

**Academic Senate**  
Agenda for the Meeting of  
Tuesday, March 13, 2012

**IRC 120, 10:00 – 11:50 a.m.**

1. Call to Order and Roll Call
2. Approval of Minutes
  - A. February 7, 2012
3. Open Forum
4. Reports
  - A. Senate President – Douglas Haneline
    1. Conversation about meeting location, 2012-2013 academic year
  - B. Senate Vice President – Michael Berghoef
  - C. Senate Secretary – Melinda Isler
5. Committee Reports
  - A. University Curriculum Committee – Sandy Alspach
  - B. General Education Task Force – Don Flickinger
  - C. Student Government – Danielle Balmer
  - D. Senate Election – Barbara Ciaramitaro
  - E. BlackBoard 9.1 Update – Mary Holmes/Gloria Lukusa
  - F. Ferris First – Susan Jones/Don Green
6. New Business
  - A. Communication Leadership & Public Advocacy Program - Alspach
  - B. Online Faculty Evaluation Task Force Recommendation - Berghoef
  - C. International Education Committee Task Force Recommendation - VonderHaar
  - D. Athletic Advisory Committee Mission Statement Revision - Walling
7. Announcements
  - A. FSU President - David Eisler
  - B. Provost – Fritz Erickson
  - C. Senate President – Douglas Haneline
8. Open Forum
9. Adjournment

**DRAFT**

**Ferris State University  
Academic Senate Meeting**

**February 7, 2012**

Members in Attendance: Abbasabadi, Alspach, Baker, Berghoef, Boncher, Brandy, Ciaramitaro, Cook, Dakkuri, Daugherty, Dixon, Drake, Fox, Gillespie, Griffin, Haneline, Hanna, Isler, Jewett, Hoyce, Klatt, Liszewski, Lovsted, Maike, Marion, McNulty, Moore, Nagel, Nash, Nystrom, Prakasam, Reynolds, Sanderson, Stone, Sun, Thapa

Members absent with cause: Lashaway-Bokina, McLean

Members absent: Luplow

Ex Officio and Guests: Cron, Eisler, Erickson, Flickinger, Heck, McKean, Teahen, Balmer, Blake, Johnson, Cooper, Rumpf, Frank, Steenstra, Bishop, Todd, Roman, Cairns, Edgerton, Nazar, Holmes, Dix, Thomson, Gogolin, Dedeaux

1.	President Doug Haneline convened the meeting at 10:02 a.m. and opened the floor for comments
2.	<b>Approval of Minutes.</b> Senator Jewett moved to approve the January 10, 2012 minutes as written. Senator Griffin seconded. Motion carried
3.	<b>Open Forum</b> A. Leonard Johnson encouraged Senators to attend the SPARC meeting in the West Campus Community Center on February 14, 2012 at 3:00 p.m. The issue is student success. The March SPARC meeting will be at 3:00 p.m. on the same days the senate and the issue will be student debt. B. Senator Alspach noted the Sports Speaker Series has an alumni, Gilbert Bransford (Applied Speech Communications '99) who is a statistician for ESPN giving a talk on February 13 <sup>th</sup> 7:30 p.m. in Business 111.
4.	<b>Officer Reports</b> A. President Haneline welcomed Cindy Todd, Kendall College Senate President to the meeting as a guest. This was part of the recommendations of the HLC to improve communication between faculty at the two organizations. B. Vice-President Berghoef said that the task forces on faculty evaluation and the International Educator Award were moved to the March meeting because of the full agenda. C. Secretary Isler had no report.
5.	<b>Committee Reports</b> A. Senator Alspach noted the number of proposals coming through as deadlines neared for Fall 2012. One item on the agenda- Communication Program concentration, minors and certificates has been moved to the fall meeting while items are being clarified. Some of the program proposals have policy implications which she urges Senators to consider and consult on with their UCC reps. B. Fred Heck gave an update on the outcomes process for the General Education Task Force. . He has been meeting with the various colleges and meetings with FLITE and Business are scheduled for that week. He brought up on the screen a copy of a survey about the outcomes which will be going out to faculty shortly. It asks whether the 18 outcomes are too much? How strongly do people feel about each one? One of the possible proposals is to have an intro 3 credit course about the outcomes and how they are achieved. Senator Nystrom asked if this makes physical education a requirement? Professor Heck noted it could be put into a class like that, or the survey may help to determine the best ways to achieve outcomes- whether by a class or within a major. Senator Joyce asked if transfer students would need to take the course. Professor Heck said it had not been decided but probably not, since that would not be very transfer friendly. Senator Nash said that he liked the 3 credit course idea which would help with assessment. Vice-Provost Flickinger added that it would be good to know how long the survey takes to complete. Professor Heck said 5-10 minutes. Senator Moore asked if with things like e-portfolios the program was moving to a student tracking of where a student was- which he thought was a good move. Professor Heck agreed. Senator Isler asked if there was a deadline for filling it out. Professor Heck said

	<p>it would first go through University wide notices and then be targeted Senator Nagel asked if the data would be broken down by college. Professor Heck said yes.</p> <p>C. Senator Ciaramitaro, the chair of the elections committee, went through the forms sent to the Senators about the elections. She is still looking for Elections Committee members from the Librarians and Counselors and the College of Engineering Technology. Senator Nagel asked if the uneven number of election was a result of the change in size of the Senate. President Haneline said that was largely responsible, as well as some resignations. Senator Sun noted that the elector division appears to be inaccurate and suggested the numbers be checked before sending out the memo.</p> <p>D. Mary Holmes came to give an update on the Blackboard 9.1 project. She provided a brochure which lists faculty mentors and training schedules. She said that of 424 faculty, 126 are checked off and 106 are teaching in Blackboard in the Spring. She described the variety of online courses available and said they are willing to work with anyone who “fails” the training. Senator Griffin, who said he had been the one to ask the question, said that he was not worried about himself but about others who waited until the last minute to do the switch- not realizing the magnitude of the change. Senator Moore asked whether all classes need to be switched by fall, or would spring and summer classes be available to be transferred at a later point. Ms. Holmes said all courses remain on the system 1 year after last being offered in Ferris Connect. Senator Cook stressed that senators need to go to departmental/college meetings and say that this is a new system- it is not just an upgrade and faculty members who plan to use it need to allot their time accordingly. Over 70% of courses are at least web-enhanced. Senator Marion added that in addition to the Ferris training, there are online training courses in atomic learning also about additional software which could be useful. Senator Nagel expressed concerns about making sure all 1100 courses get transferred for the “slow learners” like him in time. He also asked whether or not there was a better version of the product to move to that might make it easier. He also noted that while his trainer was very good, the consistency of trainers he has told has been unequal. Ms. Holmes said that they were working to the best of their ability to keep training moving, some would not respond. They do have a way to monitor who has been trained. In the summer they will be moving to Service Pack 8 which will address some issues. While Blackboard 9.1 is a Cadillac of systems it is not Vista, and people will need to adjust to what Blackboard can do. Senator Maike asked how long past classes will remain on the server. Ms. Holmes said for a period of one year, to answer any grades issues. Senator Hanna asked how the 1145 courses were identified. Ms. Holmes said all courses taught in a LMS are in the Ferris system per policy. Senator Nystrom added that based on a policy passed by the Academic Standards and Policy Committee last year could have dealt with this issue of knowing who is trained. Senator Dakkuri suggested messages be targeted to the faculty who have not yet done the training instead of blanket emails. Senator Daugherty asked how accessible the files would be for transfer. Ms. Holmes responded for a period of one year, on the server- after that perhaps not so much as they may not have an underlying system to run them. Senator Marion said that with his experience transfer was not successful and courses in Blackboard worked better when built as new. Provost Erickson commented that he understood that this was a major undertaking and he was committed to making sure classes offered in Fall would be able to do so. President Haneline added this was going to be an ongoing report at spring Senate meeting.</p> <p>E. Student Government Danielle Balmer talked about a number of upcoming events including the W.I.L.L. conference and the MyFSU portal survey in FLITE. The amendments to the document governing distribution of money have been finished. The Finance Committee will no longer meet in the summer and the Entertainment Unlimited Board will be allocated funding in advance and become the official programming board.</p>
6.	<p><b>New B.S in Business Finance.</b>  Senator Alspach moved to approve the proposal. Seconded by Senator Griffin . Motion passed.</p>
7.	<p><b>Chemistry Package (New Course, New Concentration, Clean up)</b>  Senator Alspach moved to approve this proposal. Seconded by Senator Ciaramataro. Senator Dakkuri asked what this degree should be called to an employer and where would students go? Program initiator Mark Thompson said that it was a B.A. in Chemistry. Students could finish it in one year and apply to pharmacy school or elsewhere. Senator Dakkuri asked if Pharmacy would appear on the transcript. Senator Alspach said that is generally a program decision to include concentrations. Department head Frank said that was not their intent at this time. Senator moor asked how many new faculty did it require? Department head Frank said that a biochemistry position was already underway and possible new physics professors might be needed. But they were needed anyway because of changes in the pre-pharmacy requirements. Motion passed.</p>

8.	<p><b>Insurance and Rick Management B.S., Minor and Certificates.</b>  Senator Alspach moved to approve this proposal. Seconded by Senator Marion. Senator Drake asked if this were the same major that was eliminated a few years ago. Department head David Steenstra said that this was an academic resurrection of the program originally spearheaded by Douglas Heeter and was driven by market demand. Motion passed with one abstention.</p>
9.	<p><b>B.S. Business- Healthcare Marketing.</b>  Senator Alspach moved to approve this proposal. Seconded by Senator Griffin. Motion passed..</p>
10.	<p><b>Public Relations Program with Concentrations and New Minor.</b>  Senator Alspach moved to approve this proposal. Seconded by Senator Brandyly. Senator Alspach said she is grateful for the creation of the new minor. Motion passed.</p>
11.	<p><b>Replace MS ISM with MS ISI.</b>  Senator Alspach moved to approve this proposal. Seconded by Senator Dakkuri. Senator Moore asked what effect this change would have on partnering programs. Program initiator Greg Gogolin said that it would actually enhance offerings for both the MB and Nursing programs, as well as the MBA/PharmD which only shares one course. Motion passed.</p>
12.	<p><b>Course Caps Report- Provost Erickson</b>  Electronic copies of the course cap report (over 140 pages) were submitted to the senators and limited paper copies were passed out. Provost Erickson said the data was compiled for the 2010-2011 school year and they looked at classes where the term cap was set over the Banner cap (in roughly 47% of the cases the caps were not equal). The classes with larger term caps were then placed in categories- a justified overage (faculty agreements) and other cases. In the case of other- deans were asked to review all of those courses. In many cases, these were simply mistakes and have been corrected. Data will be collected again for the 2011-2012 year</p> <p>Senator Dakkuri noted that caps list term caps that reflect the course instead of by section and said this needed to be clarified. Provost Erickson said this was an issue to be figured out at the college level. Senator Marion asked if a cap was a college level decision. Provost Erickson said it would be the part of the normal academic process and the term cap should reflect policies for that institution. Senator Nagel asked if there was an online section cap of 20 and if so it is under review? Provost Erickson said he wanted to allow for different instructional approaches. Senator Stone noted that her course sections were constrained by the size of Bishop Hall and that was not good policy. Provost Erickson agreed that Bishop Hall had issues and said that it was observed by the trustees in a recent walkthrough. Senator Nystrom asked what happened if the cap was in conflict with workload policies of an area and whether adjunct faculty had the ability to increase a size of a course which made problematic the issue of justified overage. Provost Erickson said that he would like departmental policies to respect the existing course caps or follow the curricular process. Senator Marion said that at the recent Faculty Center safari they saw a classroom fitted for multiple camera sections which might allow an increase in size. Senator Baker said that was hard to do without help as it lead to a burden in grading and review of projects. Senator Hanna said this had been tried in the past. Senator Drake said that the percent of room capacity statistics were misleading- as they were comparing the size of a lecture hall to a class which was limited by an accompanying lab. Provost Erickson said he was aware of that, and overall the information gathered showed that facilities are used effectively. Senator Maike said he was concerned about determining workload on classroom capacity and building size. Senator Moore made a comment that technology was great but people are still needed. Senator Nash thanked the provost for providing all the data and creating the analysis.</p>
13.	<p><b>Announcements</b></p> <p>A. President Eisler said that on Thursday February 9<sup>th</sup>, the state budget will be released. He expects funding to remain stable although there may be tuition restraint language and performance based funding aid (but it's unclear whether or not that is just a reallocation of existing dollars.) He will be hosting a series of forums on student debt next week. He remains concerned about the community college baccalaureate bill and urged people to contact Senator Booher and Senator Emmons. Senator Baker suggested that Ferris use social networking to get more people to contact the representatives about this issue. On February 24 is the Friends of Ferris dinner which is the Ferris political action committee.</p> <p>B. Provost Erickson said he looked forward to seeing Scott Garrison, the new Dean of FLITE as of May 1<sup>st</sup>.  Airport interviews have been set for February 28-29 for the dean searches in Arts and Sciences, Allied</p>

	Health Sciences and Engineering Technology
11.	<p><b>Open Forum</b></p> <p>A. President Haneline noted that there are many good events going on as part of the Festival of the Arts and encouraged attendance.</p> <p>B. Senator Cook encouraged those not attending the Friends of Ferris dinner to go to the Vagina Monologues on February 24 at Williams Auditorium. This performance raises awareness of domestic violence issues.</p> <p>C. Professor Johnson invited all to come out to Northland Park on Saturday February 11 for a Frisbee golf game which was co-sponsored by the disc sports club and Big Rapids Healthy Hearts Campaign.</p>
12.	Senator Griffin moved for adjournment at 11:48 a.m. Senator Marion seconded. Motion passed.

Respectfully submitted,  
Melinda Isler  
Secretary

**TO:** All Persons Represented by the Academic Senate  
**FROM:** Barbara Ciaramitaro, Chair, Senate Election Committee  
**DATE:** March 6, 2012  
**SUBJECT:** Senate Elections

On **March 28 and 29, 2012**, Academic Senate elections will be held to fill the seats of Senators with expiring terms. You are reminded of the following:

- 1) All persons elected in this election in the Colleges of Education & Human Services, Allied Health, Arts & Sciences, Optometry, Pharmacy, Engineering Technology, Business, University College, the College of Professional and Technical Studies and the Counselor/Librarian group will hold a two-year term
- 2) **College Units: Full-time**, Board-appointed instructional faculty from each college of the University who, for purposes of representation, shall be members of that unit from which compensation is derived. Each college shall be considered as a separate unit for purposes of representation on the Senate. These college units shall consist of the College of Allied Health Sciences, the College of Arts and Sciences, the College of Business, the College of Education and Human Services, the Michigan College of Optometry, the College of Pharmacy, the College of Engineering Technology, the University College and the College of Professional and Technical Studies.

**Counselors and Librarians Unit:** Librarians, admissions and personal counselors shall be considered as one unit.

- 3) You may file a nominating petition or affidavit, countersigned by one other member of your unit by sending it to the Senate Office (CSS 208A) before **March 2, 2012**. Nominating petitions are available from the Senate Office, CSS 208A, between 7:30 a.m. and 4:30 p.m. Monday through Friday or from your election officer listed below and will be available on the Academic Senate Webpage. You will receive from the Election Committee, no later than **March 11, 2012** a list of those persons nominated.

**Your Election Committee officers are:**

College	Representative	Campus Address	Campus Phone
Allied Health Sciences	Megan Dixon	VFS 303	3186
Arts and Sciences	Jim Nystrom	ASC 2021	5864
Business	Barbara Ciaramitaro	IRC 222	3199
Counselors/Librarians	Melinda Isler	ALU 101	3731
Education & Human Services	Mischelle Stone	BIS 506	3782
Pharmacy	Adnan Dakkuri	PHR 105	2240
Optometry	Dean Luplow	MCO 231	2192
Engineering Technology	Keith Jewett	SEN 405	2954
University College	Anne Marie Gillespie	ASC 3052	3660
College of Prof. & Tech. Studies	David Baker	CPTS	616-643-5722

**Nominees, Academic Senate Election, March 2012**

**ALLIED HEALTH - 1 vacancy**

No Nominees

**ARTS & SCIENCES - 5 vacancies**

Daisy Daubert

Ali Abbasabadi

Paul Klatt

Hengli Jiao

Cami Sanderson

George Nagel

**BUSINESS - 3 vacancies**

David Marion

Theresa Cook

**COUNSELORS/LIBRARIANS - 1 vacancy**

Christopher Richmond

**EDUCATION - 1 vacancy**

Connie Morcom

Steve Amey

Brendan Callahan

**OPTOMETRY - 1 vacancy**

Amy DiNardo

**PHARMACY - 1 vacancy**

No Nominees

**ENGINEERING TECHNOLOGY - 4 vacancies**

Gary Maike

Chuck Drake

Jim Rumpf

Gareth Todd

**UNIVERSITY COLLEGE - 2 vacancies**

Eunice Beck

**COLLEGE OF PROFESSIONAL & TECHNICAL STUDIES - 1 vacancy**

Joe Joyce

**Academic Senate Report**  
 University Curriculum Committee  
 March 13, 2012

<b>Type</b>	<b>Title</b>	<b>Action/Votes</b>	<b>Concerns/Reasons/Updates</b>
MCC BUS	STQM 270 Prerequisite Clean-up	Approved 9-0	
MCC BUS	MKTG 475 Prerequisite Clean-up	Approved 9-0	
ND BUS	Replace MS ISM with MS ISI	Approved 8-0	Approved by Senate on 2/7/2012
MCC EHS	Integrating Student Teaching and Seminar	Approved 9-0	
MCC AS	History Education Major Checksheet	Approved 9-0	
MCC ED	Revisions to Master's of Ed. Leadership requested by MDE	Approved 9-0	
Cert. TEC	Product Design Certificate	Approved 9-0	
MCC AH	MCC to Health Information Programs	Approved 9-0	
NC EHS	Creation of CRIM 112 & CRIM 113 as an option for a directed elective with CRIM 111	Approved 9-0	
Cert. BUS	Integrated Marketing Communications Certificate	Approved 9-0	
Cert. Revision BUS	Ski Resort Management Certificate	Approved 9-0	
MCC BUS	AIMC Bachelors Degree Revisions	Approved 9-0	
MCC BUS	Delete CAHS 261 Dietary Manager Certification Prep	Approved 9-0	
MCC \\ AH	Reactivation of course "Environmental Regulations 1"	Approved 9-0	
MCC BUS	MMBA: Renumber 605 to 505, 606 to 506, eliminate 607	Approved 9-0	
Conc. Minor Cert. AS	Communication Leadership and Public Advocacy program	Approved 7-0	On Senate agenda for 3/13/2012
MCC TEC	HVAC 342 Course Name and Description Modification	Approved 7-0	
MCC COB	Music Industry Management	Approved 7-0	
MCC AS	Change Prereq's: BIOL 300	Approved 7-0	
Cert. COB	Professional E-Commerce Marketing Certificate	Approved 7-0	

No business was conducted at the meeting of February 29 due to lack of quorum (weather).



## Committee Discussion Items

- I. The Committee was informed that concentrations and minors would no longer require approval from the Board of Trustees. However all curriculum action is shared with the Board for information purposes. The UCC Manual chart will be revised appropriately.
- II. The conversation continues about how to communicate more effectively with all parties involved in a curriculum change. Specifically, DegreeWorks depends on the list of changes on Form A to begin their process, but this unit also takes into account prerequisites listed on Form F. Check sheets (Form D) are essential for scribing a program (major, minor, concentration, certificate), new or revised, accurately into the Catalog. It is critical that all three forms are consistent to insure this process is completed accurately, since different bits of data are addressed by different personnel.  
  
The Committee will continue to consult with all parties about how data can be accessed accurately from all levels of programs and about how all levels of programs can be reported to advisors and students.
- III. The Committee discussed the process for removing any deleted courses from check sheets and Degree Works. Day will ask those involved with this program for guidance. Alspach will ask Deb Cox to collect a list of all check sheets currently including COMM 200 or COMM 201 as options for the General Education Communication Competence (oral) requirement, since these courses were deleted some time ago but still pop up on check sheets.
- IV. The Committee discussed adding a query to Form A asking initiators to indicate not only any check sheets affected by the proposal, but also how the check sheet will be affected. For example, the History proposal corrected the current check sheet where an incorrect course number had been associated with the required course title.
- V. The Committee discussed the challenge of appropriately advising students about course offerings when a course is listed for multiple terms in Banner. Some programs indicate the semester a course is usually offered on their check sheets, and this practice is recommended. However, advisors working with students to develop Academic Plans may not be aware of the pattern of offering for a course. The issue is that the system shows when a course can be offered, but not when the course will be offered.
- VI. The Committee learned that the APAO will be directing all programs to examine their catalog listings and to complete the procedure for deleting courses that have not been offered in the last five years. Programs will have opportunity to justify maintaining a course in the Catalog for future reinstatement. However programs will be cautioned that significant changes in the reinstated course will trigger a request for a New Course application. The committee recommends that this request to “clean out the garage” include a request to update program and course outcomes/assessment plans.
- VII. Answering a committee member’s question, the chair verified that Certificates are “free standing” entities that do not require a student to commit to any degree program at the University. The new UCC policy specifies that a certificate must include a minimum of 6 credit hours earned through Ferris. An earlier question to the chair remains to be answered: must a certificate-seeker complete the full application process with the University, or can a simplified process be established for certificate-only seekers. Historically there has been an expedited process for programs to accept students into certificate programs. On this issue, the chair will work with staff in the Registrar’s Office to have certificates and concentrations appear on transcripts as soon as they are declared, for advising and planning.
- VIII. The Committee supported the idea of hosting a campus-wide workshop to review the curricular process in light of the revisions in the UCC Manual effective in September 2012. Alspach will work with Todd Stanislav in the Faculty Center to set up a workshop for department curriculum committee members and an open session for the University on Thursday of Faculty Week in August. Hadley was asked to send the Senate-approved UCC policy and the working drafts of Appendices A (Procedures), B (Timelines) and C (Guidelines) to the committee members for their information and

review. Alspach and Hadley will continue to revise Appendices D (Writing Student Learning Outcomes), E (Instructions for Completing Forms), F (Forms), and G (Glossary and FAQs).

- IX. The Committee learned that a course offered face-to-face in one semester but fully online in another is identified in the catalog by different course numbers. The current policy is that a course exists as an entity regardless of its method of delivery. The only distinction between sections of a course offered on-campus, off-campus or fully online is made at the department level, and is indicated by the suffix added to the section. For example, COMM 365-001 is offered on campus, face-to-face; COMM 365-AGA is offered off campus, face-to-face; COMM 365-VL1 is offered fully online. But the course outcomes remain the same, regardless of method of delivery. There is no current identifier for mixed delivery or blended offerings. These sections typically list the dates for face-to-face instruction; however, there is no guiding policy or consistency for this method of delivery. The committee will work with the initiator to move to the current policy for the course in question.
- X. The Committee initiated discussion of the practice of updating the Catalog only once a year. The issue comes when changes are made to a program during the year which may result in harm to the student who depends on the Catalog for program planning. The issue was brought to our attention by Nancy Hogan, chair of UGPC. Investigation will continue.
- XI. The Committee appreciated the conversation about the UCC policy that provides that a Dean's vote of "no support" stops a proposal from moving forward. However, there was concern that the Dean's rationale for not supporting the PPET proposal is more contractual than curricular. The committee also suggested consultation on the concern that there is an apparent duplication of courses from another program in the proposal.
- XII. The committee discussed the process for revising checksheets when a course number changes, as in the case of AIMC 300. The paperwork to change the course number, including Form A rationale, Form D checksheets (current and proposed) and Form F can go directly to Academic Affairs. Revised checksheets should be distributed to college Educational Counselors and the college Curriculum Committees to facilitate communication with all parties 'down the chain'.
- XIII. The Committee discussed its role in responding to issues that are not curricular in nature. We affirmed our charge to focus on curriculum policy matters, trusting that proposers have performed due diligence on questions of resource and faculty needs. The Preliminary Curriculum Approval process (PCAF) is designed to address these issues.
- XIV. The Committee discussed the ways in which UCC paperwork function beyond the proposal approval process to ensure that data generated about courses and programs is as accurate as possible. The committee will continue to review and revise the Appendices and Forms in the UCC Manual so that initiators understand how the Forms function and are clear about the necessity to be accurate and consistent across all Forms. Specifically:
  - a. Form A directs the scribing of courses into and out of programs in Banner and DegreeWorks (MyDegree). The rationale for change needs to be reflected consistently in the listing of courses affected in the proposal. Initiators need to consider how their changes will impact not only their own program checksheets but also any place in the University curriculum where changed courses appear. We will add a "Comments" box under item 5. "Program Checksheets affected by this proposal" so that initiators can explain the affect of their proposed change(s).
  - b. Form D Current and Proposed Checksheets are used with Form A to load program requirements into DegreeWorks. As this Banner feature continues to "roll out" to enable students to chart their degree progress, it is critical that initiators are accurate and consistent in making changes, including noting prerequisites to upper-level courses.
  - c. Form E New Course Description should be completed whenever a change in title, course description or credits is proposed. Initiators must check to ensure that the course title and description on Form E are consistent with the course title and description on Form F, and that any difference in title or description from the current catalog is noted appropriately on Form F. In

addition, the 2012 UCC Manual will request that Form E include the Outcomes/Assessment Plan that is scribed into the TracDat data management system operated at the department level.

- d. Form F Create, Modify or Delete a Course is the form that is used to scribe information about the course into Banner. It is essential that all information be complete, consistent and accurate to avoid errors in scribing.

## **Online Faculty Evaluation Task Force Recommendations to the Academic Senate 3/13/12**

The Online Faculty Evaluation Task Force (OFETF) has met since the beginning of the year and has the following observations and recommendations to report. While this is not the first group to work on evaluation issues and the recommendations are not dramatic, we feel that what consensus we reached is worthy of action and in some areas, further study. Our recommendations are informed by the realization that going forward more meaningful evaluation will be required by outside stakeholders such as accrediting bodies and financial aid requirements. We also assume that in most cases incentivizing carrots are preferred over punitive sticks. Our desire is to foster an evaluation system that serves teaching and learning improvements.

### **Notable Trends at FSU**

In recent years there have been several trends that the committee identified: more courses and more faculty evaluations are delivered online. More faculty are moving toward the IDEA form and away from the SAI, mainly from entire colleges deciding to use the online version of the IDEA exclusively. Also notable is the lack of uniform practices around faculty evaluation among and within colleges ranging from highly effective use to none at all.

Moving to an online format has the positive effects of substantially reduced cost, increased confidentiality, reduced consumption of class time and a more rapid turnaround time for formative faculty feedback. The challenge that we like most universities face is that, without any offsetting interventions put in place, moving to online evaluation generally reduces response rates. Nationally, the two main methods for increasing response rate are building extra credit or other incentives into courses for evaluation participation (carrot approach) and withholding final grades until evaluations are completed (stick approach).

