Code # Enter text…

**Letter of Notifications**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Lisa Moskal | 1/16/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 1/17/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 1/24/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 1/25/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
|  | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

**1.Contact Person** (Name, Email Address, Phone Number)

Catherine Bahn, cbahn@astate.edu, 870-972-3091

Myleea Hill, [mhill@astate.edu](mailto:mhill@astate.edu), 870-972-2290

**Purpose:** Create Certificate in Nonprofit Communication

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

Insert on Page 75 of Bulletin with other Certificates

A Certificate in Nonprofit Communication is awarded upon successful completion of 12 hours of specific coursework. This program requires admission. For more information, see the Department of Communication section of this bulletin.

Insert on Page 217 of Bulletin

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. Students can emphasize in advertising or public relations in the Strategic Communication Program. Students may choose an optional emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program. The Department of Communication also offers ~~a~~ Certificates in Social Media Management and Nonprofit Communication.

Insert on Page 225 of Bulletin before Minors

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| COMS 4263, Organizational Communication | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| PRAD 3553, Strategic Visual Communication | 3 |
| PRAD 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |

**Certificate in Social Media Management**

The Program will prepare students to have the skills, depth, and focus to develop, implement and manage communication strategies that employ digital advertising campaigns and social media strategies, measure effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of organizations.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| AD 3133, Interactive Advertising | 3 |
| AD 4333, Social Media Measurement | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| PRAD 4753, Strategic Communications Case Studies | 3 |
| **Total Required Hours:** | **12** |

Assessment (not for Bulletin)

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: Arkansas State University

1. Contact person/title: Catherine Bahn
2. Phone number/e-mail address: 870-972-3091
3. Proposed effective date: Fall 2018
4. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours): Nonprofit Communication
5. Proposed CIP Code: 09.0900
6. Reason for proposed program implementation:   
     
   *There is a rising demand for students who have expertise in applying communication skills in a nonprofit context. These companies are particularly interested in students who can create and execute social media campaigns, data storytelling, internal messaging, and grant writing.*
7. Provide the following:
   * 1. Curriculum outline - List of courses in new program – Underline required courses

|  |  |  |
| --- | --- | --- |
| Course Number | Course Title | Credit Hours |
| COMS 4263 | Organizational Communication | 3 |
| PRAD 4213 | Social Media in Strategic Communications | 3 |
| PRAD 3553 | Strategic Visual Communication | 3 |
| PRAD 4503 | Seminar in Nonprofit Communication | 3 |

* + 1. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours)  
         
       12
    2. New courses and new course descriptions  
         
       **PRAD 4503, Seminar in Nonprofit Communication** Study and practice of nonprofit communication strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation.
    3. Program goals and objectives

The program will prepare students to develop, implement, and manage nonprofit communication strategies and tactics such as fundraising campaigns, grant writing, annual reports, and stakeholder communications. Students will be prepared to construct cross-platform content for traditional, online, and social media sites to support the mission of the nonprofit organization.

* + 1. Expected student learning outcomes
* Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
* Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research
* Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.
* Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages
* Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.
* Students will support principles of free expression and the historical context of free expression within a diverse and global society.

* + 1. Documentation that program meets employer needs

<https://www.nonprofitleadershipalliance.org/wp-content/uploads/2015/09/Revalidation-Condensed-Report.pdf>

In the past decade, nonprofit practitioners have highlighted the need for increased nonprofit communication leaders and managers. The need is punctuated by two key factors: (1) the retirement of baby boomers, and (2) the changing societal and technological landscape. According to the Nonprofit Leadership Alliance, “The potential that today’s nonprofit leaders will leave the sector without the confidence that a well-prepared generation of managers and leaders will follow should cause great concern, especially if the trend continues toward greater reliance on the nonprofit sector to attend to societal issues and complex global concerns. Continued collaboration between the nonprofit sector and educational institutions is required to reassure that there is an effective workforce pipeline connecting training/education and nonprofit organizations,” (pp. 8-9).

<https://nonprofitquarterly.org/2015/04/08/the-nonprofit-job-skills-you-ll-need-by-2020/>

Between 2001-2010, the number of jobs in the nonprofit sector increased while the number of jobs in the for-profit industry declined. According to a Fast Company report published in Nonprofit Quarterly, communication-related skills are among the most sought-after for nonprofits. The report says, “If anyone can do infographics and 15-second videos after having analyzed data and also translate the findings into low-cost activities that demonstrate results—you are desperately needed today and will be worshipped!” says Thomas Tighe, president of an international relief agency.

*Locally, the Department of Communication fields numerous requests from nonprofit organizations for students with communication skills specific to nonprofit sector including social media messaging, data storytelling, fundraising and grant-writing. We also receive requests from alumni who need more specific training in nonprofit communication but cannot take traditional, face-to-face classes.*

* + 1. Student demand (projected enrollment) for proposed program  
         
       40
    2. Program approval letter from licensure/certification entity, if required  
         
       *N/A*
    3. Name of institutions offering similar programs and Listhe institution(s) used as model to develop proposed program  
         
       *Johns Hopkins University  
       University of Iowa*

*Modeled using courses from Arkansas State University B.S. in Strategic Communication program*

* + 1. Scheduled program review date (within 10 years of program implementation)  
         
       Spring 2022

1. Institutional curriculum committee review/approval date:
2. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark \*distance technology courses.  
     
   Distance Delivery – Distance Technology (Blackboard Learn)
3. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering.  
     
   *N/A*
4. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: