree completion program in communication. We are not proposing any new courses or degrees. We are proposing to offer our current degree program online for a new audience. As noted in the proposal, the Department of Communication will cost-share \$30,706.10 in non-recurring funds needed to cover benefits for the new lecturers we will need to hire. In addition, we will provide 25% effort (\$16,338.26) of a full-time lecturer to develop a consistent look and feel on Canvas for all current courses and 2% effort (est. \$8,500) of five select faculty members to develop existing courses for distance learning approval and online delivery.

The Department of Communication Strategic Planning Committee voted last week to move the online degree completion program forward to Department vote at our next meeting. The program will then go to College Faculty Council in December and then on to Undergraduate Council, etc. Provided the funding is allocated from the Provost and the online marketing of the program is launched, we anticipate being able to offer the program as early as fall 2019.

If you have any questions or require additional information, please let me know.

Sincerely,

A handwritten signature in cursive script that reads "Shari Veil".

Shari R. Veil, MBA, Ph.D.
Professor and Chair of Communication
Associate Dean for Undergraduate Affairs
College of Communication and Information



University of Kentucky
College of Communication and Information

October 26, 2018

Associate Provost Kathi Kern
via email: distancelearning@uky.edu

Associate Provost Kern:

This letter is to express the College's support for the proposal being submitted by the Department of Communication to develop an online undergraduate degree completion program.

The call for proposals specifies this letter should provide details about cost share for the \$50,000 award. The Department of Communication will include \$30,706.10 in non-recurring funds needed to cover benefits for the new lecturers they will need to hire. In addition, they will provide 25% effort (\$16,338.26) of a full-time lecturer to develop a consistent look and feel on Canvas for all current courses and 2% effort (est. \$8,500) of five select faculty members to develop existing courses for distance learning approval and online delivery.

The College of Communication and Information supports this proposal.

Sincerely,

A handwritten signature in black ink that reads "Derek R. Lane".

Dr. Derek R. Lane, Interim Dean

College of Communication and Information,

University of Kentucky

308B LCLI Little Library Lexington, KY 40506 USA

see blue.

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An Equal Opportunity University

Degree Plan

B.A. IN COMMUNICATION - ONLINE OPTION—HUMAN COMMUNICATION

Prerequisites: At least 60 hours. Current UK students will not be admitted. Former UK students can apply after being unenrolled for at least a year. Additional semesters may be required if a student needs to complete UK Core, or elects to choose the foreign language option of the BA.

Fall I

COM 101
COM 252
LIN or Language

Spring I

COM 249
STA Course
Cognate

Summer I

Cognate
COM 325+
Cognate

Fall II

COM GCCR
LIN or Language
Cognate

Spring II

COM 325+
COM 400+
300+ Elective

Summer II

300+ Elective
Cognate
COM 400+

Fall III

COM 400+
COM 325+

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

Degree Plan

B.S. IN COMMUNICATION - ONLINE OPTION—HUMAN COMMUNICATION

Prerequisites: At least 60 hours from another institution or after leaving UK and being out at least a year. Additional semesters may be required if a student needs to complete UK Core or needs additional math or science requirements for the BS.

Fall I

COM 101
COM 252
MA/CS/STA

Spring I

COM 249
MA/CS/STA
Cognate

Summer I

MA/CS/STA
COM 325+
Cognate

Fall II

COM GCCR
Cognate
Cognate

Spring II

COM 325+
COM 400+
300+ Elective in "science"

Summer II

300+ Elective in "science"
Cognate
COM 400+

Fall III

COM 400+
COM 325+

"Science" includes natural, physical and social sciences. Cognate and elective courses can also count toward math/science BS requirements

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

Major Courses currently offered online (students need 21 hours, of which 9 must be 400+):

COM 325: Introduction to Organizational Communication
COM 350: Language and Communication
COM 351: Communication Theory (GCCR)
COM 399: Internship in Communication
COM 449: Social Processes and Effects of Mass Communication
COM 471: Introduction to Health Communication
COM 482: Studies in Persuasion
COM 572: Health Communication Campaigns and Communities

LIN courses currently offered online or proposed for fall without major restrictions

LIN 200: How to Create Your own Language
LIN 211: Introduction to the Study of Language

MA courses currently offered online without major restrictions

MA 109: College Algebra
MA 113: Calculus I
MA 123: Elementary Calculus

STA course currently offered online without major restrictions

STA 210: Intro to Statistical Reasoning
STA 296: Statistical Methods and Motivations
STA 381: Engineering Stats – Conceptual Approach

Sample of potential cognate and 300+ elective courses not restricted by major or prerequisites and currently offered online (students need 15 hours cognate, 6 hours in 300+ electives)

*science outside the college

A&S 350: Personal Strengths & Career Development
ANT 311: Anthropology of Globalization*
ANT 326: Contemporary African Lives*
CIS 300: Strategic Business & Professional Communication
CLD 360: Environmental Sociology*
COM 313: Interpersonal Relationships
COM 314: Dark Side of Interpersonal Communication
COM 315: Understanding Workplace Communication
FAM 350: Consumer Issues*
FAM 403: Mate Selection Theory and Research*
ICT 311: Intro to Information Science
ICT 325: Multimedia and Technology
IS 402: Competitive Intelligence
KHP 300: Psychology & Sociology of Sport*
PHI 334: Business Ethics
PSY 320: Forensic Psychology*
SOC 350: Topics in Sociology*

UKC: 310: Human Inquiry

UKC 381: US Citizenship

Sample of potential elective courses without major restrictions and currently offered online

*science outside the college

A-S 280: Intro Photographic Literacy

ANT 101: What Makes us Human?*

ANT 103: Sports, Culture, and Society*

ANT 105: Human Origins*

ANT 160: Cultural Diversity in the Modern World*

ANT 221: Native People of North America*

AST 191: The Solar System*

AST 192: Stars, Galaxies, and the Universe*

BIO 103: Basic Ideas of Biology*

CLA 131: Medical Terminology*

DHN 101: Human Nutrition and Wellness*

ECO 201: Principles of Economics

EES 110: Endangered Planet Intro to Environmental Geology*

EES 170: Blue Planet: Intro to Oceanography*

EES 180: Geology of the National Parks*

ENT 110: Insect Biology*

GEO 130: Earth's Physical Environment*

GEO 172: Human Geography*

GEO 261: Global Dynamics of Health & Disease*

HIS 109: History of the US since 1877

HIS 121: War and Society

ICT 200: Information Literacy & Critical Thinking

ICT 202: Technologies for Information Services

MAT 247: Dress and Culture

MUS 100: Introduction to Music

MUS 140: Acoustics of Music

MUS 200: Music for Living

PHI 120: An Introduction to Logic

PS 101: American Government*

PS 210: Intro to Comparative Politics*

PS 230: Intro to International Relations*

PSY 100: Intro to Psychology*

SOC 101: Intro to Sociology*

SOC 235: Inequalities in Society*

WRD 204: Technical Writing

Sample of UK Core Courses currently offered online without major restrictions

Arts & Creativity

A-S 280: Intro Photographic Literacy

ICT 200: Information Literacy & Critical Thinking

MUS 200: Music for Living

Humanities

MUS 100: Introduction to Music

Social Science

ANT 101: What Makes us Human?

ANT 103: Sports, Culture, and Society

COM 101: Introduction to Communication

GEO 172: Human Geography

COM 313: Interpersonal Relationships

COM 314: Dark Side of Interpersonal Communication

PS 230: Intro to International Relations

PSY 100: Intro to Psychology

SOC 101: Intro to Sociology

Natural Sciences

ANT 105: Human Origins

AST 192: Stars, Galaxies, and the Universe

BIO 103: Basic Ideas of Biology

EES 110: Endangered Planet Intro to Environmental Geology

EES 170: Blue Planet: Intro to Oceanography

ENT 110: Insect Biology

GEO 130: Earth's Physical Environment

MUS 140: Acoustics of Music

Comp & Com I

CIS 110: Comp & Com I

WRD 110: Comp & Com I

Comp & Com II

CIS 111: Comp & Com II

WRD 111: Comp & Com II

Quantitative Foundations

MA 109: College Algebra

MA 113: Calculus I

MA 123: Elem Calc & Applications

PHI 120: An Introduction to Logic

Statistical Inferential Reasoning

EDP 557: Gathering Analyzing & Using Educational Data

PSY 215: Experimental Psychology

PSY 216: Application of Statistics in Psychology

STA 210: Intro to Statistical Reasoning

U.S. Citizenship

ANT 221: Native People of North America

CLD 360: Environmental Sociology

COM 315: Understanding Workplace Communication

HIS 109: History of the US since 1877

PS 101: American Government

PSY 320: Forensic Psychology

SOC 235: Inequalities in Society

UKC 381: US Citizenship

Global Dynamics

ANT 160: Cultural Diversity in the Modern World

ANT 311: Anthropology of Globalization

GEO 261: Global Dynamics of Health & Disease

HIS 121: War and Society

MAT 247: Dress and Culture

PS 210: Intro to Comparative Politics

Faculty Council Meeting
December 7, 2018
Chan Conference Room

Attending: Alyssa Eckman, Allison Gordon, Phil Hutchison, Derek Lane, Shannon Oltman, Kevin Real

Visitors: Will Bunting, Shari Veil

1. Welcome/Dean's Update

2. Approval of November 2, 2018 minutes

Shannon moved to approve the minutes. Alyssa seconded the motion. The minutes were unanimously approved.

3. Course Approvals

a. Adding Online Delivery to ICT Master's Courses (ICT 550, ICT 552, ICT 600, ICT 605, ICT 610, ICT 650)

Shannon moved to consider all courses as a block. Kevin seconded the motion. The courses were unanimously approved.

b. COM Online Degree Completion Program (human communication track)

Alyssa moved to vote on this course approval online. Shannon seconded the motion. The motion was unanimously passed. Faculty Council members will vote on this course approval by Wednesday, December 12th, and noon.

c. COM Sports Track (COM 326, COM 327, COM 353, COM 360, COM 363)

Voting on this course approval will occur in the January 25, 2019 meeting.

4. Summer Programming

Summer programming will continue as is, including online and degree completion offerings. Faculty will not have to teach online or during the summer if they do not want to.

5. Old Business

a. Parental Leave Policy

Shannon volunteered to add an introductory statement to the policy. Faculty Council will vote on the revised policy in the January 25, 2019 meeting.

b. Unit Modified Duties Policy and Appeals Process/Grievance Committee

Shannon raised concerns about litigation and unconscious bias.

c. Centers of Excellence (Health and Sports)

Shari reported that these centers would be research-based and are being at least partially funded by philanthropy.

6. Announcements

Shannon asked about whether the textbook policy applied to anything a faculty member has written or only royalty-earning publications.

7. Spring Faculty Council Dates (all meeting will be at 1:00pm in Chan Conference Room)

8. Adjourn

Shannon moved to adjourn the meeting. Alyssa seconded the motion. All members voted unanimously to adjourn the meeting.

Ett-Mims, Joanie

From: Sizemore, Megan
Sent: Wednesday, December 12, 2018 12:17 PM
To: Ett-Mims, Joanie
Cc: McAninch, Kelly
Subject: COM Online Degree Completion Program
Attachments: Change UG Degree_COMO_OnlineDegreeCompletion.pdf; Faculty Council Meeting minutes December 7, 2018.docx

Hi Joanie,

Attached please find the Undergraduate Degree Change form and supporting documentation for the Department of Communication Online Degree Completion Program. This program was one of the programs selected by Associate Provost Kern as part of her offices call for proposals. I have also attached the meeting minutes from our faculty council meeting on Friday, December 7. A quorum was present, but the council decided to delay the Friday vote and vote on the proposal via email so they could have more time to review the materials. The program passed with a vote of 6 in favor, 0 against, and 2 abstentions. Please let me know if you or Sheila need additional information.

Best,
Megan

[Megan B. Sizemore](#)

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msizemore@uky.edu

Re: Substantive change checklist for two programs in COM

Pearson, RaeAnne

Mon 12/10/2018, 8:16 PM

McAninch, Kelly;

OSPIE;

Veil, Shari

Inbox

Thank you! I believe Annie has already notified you that the degree completion component is a substantive change that requires a prospectus. If you have any questions about the next steps please don't hesitate to reach out. You should also have received confirmation that your other change was not a substantive change and could move forward.

From: McAninch, Kelly

Sent: Sunday, December 9, 2018 6:19:47 PM

To: Pearson, RaeAnne; OSPIE

Cc: Veil, Shari

Subject: Re: Substantive change checklist for two programs in COM

Thank you, RaeAnne. I have submitted the forms online.

Kelly McAninch

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Kelly McAninch, Ph.D.

Assistant Professor and Director of Undergraduate Studies

Department of Communication

277 Blazer Dining, 343 S. Martin Luther King Blvd

Lexington, KY 40526-0012

(see map below)

(859) 323-4334

kelly.mcaninch@uky.edu

From: Pearson, RaeAnne

Sent: Friday, December 7, 2018 9:28 AM

To: McAninch, Kelly; OSPIE

Cc: Veil, Shari

Subject: Re: Substantive change checklist for two programs in COM

Hi Kelly,

We have stopped using the form and updated to an online form that provides us with some additional information where needed. Can you submit these forms online and I will try to get a response asap. Sorry for the inconvenience.

https://uky.az1.qualtrics.com/jfe/form/SV_eA3bUd7cwuV6rU9

best,
RaeAnne

From: McAninch, Kelly
Sent: Thursday, December 6, 2018 1:03:27 PM
To: OSPIE
Cc: Veil, Shari
Subject: Substantive change checklist for two programs in COM

Hi Members of the Institutional Effectiveness team,

I appreciate your help in assessing two program changes that we are getting set to present in our college faculty council. Your checklists are attached here.

One is a online degree completion program, and one is adding a new track to our major. Please let me know if you need more information.

Thank you!
Kelly McAninch

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