The attraction to the IDEA evaluation from SAI is primarily the validity and reliability of using a nationally normed instrument, and for those colleges that use it exclusively, the efficiency of supporting a single instrument. This tool also provides feedback focused on faculty selected learning outcomes and produces guidance for improvement. The IDEA also has a universal online version whereas the online version of the SAI is worded solely for fully online courses. The resistance to using the IDEA form includes the perception that the SAI is a more benign evaluation tool, the extra time and effort involved in setting up the IDEA initially for individual faculty members to select applicable outcomes, the increased cost of a purchased instrument, and the sense that the SAI satisfies minimum criteria with a face value simple evaluation making it unclear what substantial gains a better assessment tool would accomplish.

The OFETF has organized its recommendations into 3 groupings: immediate, intermediate and long term.

**Immediate recommendations** begin with housing all faculty evaluation activity in Academic Affairs with sufficient clerical support as well as identifying a “champion” of faculty assessment who could work toward the implementation of these and future recommendations for improving the process. This would enable us to first “get our house in order” regarding assessment through a centralized office with sufficient resources and authority to fix administration issues of both the SAI & the IDEA as we move toward more online evaluation.

This may include an investigation of ways to create incentives to increase the trial use of the IDEA and tailoring the SAI online formats for enhanced, hybrid and fully online courses. This would also involve determining an appropriate archival system for faculty evaluations. It was noted that any misuse of the faculty evaluation process should rise to Provost Office attention and should also be reported to the Academic Senate.

**Intermediate recommendations** involve encouraging individual colleges to consider the aforementioned trends and evaluation practices more broadly. Colleges should conduct internal reviews to consider which instrument is supported by evidence of validity and best meets their needs. Colleges should consider the faculty evaluation process as a whole with special attention paid to how faculty evaluations are being used, particularly as it relates to tenure and promotion. Colleges should invest in training and supporting the IDEA and periodically search for better tools and methods. The OFETF strongly urges movement toward more effective multiple measures and mixed methods rather than an over-reliance on any single tool of student evaluation. Those for whom the IDEA has been particularly useful can share their successes in course improvement, faculty development and/or accreditation, possibly in collaboration with the Center for Teaching and Learning.

**Long Term recommendations** include big picture issues as we continue to search for better evaluation tools, best practice, and state of the art approaches. This would include tackling the larger issues of creating a continuum of meaningful assessment across the university that actually produces outcomes of better teaching and learning. This would include an analysis beyond choice of course evaluation instrument and explore how this information is actually used and what changes it produces. It will be difficult to address the current cynicism in the student body if we cannot demonstrate that their effort is recognized. FSU needs to be able to demonstrate how we utilize the data we gather for improving courses as well as identifying and addressing instructional problems. This may include early education of students as to the potential advantages and limitations of course evaluation. We also suggest engaging the Student Government leadership on an ongoing basis.

These are the beginning steps that this OFETF recommends. The Academic Senate may consider using the Academic Strategic Planning Council to continue these recommendations on an ongoing basis in collaboration with the designated person/s in the Provost’s office and Institutional Research. Additionally, there could be another task force convened to continue with these recommendations. The identified point person in the Provost’s office can function as a more efficient central organizing office for supporting and coordinating these efforts.

## **FERRIS FIRST! MINUTES**

**Wednesday, February 8, 2012**

**BUS 332**

**3:00-4:30 P.M.**

### **WELCOME**

Attendance: Sandy Alspach, Leonard Johnson, Susan Jones, Jackie Hughes, Spence Tower, Dan Tuuri, Kitty Manley, Todd Stanislav, Don Green, Ron McKean, Ziggy Kozicki, Michael Bouthillier, Arn McIntyre, Piram Prakasam

Guest: John Urbanick

### **UPDATES ON IMPLEMENTED INITIATIVES**

Academic Incubator – Don Green

Don reported that the Committee to hire the Associate Dean of EIO (for Academic Incubator and SW Michigan Region) is still working and may have a candidate soon. It is also possible that the search will continue.

Entrepreneurship Institute – Handout from Shirish Grover

Please see the scanned document attached. In addition to this report, Shirish Grover (sometimes with Don Green and/or Susan Jones) has been meeting with opinion leaders in the entrepreneurship world in West Michigan and beyond, to develop potential partnerships for the Entrepreneurship Institute.

Global Initiatives – Piram Prakasam

Don Green reported for Piram Prakasam, who entered the meeting later. The Intensive English program continues to grow. The King Abdullah Scholarship Program is working very well, with thanks to Kitty Manley, who was instrumental in getting this program underway. For more information about our Saudi students, see <http://www.ferris.edu/HTMLS/news/archive/2012/february/saudiarabia.htm>.

Other potential partnerships to bring us students from China, Libya and Iraq are in the planning stages. Other possibilities in the works for Global Initiatives include:  
Building opportunities for Middle Eastern and Asian students in Grand Rapids, for those who want to live in more of a city environment  
Approaching GVSU to provide training for their International students

Working within the Latino community in Grand Rapids to develop programs and partnerships

## **UPDATES ON INITIATIVES IN DEVELOPMENT**

STEM "Todd Stanislav and Committee

FerrisFirst! believes that STEM should move forward with its fact finding and listening efforts. The STEM committee will approach the appropriate Deans to discuss STEM. These would include Deans of Engineering Technology, Arts and Sciences, and all the health-related schools. After that, Don Green will place STEM on the agenda for Dean's Council. The goal will be to have STEM presented at the summer SPARC retreat, just as Academic Incubator, Entrepreneurship Institute and Global Initiatives were presented last summer, to get official University buy-in.

STEM should continue to develop its plans for financial viability, partnerships and funding mechanisms.

Mobile Group - Don Green and Committee

Don Green presented a model for institutes at Ferris State including the Institute for Convergent Mobile Technology (see scanned sheet attached). Susan Jones noted that E-Commerce Marketing should be added to the disciplines listed for the Mobile Institute. The Mobile committee plans to present their concept at the March Senate meeting and then they will hold an all-campus meeting to discuss the Mobile Institute and seek participants and ideas.

TedX Grand Rapids

Dan Tuuri and Don Green reported that all members of FerrisFirst! who wish attend TedX on May 10 will be able to do so "some at the main location in downtown Grand Rapids, and some at the remote location in Forest Hills. Ferris is a sponsor of TedX. For more on TedX, see: <http://www.tedxgrandrapids.org/>, or contact Dan Tuuri.

## **NEW INITIATIVES DISCUSSION**

Student/Faculty/Staff Innovation Idea "Leonard Johnson

Deferred to next meeting due to time constraints.

IT Strategic Plan Becomes University Technology Strategic Plan "John Urbanick

John Urbanick attended the meeting to request FerrisFirst! Participation in the development of a University Technology Strategic Plan that is focused on student success, engagement in learning, and other positive measures. Jackie Hughes and Dan Tuuri agreed to join Sandy Balkema in this "emessaging" effort, which will take place over the next few weeks.

## **NEW BUSINESS AND OTHER REPORTS**

Next meeting will be announced shortly, perhaps after the March or April FerrisFirst! Tuesday luncheon.

The meeting was adjourned at 4:30 p.m.



E.I. Team Summary  
Week Ending (02-04-12)

1. Operations Team

- **Researched business plan competition criteria.**
- Emailed about getting movies approved on campus.
- Emailed about events getting videotaped.
- **Researched website information & organization.**
- Developed flier for RSO mailboxes that will be printed by next week.

2. Communications

- **Created content for Bulldog Bytes**
- Created Chamber of Commerce Letter
- Content for RSO email (Sent)
- **Continued work on brochure.**

3. Marketing Team

- Communication with FSU Torch
- **Showcase on 2<sup>nd</sup> Floor FLITE March 1<sup>st</sup>-31<sup>st</sup> (Booked)**
- E.I. Commercial approved
- **Personal emails sent to campus organizations**
- Obtained dining passes
- **Banner completed for E.I.**

4. Additional

- **CEO members attended 5x5 Competition in Grand Rapids**
- **E.I. photos were taken.**

E.I. Team Summary  
Week Ending (01-28-12)

- **Decided on first event date/speaker; February 09 at 11:00am. Room + Speaker confirmed.**
- Content for brochure, RSO email, and RSO flier.
- **Created brochure template.**
- Researched other universities and their website content.
- Banner is being made for E.I.
- **Research beginning for business plan competition in March.**
- **E.I. is sponsoring "chuck a puck" at FSU hockey game on 02-18-12.**
- Employee hour's policy was created along with new worksheet format.
- List was formed of local businesses to partner with.
- Contact with alumni office (Communication & Alumni List).
- E.I. team being photographed on 02-02-12.
- Proposal for short video for E.I.
- **Showcase in FLITE is TBD (Possibly in March on upper floor).**
- Erin Weber willing to work with E.I. for grant writing event.

# Institute Model



## Institutes are:

- Cross functional
- Intra-college
- Research oriented
- Grant seeking
- Industry partnership
- Entrepreneurial
- Applied faculty study
- Applied student study

Revised 05/08/2009

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Communication Program concentrations, minors and certificates

Initiating Unit or Individual: George Nagel

Contact Person's Name: Sandy Alspach e-mail: alspachs@ferris.edu phone: 591-2779

Date or Term of Proposal Implementation: 201208

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program or Academic Unit Faculty	<i>George Nagel</i>	12/14/11	7 Support 0 Support with Concerns 0 Not Support
Department Faculty	<i>[Signature]</i>	12-20-11	4 Support 0 Support with Concerns 0 Not Support
Department Head	<i>[Signature]</i>	1/18/12	X Support Support with Concerns Not Support
College Curriculum Committee	<i>[Signature]</i>	1/26/12	5 Support Support with Concerns 0 Not Support
Dean	<i>[Signature]</i>	1/31/12	Support X Support with Concerns Not Support
University Curriculum Committee	<i>Sandy Alspach</i>	2/22/12	7 Support 0 Support with Concerns 0 Not Support
Senate	<i>[Signature]</i>	2/22/12	Support Support with Concerns Not Support
Academic Affairs	<i>[Signature]</i>	2/22/12	Support Support with Concerns Not Support

*outlined on PCAFS*

\* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)

Board of Trustees (Date Approved)

President's Council (Date Approved)

FEB 17 2012  
PROVOST

## 1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Students who resonate with their experience in Communication courses and who want to declare either the BS or the BA degrees often struggle to find an appropriate career target where their communication knowledge and skills are featured. This issue was identified in the most recent Academic Program Review for the Communication program. The effort to identify concentrations related to career and community applications of communication study began with the introduction of the Sports Communication program. This program has seen positive response from students declaring the communication major with the concentration and across campus from students adding the Sports Communication minor.

The Communication area proposes adding two new programs areas under the current BS and BA majors in communication: Community Leadership and Public Advocacy. The programs include a concentration for communication majors, and a certificate and minor for students in other majors. These programs respond to conversations with VP Burcham to create academic support for the co-curricular transcript project which allows students to capture their out-of-class experiences for employers. They also build on the work of the Political Engagement Project and the Academic Service Learning project to provide an academic context for students' civic engagement experiences.

COMM 116 is a rejuvenation of a dormant course on parliamentary procedure (COMM 115), with additional material on meeting management. COMM 341 Political Communication and COMM 366 Diversity and Communication have been taught twice as experimental courses. COMM 395 Leadership Practicum was taught in fall 2011. COMM 340 was taught in spring 2011 as an experimental course "Communicator as Social Activist" and is being taught in spring 2012. Four of the new courses in these programs, and the retitled COMM 421 Leadership and Communication, will be offered in Fall 2012, capitalizing on the Presidential campaign for COMM 341 Political Communication's student participation requirement. COMM 340 will be offered again in Spring 2013.

COMM 421 Leadership in Small Groups will be retitled Leadership and Communication to reflect a broadening of its focus to include leadership in organizations and communities.

The team of supporting programs offering to include their courses as electives for these programs demonstrates collaboration across disciplines where the topics of "leadership" and "public advocacy" are discussed.

## 2. Summary of All Course Action Required\*

### a. Newly Created Courses to FSU:

Prefix	Number	Title
COMM	116	Parliamentary Procedure and Meeting Management
COMM	340	Communicator as Public Advocate
COMM	341	Political Communication
COMM	366	Diversity and Communication
COMM	395	Leadership Practicum

### b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
COMM	115	Parliamentary Procedure

**c. Existing Course(s) to be Modified:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
<b>COMM</b>	<b>421</b>	<b>Leadership in Small Group Communication</b>

**d. Addition of existing FSU courses to program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
<b>COMM</b>	<b>251</b>	<b>Argumentation and Debate</b>
<b>COMM</b>	<b>305</b>	<b>Communication and Human Relations</b>
<b>COMM</b>	<b>310</b>	<b>Nonverbal Communication</b>
<b>COMM</b>	<b>315</b>	<b>Gender Communication</b>
<b>COMM</b>	<b>320</b>	<b>Family Communication</b>
<b>COMM</b>	<b>332</b>	<b>Persuasive Speaking</b>
<b>COMM</b>	<b>333</b>	<b>Theories of Persuasion</b>
<b>COMM</b>	<b>365</b>	<b>Intercultural Communication</b>
<b>COMM</b>	<b>370</b>	<b>Communication and Conflict</b>
<b>COMM</b>	<b>380</b>	<b>Organizational Communication</b>
<b>COMM</b>	<b>421</b>	<b>Leadership and Communication</b>
<b>PHIL</b>	<b>216</b>	<b>Introduction to Ethics</b>
<b>PHIL</b>	<b>305</b>	<b>Feminist and Gender Theory</b>
<b>PHIL</b>	<b>315</b>	<b>Political &amp; Social Philosophy</b>
<b>PHIL</b>	<b>316</b>	<b>Applied Ethics</b>
<b>HIST</b>	<b>259</b>	<b>Women in Activism: Global Perspectives</b>
<b>HIST</b>	<b>301</b>	<b>Racism in the Modern World</b>
<b>PLSC</b>	<b>121</b>	<b>American Government 1: People and Politics</b>
<b>PLSC</b>	<b>122</b>	<b>American Government 2: Policy Making</b>
<b>PLSC</b>	<b>323</b>	<b>International Organizations</b>
<b>SOCY</b>	<b>270</b>	<b>Sociological Theory</b>
<b>SOCY</b>	<b>340</b>	<b>Minority Groups in America</b>
<b>SOCY</b>	<b>341</b>	<b>Community Studies</b>
<b>SOCY</b>	<b>345</b>	<b>The Field of Aging</b>
<b>SSCI</b>	<b>425</b>	<b>Issues in Public Policy</b>
<b>ECON</b>	<b>221</b>	<b>Principles of Macroeconomics</b>
<b>ECON</b>	<b>222</b>	<b>Principles of Microeconomics</b>
<b>MGMT</b>	<b>302</b>	<b>Team Dynamics – Organizational Behavior</b>
<b>MGMT</b>	<b>373</b>	<b>Human Resource Management</b>
<b>MGMT</b>	<b>375</b>	<b>Negotiations</b>
<b>MGMT</b>	<b>492</b>	<b>Lean Service Enterprise Leadership</b>
<b>PREL</b>	<b>240</b>	<b>Public Relations Principles</b>
<b>PREL</b>	<b>342</b>	<b>Public Relations Tactics/Plans</b>
<b>AIMC</b>	<b>334</b>	<b>Fundamentals of Media</b>
<b>INTB</b>	<b>420</b>	<b>Comparative International Law</b>
<b>INTB</b>	<b>410</b>	<b>International Economics-Communication Policies</b>

**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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### 3. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Dept.	Date Received & by Whom
C	12/12/11	FLITE	
B	12/12/11	Humanities	
B	12/12/11	Social Sciences	
B	12/12/11	Marketing	2/7/12 M. Cooper
B	12/12/11	Management	2/7/12 D. Steenstra
B	12/12/11	Early Childhood Education	2/2/12 D. Fleming

### 4. Will External Accreditation be Sought? (For new programs or certificates only)

\_\_\_\_\_ Yes                      \_\_\_\_\_X\_\_\_\_\_ No

If yes, name the organization involved with accreditation for this program.

### 5. Program Checksheets affected by this proposal.

#### BS, Applied Speech Communication

- Add Community Leadership concentration in Directed Communication Electives
- Add Public Advocacy concentration in Directed Communication Electives

#### BA, Communication

- Add Community Leadership concentration in Directed Communication Electives
- Add Public Advocacy concentration in Directed Communication Electives

Feb. 21, 2012

To: University Curriculum Committee  
APAO (emeritus) D. Flickinger, APAO P. Blake

Cc: M. Cooper  
D. Steenstra  
D. Fleming  
Communication Faculty

From: Sandy Alspach  
Humanities/Communication

Re: Communication Proposal for Leadership and Public Advocacy Programs

Upon receipt of consultation Form B's from three key constituents in this inter-collegiate proposal, we are resubmitting the proposal with the following modifications.

No Support from Early Childhood

EDCD 380, Advocacy in Early Childhood Education is withdrawn from the proposal as an elective option for the concentrations in Applied Speech Communication (BS) and Communication (BA) and the minor in Public Advocacy.

No Support from Marketing

With apologies for not communicating directly and in a timely fashion, we are accepting the recommendations of the Marketing Department.

We are replacing AIMC 376 Media Strategy and Tactics with AIMC 334 Fundamentals of Media. AIMC 334 now appears on the revised check sheets for the concentrations in Applied Speech Communication (BS) and Communication (BA) and the minor in Public Advocacy.

PREL 440 Public Relations Cases/Strategy is replaced in all locations in the proposal by PREL 240 Public Relations Principles. The newly approved PREL 341 Public Relations Tactics is listed as an elective in all locations in the proposal, replacing PREL 342 on the check sheet.

Support with Modifications and Concerns from Management

We are re-titling the Leadership proposal in all locations (concentrations, minor, certificate) as "Community Leadership", to distinguish it from Leadership and Supervision and Leadership and Project Management.

We will continue to work with our allies to make these two additions to the Communication program: Community Leadership and Public Advocacy, beneficial to students across the University.

**CURRICULUM CONSULTATION FORM**

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

**Failure to respond is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

**RE: Proposal Title Communication Program Concentrations: Leadership, Public Advocacy**

Initiator(s): <u>George Nagel</u>	
Proposal Contact: <u>Sandy Alspach</u>	Date Sent: <u>12/13/11 resubmitted 2/1/12</u>
Department: <u>Humanities</u> Campus Address: <u>1009 Campus Drive, JOH 119</u> (Please print)	

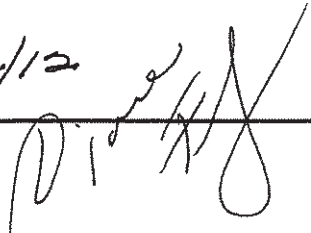
Responding Department: <u>Early Childhood</u>	
Chair/Head/Coordinator: <u>Diane Fleming</u>	Date Returned: <u>2/2/12</u>

Based upon department faculty review on 2/2/12 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

*The prerequisite for EDCD 380, Advocacy in ECE has 2 levels - EDCD 211 which has the prereq. of EDCD 111 - in other words before students take our 300 level classes we expect them to have a 2yr. background in Early Childhood classes. If students do not have that background they won't be successful in EDCD 380.*





## CURRICULUM CONSULTATION FORM

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**Failure to respond is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

**RE: Proposal Title Communication Program Concentrations:  
Leadership, Public Advocacy**

Initiator(s): George Nagel

Proposal Contact: Sandy Alspach Date Sent: 12/13/11 /resent 2/2/12

Department: Humanities Campus Address: 1009 Campus Drive, JOH 119  
(Please print)

Responding Department: Humanities

Chair/Head/Coordinator: Trinity Williams Date Returned: 2/6/12

Based upon department faculty review on 2/8/11 (date), we

- Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

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2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

**Failure to respond is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

**RE: Proposal Title** Communication Program Concentrations:  
Leadership, Public Advocacy

**Initiator(s):** George Nagel

**Proposal Contact:** Sandy Alspach **Date Sent:** 12/13/11 resubmitted 2/1/12

**Department:** Humanities **Campus Address:** 1009 Campus Drive, JOH 119  
(Please print)

**Responding Department:** Marketing

**Chair/Head/Coordinator:** Michael Cooper **Date Returned:** \_\_\_\_\_

Based upon department faculty review on fast track electronic review 02-03-12 to 02-07-12(date), we

- Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

Concerns included:

- a. The proposal includes courses in AIMC and PREL – areas which the faculty believe would add value to the proposed curriculum. But the specified courses are high level and require pre-requisites. Faculty believe alternatives could be identified which would provide students benefit in the areas of public relations and advertising. Consistent with a request last week by the proposal contact, Mktg. Dept. faculty ask for some

time engage in collaborative conversation with the COMM faculty to identify PREL courses more appropriate than those listed and to resolve pre-req concerns related to the proposed AIMC courses.

- b. The Department is concerned that collaborative engagement sufficient to resolve faculty concerns was initiated only last week through the Form B process – and does not afford enough time. The intended collaborative effort mentioned in the proposal has not yet taken place.

The Department respectfully but emphatically requests f2f consultation with COMM faculty to address and resolve faculty concerns in ways that strengthens the proposal with respect to inclusion of AIMC and PREL content.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

**Failure to respond is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

**RE: Proposal Title** Communication Program Concentrations:  
Leadership, Public Advocacy

Initiator(s): George Nagel

Proposal Contact: Sandy Alspach Date Sent: 12/13/11 resubmitted 2/2/12

Department: Humanities Campus Address: 1009 Campus Drive, JOH 119  
(Please print)

Responding Department: Management

Chair/Head/Coordinator: David Steenstra Date Returned: 2-7-12

Based upon department faculty review on \_\_\_\_\_(date), we

- Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

OUR DEPARTMENT DOES NOT OPPOSE THE PROGRAM --  
 JUST THE TITLE. WE ALREADY HAVE A LEADERSHIP &  
 SUPERVISION CERTIFICATE AND A LEADERSHIP & PROJECT  
 MANAGEMENT MINOR. IF THE TITLE IS CHANGED  
 WE MAY BE ABLE TO SUPPORT THE PROPOSAL WITHOUT  
 CONDITION.

ID:

Name:

CURRENT

# BACHELOR OF SCIENCE IN APPLIED SPEECH COMMUNICATION

## FERRIS STATE UNIVERSITY

PROGRAM COORDINATOR: Dr. George Nagel

Major Advisor: Dr. Sandy Alspach

OFFICE: JOH 127 PHONE: (231) 591-2779 E-MAIL: [alspachs@ferris.edu](mailto:alspachs@ferris.edu)

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. 2.0 CUMULATIVE grade point average in all courses with no grade lower than a "C" in any COMM or ENGL class, and a 2.0 GPA in the Applications to the Workplace course work.
2. 120 minimum semester credits including general education requirements.
3. Residency requirement: 30 minimum FSU semester credits.
4. Minimum of 40 credits numbered 300 or higher.

Number of 300+ Credits: \_\_\_\_\_

**Program Requirements: for students entering Applied Speech Communication Fall Semester 2011**

REQUIRED		COURSE TITLE – FOR PREREQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
<b>MAJOR (54 credit min) Minimum grade of "C" required in all COMM, and ENGL courses</b>				
<b>(Prerequisites)</b>				
COMM	101	Intro to Communication Study (F)	3	
COMM	105	Interpersonal Communication (F,Sp)	3	
COMM	121	Fundamentals of Public Speaking (F,Sp) (May substitute COMH 121)	3	
COMM	221	Small Group Decision Making (F,Sp,Su)	3	
COMM	299	Theories of Human Communication (F,Sp) (COMM 221 and 105 and 121 or COMH121)	3	
COMM	300	Research Methods in Comm. (F) (COMM 105 and COMM 121 or COMH121 and COMM 299)	3	
COMM	365	Intercultural Communication (F,Sp,Su)	3	
COMM	380	Organizational Communication (F) (COMM 105 or 200 or 221)	3	
COMM	460	Communication Rights/Responsibilities (Sp) (COMM 105 or 121 or COMH 121)	3	
COMM	493	Internship in Communication (total 6 credit minimum) (F,Sp,Su) (instructor consent)	1 - 8	CR/NC
COMM	499	Communication Senior Seminar (F,Sp) (COMM 299 and COMM 300)	3	
<b>MAJOR DIRECTED COMMUNICATION ELECTIVES Minimum 18 credits, consult advisor for proper course selection. Min 9 credits must be at the 300+ level.</b>				
			3	
			3	
	300+		3	
	300+		3	
	300+		3	
<b>APPLICATION TO THE WORKPLACE: Minimum 18 credits (consult program coordinator for proper course selection)</b>				

**ELECTIVES to total 120 credits hours (40 credits at 300 or above)**

**GENERAL EDUCATION REQUIREMENTS**

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

<b>I. GENERAL EDUCATION REQUIREMENTS</b>			
<b>A. COMMUNICATION COMPETENCE 12 Sem Credits</b>			
Course	Grade	Credits	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (Achieved in program coursework)		(3)	
<b>TOTAL</b>			
<b>B. SCIENTIFIC UNDERSTANDING 7 Sem Credits</b>			
Only approved "Z" courses may count toward this category (one must be a lab course).			
Course	Grade	Credits	
Lab			
<b>TOTAL</b>			
<b>C. QUANTITATIVE SKILLS</b>			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credits
	MATH 115 or higher <i>or</i> (MATH 117 recommended)		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score $\geq 24$	Score	
<b>TOTAL</b>			

<b>D. CULTURAL ENRICHMENT 9 Sem Credits</b>		
Only approved "C" courses may count toward this category. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply		
Course	Grade	Credits
200+ level COMM 231 recommended		
<b>TOTAL</b>		
<b>E. SOCIAL AWARENESS 9 Sem Credits</b>		
Only approved "S" courses may count toward this category. Requirements: 1) two different subject areas including at least one "foundation" course, 2) one 200+ level course		
Course	Grade	Credits
Foundation		
200+ level		
<b>TOTAL</b>		
<b>F. GLOBAL CONSCIOUSNESS</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		
<b>G. RACE/ETHNICITY/GENDER</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		

**SAMPLE COURSE SEQUENCE:** The following chart depicts one strategy to begin program requirements. In order to complete this program in a four year plan, students must average 16 – 17 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

**First Year Fall Semester**

COMM 101 Introduction to Communication Study	3
COMM 105 Interpersonal Communication	3
Social Awareness Elective	3
ENGL 150 English I	3
Cultural Enrichment / Global Consciousness Elective	3
<b>TOTAL</b>	<b>15</b>

**First Year Spring Semester**

COMM 121 or COMH121 Public Speaking	3
COMM 221 Small Group Decision Making	3
Scientific Understanding	3
MATH 115 or higher or proficiency	3-4
ENGL 250 English 2	3
<b>TOTAL</b>	<b>15-16</b>

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.



**ELECTIVES to total 120 credits hours (40 credits at 300 or above)**

**GENERAL EDUCATION REQUIREMENTS**

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

<b>I. GENERAL EDUCATION REQUIREMENTS</b>			
<b>A. COMMUNICATION COMPETENCE 12 Sem Credits</b>			
Course	Grade	Credits	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (Achieved in program coursework)		(3)	
<b>TOTAL</b>			
<b>B. SCIENTIFIC UNDERSTANDING 7 Sem Credits</b>			
Only approved "Z" courses may count toward this category (one must be a lab course).			
Course	Grade	Credits	
Lab			
<b>TOTAL</b>			
<b>C. QUANTITATIVE SKILLS</b>			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credits
	MATH 115 or higher <i>or</i> (MATH 117 recommended)		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score $\geq 24$	Score	
<b>TOTAL</b>			

<b>D. CULTURAL ENRICHMENT 9 Sem Credits</b>			
Only approved "C" courses may count toward this category. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply			
Course	Grade	Credits	
200+ level COMM 231 recommended			
<b>TOTAL</b>			
<b>E. SOCIAL AWARENESS 9 Sem Credits</b>			
Only approved "S" courses may count toward this category. Requirements: 1) two different subject areas including at least one "foundation" course, 2) one 200+ level course			
Course	Grade	Credits	
Foundation			
200+ level			
<b>TOTAL</b>			
<b>F. GLOBAL CONSCIOUSNESS</b>			
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.			
Course:			
<b>G. RACE/ETHNICITY/GENDER</b>			
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.			
Course:			

**SAMPLE COURSE SEQUENCE:** The following chart depicts one strategy to begin program requirements. In order to complete this program in a four year plan, students must average 16 - 17 credit hours per semester. Students **MUST** consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

**First Year Fall Semester**

COMM 101 Introduction to Communication Study	3
COMM 105 Interpersonal Communication	3
Social Awareness Elective	3
ENGL 150 English 1	3
Cultural Enrichment / Global Consciousness Elective	3
<b>TOTAL</b>	<b>15</b>

**First Year Spring Semester**

COMM 121 or COMH121 Public Speaking	3
COMM 221 Small Group Decision Making	3
Scientific Understanding	3
MATH 115 or higher or proficiency	3-4
ENGL 250 English 2	3
<b>TOTAL</b>	<b>15-16</b>

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.





**ELECTIVES to total 120 credits hours (40 credits at 300 or above)**


## GENERAL EDUCATION REQUIREMENTS

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

<b>I. GENERAL EDUCATION REQUIREMENTS</b>			
<b>A. COMMUNICATION COMPETENCE 12 Sem Credits</b>			
Course	Grade	Credits	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (Achieved in program coursework)		(3)	
<b>TOTAL</b>			
<b>B. SCIENTIFIC UNDERSTANDING 7 Sem Credits</b>			
Only approved "Z" courses may count toward this category (one must be a lab course).			
Course	Grade	Credits	
Lab			
<b>TOTAL</b>			
<b>C. QUANTITATIVE SKILLS</b>			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credits
	MATH 115 or higher <i>or</i> (MATH 117 recommended)		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score $\geq 24$	Score	
<b>TOTAL</b>			

<b>D. CULTURAL ENRICHMENT 9 Sem Credits</b>		
Only approved "C" courses may count toward this category. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply		
Course	Grade	Credits
200+ level COMM 231 recommended		
<b>TOTAL</b>		
<b>E. SOCIAL AWARENESS 9 Sem Credits</b>		
Only approved "S" courses may count toward this category. Requirements: 1) two different subject areas including at least one "foundation" course, 2) one 200+ level course		
Course	Grade	Credits
Foundation		
200+ level		
<b>TOTAL</b>		
<b>F. GLOBAL CONSCIOUSNESS</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		
<b>G. RACE/ETHNICITY/GENDER</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		

**SAMPLE COURSE SEQUENCE:** The following chart depicts one strategy to begin program requirements. In order to complete this program in a four year plan, students must average 16 – 17 credit hours per semester. Students **MUST** consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

**First Year Fall Semester**

COMM 101 Introduction to Communication Study	3
COMM 105 Interpersonal Communication	3
Social Awareness Elective	3
ENGL 150 English 1	3
Cultural Enrichment / Global Consciousness Elective	3
<b>15</b>	

**First Year Spring Semester**

COMM 121 or COMH121 Public Speaking	3
COMM 221 Small Group Decision Making	3
Scientific Understanding	3
MATH 115 or higher or proficiency	3-4
ENGL 250 English 2	3
<b>15-16</b>	

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

# BACHELOR OF ARTS COMMUNICATION MAJOR

**FERRIS STATE UNIVERSITY**  
PROGRAM COORDINATOR: Dr. George Nagel

Major Advisor: Dr. Sandy Alspach

Phone: (231) 591-2779

Campus Address: JOH 127

E-mail: [alspachs@ferris.edu](mailto:alspachs@ferris.edu)

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. Minimum 2.0 CUMULATIVE grade point average in all courses
2. No grade lower than a "C" in course work included in the minimum 36 credit "major"; 15 credits must be FSU credits; 15 credits must be 300/400 level
3. Must complete an approved academic minor.
4. 120 minimum semester credits including general education requirements
5. Residency requirement: 30 minimum FSU semester credits
6. Minimum of 40 credits numbered 300 or higher (excluding community college credits)

Number of 300+ Credits: \_\_\_\_\_

### Courses required for students entering this major Fall Semester 2011

REQUIRED		COURSE TITLE - FSU PREREQUISITES SHOWN IN BRACKETS ( )	FSU S.H.	GRADE
<b>Major: Minimum 36 credits. No grade lower than "C" (2.0) allowed to apply toward this major.</b>				
<b>Required Courses: 18 credits</b>				
COMM	101	Introduction to Communication Studies (F)	3	
COMM	105	Interpersonal Communication (F,SP,SU)	3	
COMM	121	Public Speaking (F,SP,SU) (May substitute COMH121)	3	
COMM	299	Theories of Human Communication (F,SP) (COMM 221 and COMM 105 and COMM 121 or COMH121)	3	
COMM	300	Research Methods in Communication (F) (COMM105 and COMM 121 or COMH 121 and COMM 299)	3	
COMM	499	Communication Senior Seminar (F, SP) (COMM 299 and COMM 300)	3	
<b>Major Electives: Choose min. 18 credits (9 credits must be at the 300-400 level) from courses with a COMM designator not required above.</b>				
			3	
			3	
			3	
		300+	3	
		300+	3	
		300+	3	
<b>Academic Minor: An academic minor of 18 – 24 credits is required, any approved minor is allowed (except teacher education minors). Students should consult their major advisor if uncertain as to an appropriate minor to select. For graduation, both the academic minor clearance form and this major audit form must be attached to the graduation application.</b>				
<b>Bachelor of Arts Core: 3 – 15 credits: 1) proficiency in a foreign language through the 201 level (third semester), this may be accomplished through any combination of approved assessment and course work; 2) COMM requirement, for this major only, students are required to take COMM 221</b>				
COMM	221	Small Group Decision Making (F,SP,SU)	3	
<b>Electives to the minimum 120 credits required for this degree. Students must achieve a min. of 40 credits numbered 300 or higher.</b>				

# GENERAL EDUCATION REQUIREMENTS

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

I. GENERAL EDUCATION REQUIREMENTS			
A. COMMUNICATION COMPETENCE 12 Sem Credits			
Course	Grade	Credit	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (this requirement is satisfied in the major and BA core)			
<b>TOTAL</b>			
B. SCIENTIFIC UNDERSTANDING 7 Sem Credits			
Only approved "Z" courses may count toward this category. At least one lab course.			
Course	Grade	Credit	
Lab			
<b>TOTAL</b>			
C. QUANTITATIVE SKILLS			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credit
	MATH 115 or higher <i>or</i>		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score 24 or higher	Score	
<b>TOTAL</b>			

D. CULTURAL ENRICHMENT 9 Sem Credits		
Only approved "C" courses may count toward this category, excluding foreign languages numbered 101, 102, 201. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply		
Course	Grade	Credit
200+ level course		3
<b>TOTAL</b>		
E. SOCIAL AWARENESS 9 Sem Credits		
Only approved "S" courses may count toward this category. Requirements: 1) Two different subject areas including at least one "foundation" course, 2) one course at the 200+ level		
Course	Grade	Credit
Foundation		
200+ level		
<b>TOTAL</b>		
F. GLOBAL CONSCIOUSNESS: Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		
G. RACE/ETHNICITY/GENDER: Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		

Sample Course Sequence: The following chart depicts one strategy to begin the program requirements. In order to complete this program in a four year plan, students must average 15 – 16 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

**FIRST YEAR**

Fall Semester

ENGL 150	3
COMM 101	3
COMM 105 or 121	3
General Education Elective	3
Foreign Language	3-4
	15 – 16

Spring Semester

COMM 105 or 121	3
MATH (by placement)	3 - 4
General Education Elective	3
General Education Elective	3
Foreign Language	3-4
	15 - 17

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

# BACHELOR OF ARTS COMMUNICATION WITH LEADERSHIP CONCENTRATION

## FERRIS STATE UNIVERSITY

PROGRAM COORDINATOR: Dr. George Nagel

Major Advisor: Dr. Sandra Alspach

Phone: (231) 591-2779

Campus Address: JOH 127

E-mail: [alspachs@ferris.edu](mailto:alspachs@ferris.edu)

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. Minimum 2.0 CUMULATIVE grade point average in all courses
2. No grade lower than a "C" in course work in COMM and ENGL courses included in the minimum 36 credit "major"
3. 15 credits must be FSU credits; 15 credits must be 300/400 level in the concentration
4. Must complete an approved academic minor.
5. 120 minimum semester credits including general education requirements
6. Residency requirement: 30 minimum FSU semester credits
7. Minimum of 40 credits numbered 300 or higher (excluding community college credits)

Number of 300+ Credits: \_\_\_\_\_

### Courses required for students entering this major Fall Semester 2012

REQUIRED		COURSE TITLE - FSU PREREQUISITES SHOWN IN BRACKETS ( )	FSU S.H.	GRADE
<b>Major: Minimum 36 credits. No grade lower than "C" (2.0) allowed to apply toward this major.</b>				
<b>Required Courses: 18 credits</b>				
COMM	101	Introduction to Communication Studies (F)		
COMM	105	Interpersonal Communication (F,SP,SU)	3	
COMM	121	Public Speaking (F,SP,SU)	3	
COMM	299	Theories of Human Communication (F,SP)	3	
		(May substitute COMH121)		
COMM	300	Research Methods in Communication (F)	3	
		(COMM 221 and COMM 105 and COMM 121 or COMH121)		
COMM	499	Communication Senior Seminar (SP)	3	
		(COMM 299 and COMM 300)		
<b>Major Directed Communication Electives: Leadership Concentration Minimum 18 credits</b>				
COMM	116	Parliamentary Procedure and meeting Management	3	
COMM	221	Small Group Decision Making		Achieved in Major
COMM	395	Leadership Practicum		
COMM	421	Leadership and Communication	3	
		(instructor permit)		
		(COMM 221)	3	
<b>ELECTIVES: Select 2 courses from the following: COMM251, COMM305, COMM310, COMM332, COMM333, COMM340, COMM341, COMM366, COMM370, PHIL216, PHIL314, PLSC121, PLSC122, PLSC323, ECON221, ECON222, MGMT302, MGMT373, MGMT375, MGMT492</b>				
			3	
			3	
<b>Academic Minor: An academic minor of 18 - 24 credits is required, any approved minor is allowed (except teacher education minors). Students should consult their major advisor if uncertain as to an appropriate minor to select. For graduation, both the academic minor clearance form and this major audit form must be attached to the graduation application.</b>				
<b>Bachelor of Arts Core: 3 - 15 credits: 1) proficiency in a foreign language through the 201 level (third semester), this may be accomplished through any combination of approved assessment and course work; 2) COMM requirement, for this major only, students are required to take COMM 221</b>				
COMM	221	Small Group Decision Making (F,SP,SU)	3	

**Electives to the minimum 120 credits required for this degree. Students must achieve a min. of 40 credits numbered 300 or higher.**

## GENERAL EDUCATION REQUIREMENTS

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

I. GENERAL EDUCATION REQUIREMENTS			
A. COMMUNICATION COMPETENCE 12 Sem Credits			
Course	Grade	Credit	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (this requirement is satisfied in the major and BA core)			
<b>TOTAL</b>			
B. SCIENTIFIC UNDERSTANDING 7 Sem Credits			
Only approved "Z" courses may count toward this category. At least one lab course.			
Course	Grade	Credit	
Lab			
<b>TOTAL</b>			
C. QUANTITATIVE SKILLS			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credit
	MATH 115 or higher <i>or</i>		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score 24 or higher	Score	
<b>TOTAL</b>			

D. CULTURAL ENRICHMENT 9 Sem Credits		
Only approved "C" courses may count toward this category, excluding foreign languages numbered 101, 102, 201. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply		
Course	Grade	Credit
200+ level course		3
<b>TOTAL</b>		
E. SOCIAL AWARENESS 9 Sem Credits		
Only approved "S" courses may count toward this category. Requirements: 1) Two different subject areas including at least one "foundation" course, 2) one course at the 200+ level		
Course	Grade	Credit
Foundation		
200+ level		
<b>TOTAL</b>		
<b>F. GLOBAL CONSCIOUSNESS:</b> Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		
<b>G. RACE/ETHNICITY/GENDER:</b> Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		

Sample Course Sequence: The following chart depicts one strategy to begin the program requirements. In order to complete this program in a four year plan, students must average 15-16 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

### FIRST YEAR

#### Fall Semester

ENGL 150	3
COMM 101	3
COMM 105 or 121	3
General Education Elective	3
Foreign Language	3-4
	15-16

#### Spring Semester

COMM 105 or 121	3
MATH (by placement)	3-4
General Education Elective	3
General Education Elective	3
Foreign Language	3-4
	15-17

### NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

# BACHELOR OF ARTS COMMUNICATION WITH PUBLIC ADVOCACY CONCENTRATION

## FERRIS STATE UNIVERSITY

PROGRAM COORDINATOR: Dr. George Nagel

Major Advisor: Dr. Sandra Alspach

Phone: (231) 591-2779

Campus Address: JOH 127

E-mail: [alspachs@ferris.edu](mailto:alspachs@ferris.edu)

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. Minimum 2.0 CUMULATIVE grade point average in all courses
2. No grade lower than a "C" in course work in COMM and ENGL courses included in the minimum 36 credit "major"
3. 15 credits must be FSU credits; 15 credits must be 300/400 level in the concentration
4. Must complete an approved academic minor.
5. 120 minimum semester credits including general education requirements
6. Residency requirement: 30 minimum FSU semester credits
7. Minimum of 40 credits numbered 300 or higher (excluding community college credits)

Number of 300+ Credits: \_\_\_\_\_

### Courses required for students entering this major Fall Semester 2012

REQUIRED		COURSE TITLE - FSU PREREQUISITES SHOWN IN BRACKETS ( )	FSU S.H.	GRADE
<b>Major: Minimum 36 credits. No grade lower than "C" (2.0) allowed to apply toward this major.</b>				
<b>Required Courses: 18 credits</b>				
COMM	101	Introduction to Communication Studies (F)	3	
COMM	105	Interpersonal Communication (F,SP,SU)	3	
COMM	121	Public Speaking (F,SP,SU)	3	
COMM	299	Theories of Human Communication (F,SP)	3	
COMM	300	Research Methods in Communication (F)	3	
COMM	499	Communication Senior Seminar (SP)	3	
<b>Major Directed Communication Electives: Public Advocacy Concentration Minimum 18 credits</b>				
COMM	251	Argumentation and Debate - OR	3	
COMM	332	Persuasive Speaking	3	
COMM	333	Theories of Persuasion	3	
COMM	340	Communicator as Public Advocate	3	
COMM	421	Leadership and Communication	3	
ELECTIVES: Select 2 courses from the following: COMM315, COMM320, COMM366, COMM370, EDCD380, HIST259, HIST301, INTB420, INTB410, PHIL216, PHIL305, PHIL314, PHIL315, PLSC121, PLSC122, PLSC323, PREL342, PREL440, SOCY270, SOCY340, SOCY341, SOCY345, SSCI425, MGMT492				
			3	
			3	
<b>Academic Minor: An academic minor of 18 - 24 credits is required, any approved minor is allowed (except teacher education minors). Students should consult their major advisor if uncertain as to an appropriate minor to select. For graduation, both the academic minor clearance form and this major audit form must be attached to the graduation application.</b>				
<b>Bachelor of Arts Core: 3 - 15 credits: 1) proficiency in a foreign language through the 201 level (third semester), this may be accomplished through any combination of approved assessment and course work; 2) COMM requirement, for this major only, students are required to take COMM 221</b>				
COMM	221	Small Group Decision Making (F,SP,SU)	3	

**Electives to the minimum 120 credits required for this degree. Students must achieve a min. of 40 credits numbered 300 or higher.**

## GENERAL EDUCATION REQUIREMENTS

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

<b>I. GENERAL EDUCATION REQUIREMENTS</b>			
<b>A. COMMUNICATION COMPETENCE 12 Sem Credits</b>			
Course	Grade	Credit	
ENGL 150		3	
ENGL 250		3	
ENGL 311 or 321 or 323 or 325		3	
COMM (this requirement is satisfied in the major and BA core)			
<b>TOTAL</b>			
<b>B. SCIENTIFIC UNDERSTANDING 7 Sem Credits</b>			
Only approved "Z" courses may count toward this category. At least one lab course.			
Course	Grade	Credit	
Lab			
<b>TOTAL</b>			
<b>C. QUANTITATIVE SKILLS</b>			
This requirement can be fulfilled by ONE of the following options:			
CHECK	Course	Grade	Credit
	MATH 115 or higher <i>or</i>		3
	MATH 115 or higher proficiency <i>or</i>		
	MATH ACT subtest score 24 or higher	Score	
<b>TOTAL</b>			

<b>D. CULTURAL ENRICHMENT 9 Sem Credits</b>		
Only approved "C" courses may count toward this category, excluding foreign languages numbered 101, 102, 201. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply		
Course	Grade	Credit
200+ level course		3
<b>TOTAL</b>		
<b>E. SOCIAL AWARENESS 9 Sem Credits</b>		
Only approved "S" courses may count toward this category. Requirements: 1) Two different subject areas including at least one "foundation" course, 2) one course at the 200+ level		
Course	Grade	Credit
Foundation		
200+ level		
<b>TOTAL</b>		
<b>F. GLOBAL CONSCIOUSNESS</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		
<b>G. RACE/ETHNICITY/GENDER</b>		
Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement.		
Course:		

Sample Course Sequence: The following chart depicts one strategy to begin the program requirements. In order to complete this program in a four year plan, students must average 15 – 16 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

**FIRST YEAR**

Fall Semester

ENGL 150	3
COMM 101	3
COMM 105 or 121	3
General Education Elective	3
Foreign Language	3-4
	15-16

Spring Semester

COMM 105 or 121	3
MATH (by placement)	3-4
General Education Elective	3
General Education Elective	3
Foreign Language	3-4
	15-17

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.



# **LEADERSHIP COMMUNICATION MINOR**

**FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. George Nagel**

**PHONE: (231) 591-3618**

**E-MAIL: nagelg@ferris.edu**

**CAMPUS ADDRESS: JOH 114**

## **Why Choose a Leadership Communication Minor?**

Leadership is a key skill for career success and community satisfaction. This minor complements any major by focusing on the importance of communication skills for leaders. Courses move from fundamentals of leading meetings and groups to actual practice leading groups, finally capping the leadership experience by examining theories and processes that will enable students to continue lifelong learning as a leader. Students select elective courses from an array of disciplines to build a knowledge base for the workplace or community in which they will serve as leaders.

## **Admission Requirements**

This Leadership Communication minor is open to any student admitted to Ferris State and pursuing a baccalaureate degree except those pursuing a B.S. in Applied Speech Communication or a B.A. with a Communication major. The minor is designed to complement any Ferris major program.

## **Graduation Requirements**

Students desiring to complete this minor should file an official declaration with the minor advisor as soon as possible, and meet with that advisor regularly throughout their college experience. An academic minor may only be awarded upon completion of a baccalaureate degree at Ferris State. The Leadership Communication minor requires a minimum of 18 credits of course work, nine of which are at the 300 or above level, and a minimum 2.0 grade point average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris State University faculty.

# MINOR IN LEADERSHIP COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this minor will complete a plan for meeting the General Requirements and Required Courses for this minor (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. Students in Bachelor of Arts degree programs must also provide a copy of this form to their faculty advisor. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the minor and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the minor on the student's transcript (Section D).

<b>SECTION A</b>	<b>General Requirements:</b>				
	1) At least 9 of the credits of the minor must be numbered 300 or higher				
	2) At least 50% of the credits of the minor must be Ferris State University credits				
	3) This minor requires a minimum of <u>18</u> credits.				
	Note: courses may require a prerequisite course. Check the course catalog.				
	4) This minor requires a minimum GPA of 2.0 in these courses.				
	<b>Required Courses</b>		<b>Credit Hours</b>	<b>Grade</b>	<b>Semester Completed</b>
	COMM 116 Parliamentary Procedure and Meeting Management		3		
	COMM 221 Small Group Decision Making		3		
	COMM 395 Leadership Practicum		3		
COMM 421 Leadership and Communication		3			
<b>Elective Courses:</b> select 2 courses from the following options:		6			
COMM 251, COMM 305, COMM 310, COMM 332, COMM 333, COMM 340, COMM 341, COMM 365, COMM 366, COMM 370, COMM 380, PHIL 216, PHIL 314, PLSC 121, PLSC 122, PLSC 323, ECON 221, ECON 222, MGMT 302, MGMT 373, MGMT 375, MGMT 492					
		3			
		3			

## MINOR IN LEADERSHIP COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

SECTION B	<b>Declaration Signatures</b>		<b>Date</b>
	Student		
	Advisor		
	Department Head		

SECTION C	<b>Routing</b> (ADDING THE DECLARED MINOR TO THE STUDENT'S TRANSCRIPT)		<b>Date</b>
	College of Arts & Sciences		
	Registrar's Office		

SECTION D	<b>Routing</b> (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR)		<b>Date</b>
	College of Arts & Sciences		
	Registrar's Office		

# **LEADERSHIP COMMUNICATION CERTIFICATE**

**FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. George Nagel**

**PHONE: (231) 591-3618**

**E-MAIL: nagelg@ferris.edu**

**CAMPUS ADDRESS: JOH 114**

## **Why Choose a Leadership Communication Certificate?**

Leadership is a key skill for career success and community satisfaction. This certificate complements any major by focusing on the importance of communication skills for leaders. Courses move from fundamentals of leading meetings and groups to actual practice leading groups, finally capping the leadership experience by examining theories and processes that will enable students to continue lifelong learning as a leader.

## **Admission Requirements**

This Leadership Communication certificate is open to any student admitted to Ferris State University. The certificate is designed to complement any Ferris major program, or to provide additional post-baccalaureate skills and training.

## **Completion Requirements**

Students desiring to complete this certificate should file an official declaration with the certificate advisor as soon as possible, and meet with that advisor regularly. The Leadership Communication certificate requires a minimum of 12 credits of course work and a minimum 2.0 grade point average in all course work comprising the certificate. Also, 50% of the credits for the certificate must be taught by Ferris State University faculty.

# CERTIFICATE IN LEADERSHIP COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this certificate will complete a plan for meeting the General Requirements and Required Courses for this certificate (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the certificate and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the certificate on the student's transcript (Section D).

<b>SECTION A</b>	<b>General Requirements:</b>			
	1) At least 50% of the credits of the certificate must be Ferris State University credits			
	2) This certificate requires a minimum of <u>12</u> credits. Note: courses may require a prerequisite course. Check the course catalog.			
	3) This certificate requires a minimum GPA of 2.0 in these courses.			
	<b>Required Courses</b>	<b>Credit Hours</b>	<b>Grade</b>	<b>Semester Completed</b>
	COMM 116 Parliamentary Procedure and Meeting Management	3		
COMM 221 Small Group Decision Making	3			
COMM 395 Leadership Practicum	3			
COMM 421 Leadership and Communication	3			

# CERTIFICATE IN LEADERSHIP COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

SECTION B	Declaration Signatures		Date
	Student		
	Advisor		
	Department Head		

SECTION C	Routing (ADDING THE DECLARED CERTIFICATE TO THE STUDENT'S TRANSCRIPT)		Date
	College of Arts & Sciences		
	Registrar's Office		

SECTION D	Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE CERTIFICATE)		Date
	College of Arts & Sciences		
	Registrar's Office		

# ***PUBLIC ADVOCACY MINOR***

**FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. Stephanie Thomson**

**PHONE: (231) 591-3504**

**E-MAIL: thomsons@ferris.edu**

**CAMPUS ADDRESS: JOH 113**

## **Why Choose a Public Advocacy Minor?**

In the workplace or in the community, we are faced with issues that require people to take a position and to advocate for better solutions. Advocacy is a key communication skill for all careers, but especially for careers in law, government and social services. The ability to advocate appropriately and effectively for personal needs contributes to life satisfaction.

Students select elective courses from an array of disciplines to build a knowledge base for the workplace or community for which they will advocate.

## **Admission Requirements**

This Public Advocacy minor is open to any student admitted to Ferris State and pursuing a baccalaureate degree except those pursuing a B.S. in Applied Speech Communication or a B.A. with a Communication major. The minor is designed to complement any Ferris major program.

## **Graduation Requirements**

Students desiring to complete this minor should file an official declaration with the minor advisor as soon as possible, and meet with that advisor regularly throughout their college experience. An academic minor may only be awarded upon completion of a baccalaureate degree at Ferris State. The Public Advocacy minor requires a minimum of 18 credits of course work, nine of which are at the 300 or above level, and a minimum 2.0 grade point average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris State University faculty.

## MINOR IN PUBLIC ADVOCACY

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this minor will complete a plan for meeting the General Requirements and Required Courses for this minor (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. Students in Bachelor of Arts degree programs must also provide a copy of this form to their faculty advisor. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the minor and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the minor on the student's transcript (Section D).

<b>SECTION A</b>	<b>General Requirements:</b>			
	1)	At least 9 of the credits of the minor must be numbered 300 or higher		
	2)	At least 50% of the credits of the minor must be Ferris State University credits		
	3)	This minor requires a minimum of <u>18</u> credits.		
		Note: courses may require a prerequisite course. Check the course catalog.		
	4)	This minor requires a minimum GPA of 2.0 in these courses.		
		<b>Required Courses</b>	<b>Credit Hours</b>	<b>Semester Completed</b>
		COMM 332 Persuasive Speaking	3	
		COMM 333 Theories of Persuasion	3	
		COMM 340 Communicator as Public Advocate	3	
	COMM 421 Leadership and Communication	3		
	<b>Elective Courses:</b> select 2 courses from the following options:	6		
	COMM 315, COMM 320, COMM 366, COMM 370, COMM 380, EDCD 380, HIST 259, HIST 301, INTB 410, INTB 420, PHIL 216, PHIL 305, PHIL 314, PHIL 315, PLSC 121, PLSC 122, PLSC 323, PREL 342, PREL 440, SOCY 270, SOCY 340, SOCY 341, SOCY 345, SSCI 425, MGMT 492			
		3		
		3		



## MINOR IN PUBLIC ADVOCACY

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

SECTION B	Declaration Signatures		Date
	Student		
	Advisor		
	Department Head		

SECTION C	Routing (ADDING THE DECLARED MINOR TO THE STUDENT'S TRANSCRIPT)		Date
	College of Arts & Sciences		
	Registrar's Office		

SECTION D	Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR)		Date
	College of Arts & Sciences		
	Registrar's Office		

# ***PUBLIC ADVOCACY CERTIFICATE***

**FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. Stephanie Thomson**

**PHONE: (231) 591-3504**

**E-MAIL: thomsons@ferris.edu**

**CAMPUS ADDRESS: JOH 113**

## **Why Choose a Public Advocacy Certificate?**

In the workplace or in the community, we are faced with issues that require people to take a position and to advocate for better solutions. Advocacy is a key communication skill for all careers, but especially for careers in law, government and social services. The ability to advocate appropriately and effectively for personal needs contributes to life satisfaction.

