



EXECUTIVE VICE PRESIDENT AND PROVOST
THE UNIVERSITY OF TEXAS AT AUSTIN

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March 11, 2016

Dr. Steven Leslie
Executive Vice Chancellor for Academic Affairs
The University of Texas System
OHH 304 (P4300)

Dear Dr. Leslie:

Enclosed for your approval is the proposal to create a new Bachelor of Science in Communication and Leadership degree program in the Moody College of Communication chapter of the *Undergraduate Catalog 2016-2018* (D 14181-14185b). The proposal was approved unanimously by the Faculty Council on February 15, 2016. The proposal has undergone a 30-day review period, by public institutions within 50 miles of The University of Texas at Austin, with no objections. The authority to grant final approval on this proposal resides with Texas Higher Education Coordinating Board.

Sincerely,

A handwritten signature in black ink, appearing to read "Judith H. Langlois".

Judith H. Langlois
Executive Vice President and Provost, *ad interim*

JHL: lac

Enclosure

cc: Gregory L. Fenves, President of the University

ec: Hillary Hart, Secretary, Office of the General Faculty
Carol Longoria, Assistant Deputy to the President
Darrell Rocha, Assistant Dean, Moody College of Communication
Cynthia Patino, Academic Advising Coordinator, Moody College of Communication
Brenda Schumann, Associate Registrar
Linda Dickens, Sr. Director, Institutional Accreditation and Effectiveness
Cynthia Cruz, Administrative Manager, Provost's Office
IRRIS Team
Suzanne Revisore, Assistant to the EVCAA, UT System
Debbie Roberts, Executive Assistant, Office of the General Faculty
Victoria Cervantes, Sr. Administrative Associate, Office of the General Faculty



OFFICE OF THE FACULTY COUNCIL

THE UNIVERSITY OF TEXAS AT AUSTIN

P. O. BOX 7816 • Austin, TX 78713-7816

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February 16, 2016

Judith H. Langlois
Interim Executive Vice President and Provost
The University of Texas at Austin
MAI 201
Campus Mail Code: G1000

Dear Dr. Langlois:

Enclosed for your consideration and action is proposed addition of the Bachelor of Science in Communication and Leadership degree program in the Moody College of Communication chapter in the *Undergraduate Catalog, 2016-2018* (D 14181-14185b). Yesterday, the Faculty Council unanimously approved the legislation. The proposal was classified as being of *general* application and of primary interest more than one college or school. The authority to grant final approval resides with the Texas Higher Education Coordinating Board.

Please let me know if you have questions or if I can provide other information concerning these items of legislation.

Sincerely,

Hillary Hart, Secretary
General Faculty and Faculty Council

HH:dlr

Enclosure

xc: Gregory L. Fenves, president
Janet Dukerich, senior vice provost for faculty affairs

ec: Carol Longoria, deputy to the president
Darrell Rocha, assistant dean, Moody College Communication
Cynthia Patino, academic advising coordinator, Moody College Communication
Allen Walser, manager of reporting and analysis, IRRIS
Brenda Schumann, associate registrar
Lydia Cornell, program coordinator, provost's office
Michelle George, administrative manager for faculty affairs, provost's office
Linda Dickens, senior director of institutional accreditation and effectiveness
Cindy Cruz, administrative manager, provost's office

EXECUTIVE VICE PRESIDENT AND PROVOST UT AUSTIN	
REC'D	FEB 24 2016 ✓
REFER TO _____	
HANDLE _____	
COMMENT & RETURN _____	
FILE OR DISCARD _____	

DOCUMENTS OF THE GENERAL FACULTY

**PROPOSED ADDITION OF A COMMUNICATION AND LEADERSHIP DEGREE PROGRAM IN
THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE
CATALOG, 2016-2018***

Interim Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. The secretary has classified this proposal as legislation of *general* interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on February 3, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. It will be considered by the Faculty Council at its meeting on February 15, 2016. The authority to grant final approval on this legislation resides with the Texas Higher Education Coordinating Board.



Hillary Hart, Secretary
General Faculty and Faculty Council

**PROPOSED ADDITION OF A COMMUNICATION AND LEADERSHIP DEGREE PROGRAM IN
THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE
CATALOG, 2016-2018**

Type of Change Academic Change
 Degree Program Change (THECB form required)

Proposed classification Exclusive General Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACS-COC APPROVAL IS REQUIRED.

- | | | |
|--|---|--|
| • Is this a new degree program? | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| • Does the program offer courses that will be taught off campus? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| • Will courses in this program be delivered electronically? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH INDIVIDUAL CHANGE:

This proposal requests approval for an innovative and interdisciplinary Bachelor of Science (B.S.) degree program in Communication and Leadership, with an emphasis on philanthropy, administered within the Moody College of Communication. This degree would serve dedicated undergraduate students at the University of Texas at Austin interested in ethical leadership, based on interdisciplinary expertise and communication skills devoted to social change through philanthropy, public service, and civic advocacy.

The mission of the proposed B.S. in Communication and Leadership is to inspire and to educate future leaders by providing undergraduate students with 1) knowledge of the theories and practices of ethical leadership; 2) communication foundations in necessary skills and expertise; 3) an interdisciplinary understanding of social challenges and innovative communication strategies; and 4) experience applying this knowledge of ethical leadership and strategic communication to promote beneficial social change through philanthropic intervention.

Leadership is a core value of the University of Texas at Austin, and developing leaders for Texas and beyond is central to accomplishing the University's mission. As a University, we have an obligation and an opportunity to contribute directly to the education of our future leaders. To be a leader requires an ability to bridge narrow academic disciplines with a capacity to envision strategies that are informed through interdisciplinary approaches, communication skills, and ethical practices. The most effective learning about leadership combines the study of theories with experiences accompanied by feedback and reflection. The proposed degree plan focuses on communication foundations as essential in building effective and ethical strategies to address critical and complex social issues.

Adding to the diversity of choices for degree programs is also expected to contribute to improved on-time graduation rates. This degree resonates with an emerging trend among innovative universities to offer degree programs in leadership, and responds to student interest in leadership programs. University of Texas at Austin students demonstrate strong interest in the subject of leadership, evidenced in the popularity of the Bridging Disciplines Program in Ethics & Leadership, participation in a variety of leadership programs across campus, and through our research conducted with current university students.

The University is committed to developing innovative, interdisciplinary majors that can enhance the options available to undergraduate students. This degree is expected to appeal to students interested in leadership positions building on strong expertise in communication foundations and skills, able to address social issues through strategies based in interdisciplinary approaches. This degree would prepare students for civic leadership, public service, philanthropic administration, and corporate social responsibility.

3. THIS PROPOSAL INVOLVES (Please check all that apply)

- Courses in other colleges Courses in proposer's college that Flags

- are frequently taken by students in other colleges
- Course in the core curriculum
- Change in course sequencing for an existing program
- Courses that have to be added to the inventory
- Change in admission requirements (external or internal)
- Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office)

4. SCOPE OF PROPOSED CHANGE

- a. Does this proposal impact other colleges/schools? Yes No
 If yes, then how?
 Most courses will be internal to the Moody College of Communication. Some courses in other colleges will be listed as options (fewer than half of listed courses) for students to choose in the third part of the degree program (12 hours out of 36 hours). It is not expected that our program would exceed more than four seats in any given class in this section of the degree program.
- b. Do you anticipate a net change in the number of students in your college? Yes No
 If yes, how many more (or fewer) students do you expect?
 We anticipate attracting up to 100 students to the Moody College of Communication each year to enroll in this degree program.
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
 If yes, please indicate the number of students and/or class seats involved.
 One introductory lower-level course may attract an additional 25-50 students from outside the college each year.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No
 If yes, please indicate the number of students and/or class seats involved.
 The additional seats in courses external to the college will be small, not exceeding four seats per course.
 SW 310 ; SW 325: These social work courses are restricted to majors but the School of Social Work has agreed to reserve seats for our majors. Vicki Packheiser, Associate Dean, January 19, 2016.
 PA 325: Students in our major are permitted to enroll in this course in the LBJ School of Public Affairs. Howard Prince, Lyod Hackler Chair in Ethical Leadership, November 9, 2015.
 SOC 308K; SOC 321K; SOC 352; SOC 369K: Students in our major are permitted to enroll in these courses. Email confirmation from Debbie Rothschild, Undergraduate Adviser, January 21, 2016.
 Email confirmation from Professor Pamela Paxton, February 2, 2016.
 GOV 365N; GOV 351L: Students in our major are permitted to enroll in these courses. Raul Madrid, Faculty Undergraduate Adviser, January 26, 2016.

If 4 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

How many students do you expect to be impacted?

Impacted schools must be contacted and their response(s) included:

Person communicated with:

Date of communication:

Response:

- e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No
If yes, undergraduate studies must be informed of the proposed changes and their response included:

Person communicated with:

Date of communication:

Response:

f. Will this proposal change the number of hours required for degree completion? If yes, explain: No

5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date: January 14, 2016 Approved by whom: Barry Brummett, CMS Chair

College approval date: January 19, 2016 Approved by whom: Committee of College Chairs

Dean approval date: January 22, 2016 Approved by whom: Jay Bernhardt, Interim Dean

PROPOSED NEW CATALOG TEXT:

To be awarded the degree of Bachelor of Science in Communication and Leadership, the candidate must complete 120 semester hours of coursework and must fulfill the University's General Requirements for graduation and the Core Curriculum requirements, the college graduation requirements given in Special Requirements of the College, and the requirements given in Special Requirements, Prescribed Work, and Major Requirements below.

The Bachelor of Science in Communication and Leadership is an interdisciplinary program, with an emphasis on philanthropy, administered within the Moody College of Communication. The program provides majors with 1) knowledge of the theories and practices of ethical leadership; 2) communication foundations in necessary skills and expertise; 3) an interdisciplinary understanding of social challenges and innovative communication strategies; and 4) experience applying this knowledge of ethical leadership and strategic communication to promote beneficial social change through philanthropic intervention. This degree prepares students for civic leadership, public service, philanthropic administration, and corporate social responsibility.

Special Requirements

To enroll in upper-division communication courses, a student must have a University grade point average of at least 2.25 and a grade point average in courses in the Moody College of Communication of at least 2.00. Students who do not fulfill this requirement will be dropped from upper-division communication courses, normally before the twelfth class day. This requirement is waived for the transfer student during the first semester of coursework, while he or she is establishing a University grade point average.

In addition, a student with a major in communication and leadership must have a grade of at least C in each course taken in the Moody College of Communication that is counted toward the degree; if the course is offered on the pass/fail basis only, the student must have the symbol CR.

Core Curriculum

All students must complete the University's Core Curriculum, as well as the requirements for the Bachelor of Science in Communication and Leadership listed below under Prescribed Work. In some cases, a course required for the BSCL may also be counted toward the core curriculum; these courses are identified below.

Prescribed Work*

1. Three semester hours in English or rhetoric and writing in addition to the courses required by the core curriculum.
2. Three courses with a writing flag; one course with a quantitative reasoning flag; one course with a global cultures flag; one course with a cultural diversity in the United States flag; one course with an ethics and leadership flag; and one course with an independent inquiry flag. The same course cannot be used to satisfy the global cultures and cultural diversity flags even if the course carries both flags. Courses that fulfill flag requirements are identified in the *Course Schedule*. They may also be used to fulfill other degree requirements.
3. Three semester hours of coursework in the Moody College of Communication dealing with the study of communication issues concerning at least one minority or nondominant group within the United States. Courses that fulfill this requirement may also be used to fulfill other degree requirements. A partial list of these communication and culture courses is given in the Communication and Culture Requirement section under the Moody College of Communication's Degrees and Programs section; a complete list is available from the college's Student Advising Office before registration for each semester and summer session. The courses are also identified in the Course Schedule.
4. Students must demonstrate intermediate proficiency in a single foreign language. Courses taken to meet this requirement may not be taken on the pass/fail basis. Credit may be earned by examination for any part of a foreign language sequence. An extensive foreign language testing program is available at the University. Students with knowledge of a language are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic adviser for information on testing.
5. At least six semester hours of course work in the Moody College of Communication excluding communication courses used to meet the communication and leadership major requirements.
6. At least thirty-six semester hours of upper-division coursework.
7. Enough additional coursework to make a total of 120 semester hours.
8. No more than thirty-six hours in any other single field may be counted toward the degree.
9. No more than 60 hours of Moody College of Communication coursework may count toward the degree.

Major Requirements

Students in this major must complete 36 hours from the following three areas.

1. Communication Leadership:
 - a. COM 301L, COM 320L, COM 351L, and COM 370L are required
2. Communication Foundations -12 semester hours to be chosen from:
 - a. ADV 304; ADV 378 Topic 17; ADV 378 Topic 23; CMS 306M; CMS 310K; CMS; 313M; CMS 315M; CMS 316L; CMS 320; CMS 321D; CMS 322E; CMS 332; CMS 332K; CMS 333; CMS 335; CMS 338; CMS 352; CMS 372K; PR 348 Topic 5
3. Social Issues -12 semester hours to be chosen from:
 - a. ADV 378 Topic 26; CMS 340K; CMS 347; CMS 354; CMS 342K; CMS 372T; J 341J; J 351F; RTF 323C; RTF 342; RTF 359; RTF 365; Work: SW 310; SW 325; P A 325; WGS 340/ GOV 365N; GOV 351L/ CTI 325; SOC 308K; SOC 321K; SOC 352; SOC 369K
4. At least six semester hours of coursework must be taken in the Moody College of Communication. These courses may not be used to meet the Communication Leadership, Communication Foundations and Social Issues requirement.
5. At least 15 hours must be upper-division.
6. No Moody College of Communication course to be counted toward the degree may be taken on the pass/fail basis, unless the course is offered only on that basis.

Order and Choice of Work

First Year

1. The student must take three courses from the following group each semester:
 - a. Rhetoric and Writing 306.
 - b. UGS 302 or 303
 - c. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, and science and technology requirements of the core curriculum.
 - d. Courses in a foreign language.
 - e. Courses that meet flag requirements.
 2. Enough additional coursework to raise the student's course load to fifteen or sixteen hours each semester. Courses should be chosen with the guidance of a college adviser.
- First-year students may not take two beginning foreign language courses in the same semester. First-year students may not take more than eight semester hours in one department.

Second Year

1. The student should take three courses from the following group each semester; four are recommended:
 - a. English 316L, 316M, 316N, or 316P and any three-semester-hour course in English or rhetoric and writing.
 - b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, and science and technology requirements of the core curriculum.
 - c. Courses in the foreign language, unless the language requirement has been fulfilled.

2. Communication 301L and a course from Communication Foundations.
3. Two courses that meet flag requirements.
4. Enough additional coursework, if needed, to raise the student's course load to fifteen or sixteen hours each semester. Courses should be chosen with the guidance of a college academic adviser.

Third Year

1. Two courses that meet flag requirements.
2. Any remaining courses in the core curriculum and the prescribed work.
3. Courses from the Communication Foundations and Social Issues areas to fulfill the major requirements. Courses should be chosen with the guidance of a college academic adviser.
4. Communication 320L and 350L, if the prerequisites have been met.
5. Upper-division electives chosen to support the major.

Fourth Year

1. Communication 370L
2. Upper-division electives chosen to support the major.
3. Any remaining major requirements from the Communication Foundations and Social Issues areas. Courses should be chosen with the guidance of a college academic adviser.
4. Any remaining flag requirements.
5. Any remaining courses in the core curriculum and the prescribed work.