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| For Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

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.

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| Lisa Moskal 1/16/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 1/17/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (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 |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

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

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

2. Proposed Starting Term and Bulletin Year

Fall 2018

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

PRAD 4503

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Seminar in Nonprofit Communication

Short title: SEMINAR IN NONPROFIT COMM

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Study and practice of nonprofit communication strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. No Are there any prerequisites? No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Specific skills needed to successfully complete the course will be introduced in the course.

1. No Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Fall

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **No** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **Yes** Is this course in support of a new program?

a. If yes, what program?

Certificate in Nonprofit Communication

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

1 – Introduction to Nonprofits

2 – Overview of Communication Strategies

3 – Nonprofit Branding

4 - Budgeting Fundraising Campaigns

5 - Planning and Implementing Fundraising Campaigns

6 - Grant writing applications

7 – Grant writing reporting

8 – Content creation for earned media

9 – Content creation for owned media

10 – Content creation for paid media

11 – Communication with internal stakeholders

12 – Communication with external stakeholders

13- Writing annual reports

14 – Legal and ethical implications in nonprofit communication

15 – Final project – Nonprofit communication campaign

18. Special features (e.g. labs, exhibits, site visitations, etc.)

NA

19. Department staffing and classroom/lab resources

Faculty with nonprofit expertise on staff. Jason Penry has agreed to facilitate fundraising sections.

1. Will this require additional faculty, supplies, etc.?

No

20. No Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Seminar in Nonprofit Communication includes specific course learning objectives of skills such as grant writing, content creation, and budgeting within the context of a non profit setting.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

Seminar in Nonprofit Communication includes course objectives that are in keeping with the overall program outcomes of the strategic communication program – particularly creating messages appropriate to the audience, context, and purpose. The course is also supports the department’s proposed nonprofit communication certificate.

<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.

c. Student population served.

The student population served will include students in the strategic communication program and communication studies major, as well as being open to students across the university – particularly in the College of Liberal Arts and Communication.

d. Rationale for the level of the course (lower, upper, or graduate).

The outcomes of the course are most appropriate for an upper-level course because they draw on skills typically covered in General Education oral and written communication courses and include skills learned within a specific context.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. **[ ]** Global Awareness | * 1. **[X]** Thinking Critically | * 1. **[ ]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

PRAD Seminar in Nonprofit Communication will be incorporated in the Strategic Communication Assessment Program and will support the following program-level learning outcome:

Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **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 |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| ***Outcome 1*** | *Students will identify appropriate communication strategies for a selected nonprofit organization.* |
| *Which learning activities are responsible for this outcome?* | *Lectures, class discussion, case studies* |
| *Assessment Measure* | *Nonprofit communication campaign* |
| ***Outcome 2*** | *Students will create content for earned, owned, and paid media as appropriate for an assigned nonprofit organization.* |
| *Which learning activities are responsible for this outcome?* | *Writing exercises, class discussion, case studies* |
| *Assessment Measure* | *Nonprofit communication campaign* |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **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.* |

**Undergraduate Bulletin 2017-2018, p. 478**

PRAD 3553. Strategic Visual Communication Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Fall, Spring.

PRAD 4213. Social Media in Strategic Communications This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring.

***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. Fall.*

PRAD 4753. Strategic Communication Case Studies Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, AD 3033 or PR 3013, and COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Fall.

PRAD 4763. Strategic Communication Campaigns Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, AD 3033 or PR 3013, and MDIA 3363 or AD 4003, and PRAD 3143. Spring.