## **Admission Requirements**

This Public Advocacy certificate is open to any student admitted to Ferris State University. The certificate is designed to complement any Ferris major program, or to provide additional post-baccalaureate skills and training.

## **Completion Requirements**

Students desiring to complete this certificate should file an official declaration with the certificate advisor as soon as possible, and meet with that advisor regularly. The Public Advocacy certificate requires a minimum of 12 credits of course work and a minimum 2.0 grade point average in all course work comprising the certificate. Also, 50% of the credits for the certificate must be taught by Ferris State University faculty.

## CERTIFICATE IN PUBLIC ADVOCACY

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this certificate will complete a plan for meeting the General Requirements and Required Courses for this certificate (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the certificate and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the certificate on the student's transcript (Section D).

<b>SECTION A</b>	<b>General Requirements:</b>			
	1)	At least 50% of the credits of the certificate must be Ferris State University credits		
	2)	This certificate requires a minimum of <u>12</u> credits. Note: courses may require a prerequisite course. Check the course catalog.		
	3)	This certificate requires a minimum GPA of 2.0 in these courses.		
		<b>Required Courses</b>	<b>Credit Hours</b>	<b>Grade</b>
				<b>Semester Completed</b>
	COMM 332 Persuasive Speaking	3		
	COMM 333 Theories of Persuasion	3		
	COMM 340 Communicator as Public Advocate	3		
	COMM 421 Leadership and Communication	3		

## CERTIFICATE IN PUBLIC ADVOCACY

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

SECTION B	Declaration Signatures		Date
	Student		
	Advisor		
	Department Head		

SECTION C	Routing (ADDING THE DECLARED CERTIFICATE TO THE STUDENT'S TRANSCRIPT)		Date
	College of Arts & Sciences		
Registrar's Office			

SECTION D	Routing		Date
	(FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE CERTIFICATE)		
	College of Arts & Sciences		
Registrar's Office			

**NEW COURSE INFORMATION FORM**

**Course Identification: COMM 116 Parliamentary Procedure and Meeting Management**

**Prefix:           Number           Title**  
**COMM           116           Parliamentary Procedure and Meeting Management**

**Course Description:**

Students learn the basic rules for managing meetings in most organizations, with emphasis on Robert's Rules of Order. Through observation, simulations and other class activities they practice how to prepare organizational constitutions, design meeting agenda, conduct meetings, and manage conflict in meeting settings.

**Course Outcomes and Assessment Plan:**

Students demonstrate mastery of the basics of parliamentary procedure as detailed in Roberts' Rules of Order, theories of leadership, conflict management, general meeting management, group dynamics and service learning/civic engagement: assessed through examinations and practical application in class simulations.

Students write an organizational constitution and by-laws; or revise an existing constitution.

Students observe and evaluate an organizational meeting: assessed through written reports and oral summaries.

In teams, students design and implement a service project: assessed through written reports and oral summaries.

**Course Outline including Time Allocation:**

Time Management	3 hrs.
Parliamentary Procedures	12 hrs.
General Meeting theory and practice	3 hrs.
Leadership, conflict, group dynamics and team presentation skills	10 hrs.
Project planning	3 hrs.
Project activities and presentation	12 hrs.
Assessment (in class exams)	2 hrs.



**NEW COURSE INFORMATION FORM**

**Course Identification:**

**Prefix:**        **Number**        **Title**  
**COMM**        **341**        **Political Communication**

**Course Description:**

Students examine the evolution of western democracies, focusing on the impact of media on political candidates and their campaigns. Students participate in a political campaign.

**Course Outcomes and Assessment Plan:**

Students will define political communication.	Quiz	
Students will analyze the evolution of western democracies as influenced by media.	Book review	5%
Students will critique the impact of media on candidates and their campaigns.	Campaign Profile paper	20%
Students will participate in a political campaign and interpret their experience.	Media Diary project	15%
	Attendance, participation, oral presentations, quizzes and exams	60%

**Course Outline including Time Allocation:**

- Week 1, 2: Evolution of Western Liberal Democracies: Myths and Realities
- Week 3, 4: Political Media in Theory and Practice
- Week 5, 6, 7: Style versus Substance, Participation versus Distraction: The Art and Industry of Spin
- Week 8, 9, 10: Campaigns in the Postmodern Climate
- Week 11, 12, 13: Propaganda, Demogoguery, Rhetoric and Advertising
- Week 14, 15: Selling War

## NEW COURSE INFORMATION FORM

### Course Identification:

<b>Prefix:</b>	<b>Number</b>	<b>Title</b>
COMM	366	Diversity and Communication

### Course Description:

This course focuses on examining how elements of diversity in the United States: including ethnicity, race, sex, sexual orientation/gender, religion, socio-economic status, and ability; positively and negatively affect the ability of parties to communicate effectively and appropriately. Students apply their reading to experiences interacting with "different" others throughout the semester and journal these experiences to monitor their growth in understanding and adapting their communication behaviors.

### Course Outcomes and Assessment Plan:

Students will:

1. Construct and evaluate a cultural description of self and primary culture.
2. Apply and evaluate at least one theory of understanding cultural differences that affect appropriate and effective communication between culturally-different partners.
3. Evaluate social and legal structures that affect appropriate and effective communication between Americans and sojourners or immigrants from different diversity groups listed above.
4. Describe and interpret a "different other's" experience, based on guest presentations, field experiences and interpersonal interactions.
5. Adapt appropriate and effective communication behaviors to at least one "different other".

### Assessment:

Personal Culture / American Culture-essay

"Other Culture" Research summary

Film analysis

Conversation journal with "different" partner

Class Presentation

Quizzes, short papers, and essay examinations

### Course Outline including Time Allocation:

- |                     |   |
|---------------------|---|
| Week 1 (3 hrs):     | Orientation to culture, communication and self  |
| Week 2 (3 hrs):     | General Patterns of Difference in Theory and Research   |
| Week 3 (3 hrs):     | Power and Social Class  |
| Week 4 (3 hrs):     | Gender and Sexuality  |
| Week 5 (3 hrs):     | Race; "Whiteness" in America  |
| Week 6 (3 hrs):     | Ethnicity   |
| Week 7 (3 hrs):     | Ability and Age   |
| Weeks 8-9 (6 hrs):  | Religion as "Culture"   |
| Weeks 10-11(6 hrs): | Native American traditional and contemporary cultural patterns<br>Film viewing and analysis (e.g. "Dances with Wolves") |
| Week 12 (3 hours):  | African American traditional and contemporary cultural patterns   |
| Week 13 (3 hours):  | Asian American traditional and contemporary cultural patterns   |



Week 14 (3 hours): Latino/a American traditional and contemporary cultural patterns  
Week 15 (3 hours): Arab American traditional and contemporary cultural patterns

## NEW COURSE INFORMATION FORM

### Course Identification:

<b>Prefix:</b>	<b>Number</b>	<b>Title</b>
COMM	340	Communicator as Public Advocate

### Course Description:

This course focuses on communication theories and strategies to increase understanding of advocacy, activist, and social movement communication. Exploration of theoretical frameworks precede analysis of messages. Special attention is given to cultural clash, and to issues of gender and race.

### Course Outcomes and Assessment Plan:

**Outcomes**      Students will be able to:

1. identify and explain key theories, concepts and strategies specific to advocacy communication.
2. demonstrate understanding of advocacy and social movement message production and promotion.
3. use social movement messages to differentiate between social movement stages of initiation, development, maintenance and termination.
4. apply theoretical concepts to a variety of advocacy communication, with attention to activists and movements highlighting gender and race issues.
5. apply theoretical constructs and critically investigate advocacy messages with attention to gender and race speech communities and co-cultures.
6. evaluate social movements as unique speech cultures.

### Assessments

1. Homework assignments, activism activities, class discussions, in-class exercises (i.e. minute paper, application cards), and tests will reveal student ability to identify and explain key theories, concepts and strategies specific to advocacy and social movement communication.
2. Class discussion, activism activities, and tests will demonstrate student understanding of activist and social movement message production and promotion
3. Class discussion and tests will reflect student ability to differentiate between stages of social movement development.
4. Class discussion, tests, and analysis paper will exhibit student ability to apply theoretical concepts to a variety of activist and social movement communication, with attention to activists and movements highlighting gender and race issues.
5. Class discussions, analysis paper and class presentation will reveal students' critical investigation of activist and social movement messages with attention to speech communities and co-cultures.

## NEW COURSE INFORMATION FORM

**Course Identification:**

<b>Prefix:</b>	<b>Number</b>	<b>Title</b>
COMM	395	Leadership Practicum

**Course Description:**

Students in leadership roles on and off campus anticipate and reflect upon their experiences in a portfolio, with strategic mentorship from the instructor.

**Course Outcomes and Assessment Plan:**

Students will:

Identify and reflect on their role as leader	Written summary and interpretation of the organization's constitutional mandate for their position
Set goals for the organization during their tenure as leader	Written goals, including analysis of potential challenges, reflecting preparation and consultation with interested parties
Set a personal leadership agenda for the semester	Written agenda, including perceived strengths to build upon and weaknesses to be addressed
Chair meetings	Log meetings: written summaries of each meeting analyzing whether the meeting was managed effectively and appropriately; identifying goals for improvement
Monitor progress toward organizational goals	Written reports at appropriate benchmarks
Reflect on final product outcome	Written summary and interpretation of the organization's success in meeting its goals; focusing on strengths and weaknesses in leadership
Document leadership experience	Portfolio of leadership experience, including all written materials described above, any other relevant materials produced during the leadership period, and a Time log of at least 100 hours of activity (planning, preparation, participation and evaluation) certified by the advisor.

**Course Outline including Time Allocation:**

See "Document leadership experience" above.

## NEW COURSE INFORMATION FORM

### Course Identification:

Prefix:	Number	Title
COMM	421	Leadership and Communication

### Course Description:

Leadership expectations and responsibilities, leadership emergence and leadership techniques for meeting task and social needs of group members within a larger organization.

### Course Outcomes and Assessment Plan:

#### Course Outcomes

1. demonstrate competency in leadership in formal and informal settings
2. evaluate and make recommendations for improving leadership
3. train others to lead small groups
4. enhance small group communication through the application of critical thinking

#### Assessment Plan

- Papers or Research Reports (3 at 50 pts. each).....150 pts.
- Exams (2 exams worth 100 pts. each).....200 pts.
- Small Group Observation and Analysis.....150 pts.
- Training the trainer (teaching leadership)
  - Concept #1.....100 pts.
  - Concept #2.....100 pts.
  - Skill #1.....100 pts.
  - Skill #2.....100 pts.
- Leadership Profile.....150 pts.
- Self-assessment of leadership in class.....50 pts.

## Course Outline including Time Allocation:

Week 1:	Elements & Standards of Critical Thinking; Paper #1
Week 2:	Paper #1 due; <i>Leadership</i>
Week 3:	<i>Styles</i>
Week 4:	<i>Static Theories</i> ; Paper #2
Week 5:	Paper #2 due; <i>Active Theories</i>
Week 6:	Exam #1 (in-class); <i>Power</i>
Week 7:	<i>Influence</i>
Week 8:	<i>Teams</i> ; Paper #3
Week 9:	Paper #3 due; <i>Organizations</i>
Week 10:	<i>Diversity</i>
Week 11:	Exam #2 (in-class); <u>Starting</u> ; <u>Attending</u>
Week 12:	<u>Seeking &amp; Giving Information</u> ; <u>Contract Negotiation</u> ; <u>Rewarding</u>
Week 13:	<u>Responding to Feelings</u> ; <u>Focusing</u>
Week 14:	<u>Summarizing</u> ; <u>Gatekeeping</u> ; <u>Confrontation</u>
Week 15:	Update on profiles and analysis; <u>Modeling</u> ; <u>Mediating</u>
Finals week:	Observation and analysis due; Leadership Profile due; Self-assessment due

**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

Create New Course  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.**

a. Course Prefix COMM      b. Number 340      c. Enter Contact Hours per week in boxes.  
LECTure 3      LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title: Communicator: Public Advocate (Limit to 30 characters/spaces.)

e. College Code: AS      f. Department Code: HUMN  
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable    X Fixed    h. Minimum Credit Hours 3    i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes    X No

k. Levels: Check (x) X Undergraduate     Graduate     Professional

l. Grade Method: Check (x) X Normal Grading     Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes    X No

n. Equivalent course: Prefix     Number     See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.  
Students will examine communication theories and strategies associated with advocacy, activism and social movements. They analyze messages from these theoretical frameworks, giving special attention to cultural clash and to issues of gender and race.

p. Term(s) Offered: Sp (See instructions for listing.)    q. Max. Section Enrollment: 35

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. COMM 105 or COMM 121 or COMH121 or COMM221, all with C or better.

UCC Chair Signature/Date:

Sandy Alspaugh    2 22 12

Academic Affairs Approval Signature/Date:

Donald H. [Signature]    2/22/12

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADTEL \_\_ SCARRS \_\_ SCAPREQ \_\_

**MODIFY COURSE**  
Course Data Entry Form

**FORM F**

**Modify Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE**

Notes:

1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): d, p

b. Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. CURRENT:** Include information that is in the current course database.

a. Course Prefix COMM      b. Number 421      c. Enter Contact Hours per week in boxes.  
LECTure 3      LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title: Leadership in Small Group Comm

**III. PROPOSED CHANGES:** Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix       b. Number       c. Enter Contact Hours per week in boxes.  
LECTure       LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title: Leadership and Communication (Limit to 30 characters/spaces.)

e. College Code:       f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable     Fixed    h. Maximum Credit Hours     i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check (x)  Yes     No

k. Levels: Check (x)  Undergraduate     Graduate     Professional

l. Grade Method: Check (x)  Normal Grading     Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered:  (See instructions for listing.)    o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. COMM 105 and COMM 221

UCC Chair Signature/Date:

Sandy Alspach      3/1/12

Academic Affairs Approval Signature/Date:

\_\_\_\_\_      1/1

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

**DELETE COURSE**  
Course Data Entry Form

**FORM F**

Delete Course  
Rev. 7/23/07

**I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG.**

Note: Complete each section.

The course described below will be moved to inactive status.

a. Term Effective: Term Fall Year 2012 See instructions.

**II. CURRENT COURSE TO BE DELETED FROM THE ACTIVE STATUS:**

Include the information that is in the current course database.

a. Course Prefix

COMM

b. Number

115

c. Enter Contact Hours per week in boxes.

LECTure 2

LAB

INDeendent Study - Check (x)

Practicum:

Seminar:

d. Full Course Title: Parliamentary Procedure

UCC Chair Signature/Date:

Sandy Alspach

2/22/12

Academic Affairs Approval Signature/Date:

Donald F. [Signature]

2/22/12

Office of the Registrar use ONLY

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_



**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

**Create New Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.**

a. Course Prefix

COMM

b. Number

116

c. Enter Contact Hours per week in boxes.

LECTure 3

LAB

INDEpendent Study – Check (x)

Practicum:

Seminar:

d. Course Title: Parli Procedure and Mtng Mgmt (Limit to 30 characters/spaces.)

e. College Code: AS

f. Department Code: HUMN

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable X  Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes X  No

k. Levels: Check (x) X  Undergraduate  Graduate  Professional

l. Grade Method: Check (x) X  Normal Grading  Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) X  Yes  No

n. Equivalent course: Prefix COMM Number 115 See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Students learn the basic rules for managing meetings in most organizations, with emphasis on Robert's Rules of Order. Through observation, simulations and other class activities, they practice how to prepare organizational constitutions, design meeting agenda, conduct meetings, and manage conflict in meeting setting.

p. Term(s) Offered: F Sp (See instructions for listing.) q. Max. Section Enrollment: 35

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces.

UCC Chair Signature/Date:

Sandy Alspach 2/22/12

Academic Affairs Approval Signature/Date:

[Signature] 2/22/12

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_

**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

**Create New Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE: Complete all sections a through r, See manual for clarification.**

a. Course Prefix

COMM

b. Number

341

c. Enter Contact Hours per week in boxes.

LECTure 3 LAB  INDEPENDent Study – Check (x)

Practicum:  Seminar:

d. Course Title: Political Communication (Limit to 30 characters/spaces.)

e. College Code: AS f. Department Code: HUMN

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable X Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes X No

k. Levels: Check (x) X Undergraduate  Graduate  Professional

l. Grade Method: Check (x) X Normal Grading  Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes X No

n. Equivalent course: Prefix  Number  See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Students examine the evolution of western democracies, focusing on the impact of media on political candidates and their campaigns. Students participate in a political campaign.

p. Term(s) Offered: F even (See instructions for listing.) q. Max. Section Enrollment: 35

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. COMM 105 or COMM 121 or COMH 121 or COMM 221, all with C or better.

UCC Chair Signature/Date:

Sandy Altsch 2/22/12

Academic Affairs Approval Signature/Date:

[Signature] 2/22/12

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

Create New Course  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE:** Complete all sections a through r, See manual for clarification.

a. Course Prefix COMM      b. Number 366      c. Enter Contact Hours per week in boxes.  
LECTure 3      LAB       INDEpendent Study – Check (x)   
Practicum:       Seminar:

d. Course Title: Diversity and Communication (Limit to 30 characters/spaces.)

e. College Code: AS      f. Department Code: HUMN  
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable    X Fixed    h. Minimum Credit Hours 3    i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes    X No

k. Levels: Check (x) X Undergraduate     Graduate     Professional

l. Grade Method: Check (x) X Normal Grading     Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes    X No

n. Equivalent course: Prefix       Number       See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

This course focuses on examining how elements of diversity in the US: including ethnicity, race, sex, sexual orientation/gender, religion, socio-economic status and ability; affect the ability of parties to communicate effectively and appropriately. Students apply their reading to experiences interacting with "different" others throughout the semester and journal these experiences to monitor their growth in understanding and adapting their communication behaviors.

p. Term(s) Offered: F Sp Su (See instructions for listing.)    q. Max. Section Enrollment: 35

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. COMM 105 or 121 or 221 or COMH 121, all with C or better.

UCC Chair Signature/Date:

Sandy Alspaack      12 22 12

Academic Affairs Approval Signature/Date:

Donald Fishback      2/22/12

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

**CREATE NEW COURSE**  
Course Data Entry Form

**FORM F**

**Create New Course**  
Rev. 07/23/07

**I. ACTION TO BE TAKEN: CREATE A NEW COURSE**

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201208 Examples: 200801(Spring), 200805(Summer), 200808(Fall)  
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.**

a. Course Prefix COMM      b. Number 395      c. Enter Contact Hours per week in boxes.  
LECTure       LAB       INDEPENDent Study – Check (x)   
Practicum:       Seminar:   
d. Course Title: Leadership Practicum (Limit to 30 characters/spaces.)

e. College Code: AS      f. Department Code: HUMN  
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable     Fixed    h. Minimum Credit Hours 3    i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x)  Yes       No

k. Levels: Check (x)  Undergraduate     Graduate     Professional

l. Grade Method: Check (x)  Normal Grading       Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x)  Yes       No

n. Equivalent course: Prefix       Number       See instructions on Replacement courses.

**o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.**

Students in leadership roles on and off campus anticipate and reflect upon their experiences in a portfolio, with strategic mentorship from the instructor.

p. Term(s) Offered: F Sp (See instructions for listing.)    q. Max. Section Enrollment: 20

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. Instructor permit.

UCC Chair Signature/Date:

Sandy Alspach      2 22 12

Academic Affairs Approval Signature/Date:

Donald Black      2/22/12

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADTL \_\_ SCARRES \_\_ SCAPREQ \_\_

**Form PCAF**

**Ferris State University**  
Preliminary Curriculum Approval Form

**Directions:** This form should be completed using 11-point font or larger, and should be no longer than six pages (excluding the signature/comment pages). For purposes of expediting the preliminary approval process, forms may be forwarded electronically by the initiator and from one administrative level to another.

Name(s) of proposal initiator(s):	George Nagel, Sandy Alspach, Neil Patten
Department(s)/College(s):	Humanities

Type of curriculum change (check one)

<input type="checkbox"/>	New degree/major
<input checked="" type="checkbox"/>	New minor requiring new courses/resources
<input checked="" type="checkbox"/>	New concentration in existing degree program
<input type="checkbox"/>	Curricular customization of existing program for off-campus cohort group
<input checked="" type="checkbox"/>	New certificate requiring 3 or more new courses and/or new resources
<input type="checkbox"/>	Existing program redirection or shift in emphasis if 3 or more new courses and/or new resources are required

1. Name of degree, major, concentration, certificate, or minor. Briefly describe the curriculum plan/template.

**Leadership**

This program would point students to courses and activities that develop leadership knowledge and skills as well as direct them to applying this knowledge base and skill set to engagement in community building at all levels: local, state, national and global.

The four-course Certificate is the foundation or core for the program:

- COMM 116: Parliamentary Procedure and Meeting Management
- COMM 221: Small Group Decision Making
- COMM 395: Leadership Practicum
- COMM 421: Leadership and Communication

The five-course Concentration is intended for Communication majors. It includes the four core courses plus one elective course from a collection of courses within the Communication program and selections from the University curriculum at large:

- |  |   |
|--|---|
| COMM 251 Argumentation and Debate          | PHIL 216 Introduction to Ethics                     |
| COMM 305 Communication and Human Relations | PHIL 314 Applied Ethics                             |
| COMM 310 Nonverbal Communication           | PLSC 121 American Government 1: People and Politics |
| COMM 332 Persuasive Speaking               | PLSC 122 American Government 2: Policy Making       |
| COMM 333 Theories of Persuasion            | PLSC 323 International Organizations                |
| COMM 340 Communicator as Public Advocate   |   |
| COMM 365 Intercultural Communication       | ECON 221 Principles of Macroeconomics               |
| COMM 366 Diversity and Communication       | ECON 222 Principles of Microeconomics               |
| COMM 370 Conflict and Communication        | MGMT 302 Team Dynamics – Organizational Behavior    |
| COMM 380 Organizational Communication      | MGMT 373 Human Resource Management                  |
|  | MGMT 375 Negotiations                               |
|  | MGMT 492 Lean Service Enterprise Leadership         |

VPAA  
JAN 19 2012  
PROVOST

The six-course minor is designed to complement major programs, like Political Science and Management, where students can apply two courses in their major toward completion of the minor.

2. Target date for implementation. Fall 2012
3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization.

This proposal responds to discussions with VP Burcham about creating an academic component to complement the development of leadership knowledge and skills through co-curricular activities, as documented in the Co-Curricular Transcript. Discussion with developers of the Leadership and Supervision program in the College of Business offers another opportunity for collaboration. Leadership knowledge and skills, especially demonstrated through communication activities, are highly desired by both public and private sector employers as well as civic communities at all levels.

4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs?

Central Michigan University currently offers a Bachelor of Science in Integrated Leadership Studies degree. Michigan State University currently offers a Doctorate in Educational Leadership. Other Leadership programs are offered by Gonzaga and Walden in online formats. The current enrollment in these programs is unavailable at the present time.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs:

This program complements the Leadership and Supervision program in the College of Business. The focus of the Leadership and Supervision program is the workplace, while this program focuses on the community.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data.

Since this is a supporting program, not a major, it would provide students additional evidence of knowledge and skills desired by employers beyond their major degree program's target outcomes.

7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data.

This proposal has been vetted to administrators in Student Affairs with strong supporting response. Presentations have been made to Associated Student Government members with strong supporting response. COMM 395 Leadership Practicum is being taught in experimental mode in Fall, 2011 and Spring, 2012; COMM 116 Parliamentary Procedure and Meeting Management is scheduled for offering in experimental mode in Spring, 2012.

8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs?

This program will complement existing major programs. It is not expected to be a "stand-alone" program for recruiting, but rather a "value added" program for enhancing existing major programs.

9. Approximately how many students are expected to enroll?

  20   in the first year?   50   after three years?

10. At which FSU campuses/regional centers or other sites will the initiative be offered?

Big Rapids campus, with potential expansion to FSU/GR

11. Will Internet or other distance learning technology be used for course/program delivery?  
Describe.

Currently COMM 221 Small Group Decision Making and COMM 365 Intercultural Communication are offered in fully online delivery. We have begun initial exploration of the development of blended or fully online delivery for COMM 380 Organizational Communication.

**Complete questions 12, 13, 14 in consultation with department head/chair and/or dean.**

12. Provide a rough estimate of the resources needed to implement the initiative:

	Start-up	After Three Years
Supply and expense	\$0	\$0
Equipment	\$0	\$0
Full-time faculty	\$0	\$0
Overload/adjunct faculty	\$7650	\$7650
Other		

Estimate of Library Resources	X Adequate	Some new resources needed	Significant number of resources needed
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13. Project the resources that could come from reallocation within the department or college and the new resources that would be required. NA

14. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary? No

15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one-time and ongoing costs of accreditation? NA

16. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback?

Faculty responsible for the courses listed as electives have responded positively to emails and in face-to-face discussions. These courses represent programs/departments in the College of Arts and Sciences and the College of Business.

Department Head/Chair's signature: *Trinity Willis* Date 11/23/11  
If this is an interdepartmental initiative, include additional Department Head/Chair signatures

Comments: *I support* COB DAVID STEENSTRA SUPPORT  
W/ CONCERNS on EMAIL  
PRINT OUT - ATTACHED

Dean's or KCAD President's signature: *[Signature]* Date 1/16/12

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For KCAD initiatives, include KCAD President's signature
- For existing FSU-Big Rapids programs customized for off-campus delivery to a cohort group, include College and UCEL Deans' signatures

Comments: *I support this proposal*

Vice President for Academic Affairs' signature: *[Signature]* Date 1-26-12  
or Chancellor/VP of FSU/GR's signature

Approved Approval indicates permission to develop the full proposal. It does not assure final approval.

The proposal needs to include a more complete explanation of the relationship to community as stated in 5.

The proposal needs to clearly present the certificate, concentration(s), and minor. Also needed are the degrees in which the concentration will be available.

Comments and/or suggestions:

Not approved



**Explanation:**

**c. Initiator(s)**

Department Head/Chair(s)  
Deans' Council and KCAD President  
FSU University Curriculum Council  
FSU Academic Senate and KCAD Senate  
VPAA or Chancellor/VP of FSU/GR  
FSU Intranet