

Docket Item:

University Program Approval: Oregon State University, Master of Arts (M.A.)/Master of Science (M.S.) in Communication.

Summary:

Oregon State University proposes a new degree program leading to M.A./M.S. in Communication. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program:

M.A./M.S. in Communication at Oregon State University.



Proposal for a New Academic Program

Institution: Oregon State University

College/School: College of Liberal Arts, School of Arts and Communication

Department/Program Name: N/A

Degree and Program Title: MA/MS in Communication

1. Program Description

a. Proposed Classification of Instructional Programs (CIP) number.

CIP Number: 09.0101 Title: Communication

Definition: A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, environmental, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.

b. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.

We propose a Master of Arts and Master of Science (M.A./M.S.) in Communication that is a discipline-based, integrated study of communication and rhetoric structured around a core of fundamental theories, methodologies, and applications. In keeping with the discipline of Communication, the program addresses the means, functions, and goals of symbolic human interaction. The range of approaches to course offerings within this M.A./M. S. program includes theoretical, pragmatic, epistemological, and critical perspectives.

The program will combine advanced study in a selection of topics including but not limited to persuasion and argumentation, conflict management and resolution, cultural (family, sex and gender, relational) and intercultural communication, and environmental communication, thus preparing students for doctoral study in communication and rhetoric or for careers as communication professionals. Graduates who do not continue to doctoral level study can pursue careers in law, training and development, advocacy, human resources, mediation and facilitation, group and organizational consulting, politics, community leadership and development, post-secondary college instruction, public relations, and other areas.

Having each type of degree here at OSU (both the MA and MS in Communication) provides grad students the opportunity to tailor their degree appropriately to career goals. In the communication discipline, both MA and MS degrees are offered. The MS in Communication indicates a greater specialization in research methods, with greater knowledge and proficiency in undertaking and evaluation research in the social

sciences. The MA in Communication allows grad students recognition for the foreign language requirement and gives students more flexibility in learning about areas of theory and research within the communication discipline.

c. Course of study – proposed curriculum, including course numbers, titles, and credit hours.

COMM 503. Thesis (6-9)

COMM 517. Research Methods in Communication (3) (offered once annually)

COMM 520. Graduate Seminar in Communication (3) (will require name change to Introduction to Graduate Study in Communication – offered Fall annually)

COMM 565. Research Methods in Rhetoric (3) (offered once annually)

Communication Theory (3) – Choose from (these are slash courses, at least one of the following is offered each term):

COMM 518. Interpersonal Communication Theory and Research (3)

COMM 522. Small Group Communication Theory and Research (3)

COMM 526. Intercultural Communication: Theory and Research (3)

COMM 530. Theoretical Issues in Communication Inquiry (3)

COMM 540. Theories of Conflict and Conflict Management (3)

Rhetorical Theory (3) – Choose from (these are slash courses, at least one of the following is offered each term):

COMM 554. Advanced Argumentation (3)

COMM 556. Rhetoric: 500 BC to 500 AD (3)

COMM 558. Rhetoric 500 AD to 1900 (3)

COMM 559. Contemporary Theories of Rhetoric (3)

COMM 590. Graduate Seminar in Rhetoric (6-9) (course may be repeated up to three times for credit – offered 1-2 times per year)

COMM 591. Graduate Seminar in Communication (6-9) (course may be repeated up to three times for credit – offered 1-2 times per year)

For M.A.: COMM electives. (9-12) (additional courses, including independent study, optional practica or internship credits, as approved by student's graduate committee)

For M.S.: COMM electives (3-6) (additional courses, including independent study, optional practica or internship credits, as approved by student's graduate committee)

For M.S.: Research Methods courses (6) (additional courses that contain a specific focus in training students in conducting and/or evaluating research in the social sciences)

Possible courses:

COMM 516: Ethnography of Communication

ST 511, ST 512, ST 513 (Methods of Data Analysis)

PSY 514: Research Methods I

HDFS 529: Introductory Data Analysis with SAS

HDFS 531: Applied Quantitative Methods I: ANOVA

HDFS 532: Applied Quantitative Methods II: Linear Regression

HDFS 538: Qualitative Research Methods I

HDFS 539: Qualitative Research Methods II

H 515: Research Methods in Social and Behavioral Health Sciences

H 516: Research Methods in Global Health

H 524: Introduction to Biostatistics

WGSS 518: Feminist Research

WGSS 555: Feminist Textual and Discourse Analysis

Minimum credits required for the degree: 45.

Students wishing to pursue the Master of Arts degree must meet the above requirements and exhibit a **2nd year proficiency in a second language.**

- d. Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).**

The program will be delivered face-to-face on the Corvallis campus.

- e. Adequacy and quality of faculty delivering the program.**

The current six full-time research faculty in the area of Communication cover necessary areas of expertise in rhetoric, relational communication, and research methods. In addition, we expect 1-2 more research faculty within the next 2-3 years covering areas such as environmental communication and social media. Thus, the current and expected faculty members combine to cover all necessary areas of expertise necessary to deliver the MA/MS proposal.

- f. Adequacy of faculty resources – full-time, part-time, adjunct.**

Communication has six full time research faculty and one full time instructor. We have approximately fifteen full time adjunct faculty. The only expected change in the next couple of years is to, budget permitting, hire another 1-2 research faculty.

- g. Other staff.**

Communication has one full time advisor, and the School of Arts & Communication has several office staff members. We also have one tenure track faculty member who serves as the Director of Graduate Studies, a compensated position.

- h. Adequacy of facilities, library, and other resources.**

Library resources are excellent, and classroom and facilities are currently adequate to meet the needs for course delivery.

- i. Anticipated start date.**

Winter 2022

2. Relationship to Mission and Goals

- a. Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.**

This graduate program drives Oregon State University's commitment to "sustain human well-being and improve the quality of human life." The MA/MS in Communication engages personal well-being, the public life of Oregon, the critical issues of the nation, and the pressing concerns of the global society because communication and oral rhetoric comprise the heart of the "human system." Producing experts in oral argument who excel in promoting effective interpersonal and small group processes provides a citizenry with the means and tools for grappling with complex, intractable, and fractious issues at all levels.

- b. Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.**

The MA/MS in Communication program will be committed to enhancing student access and diversity. The College of Liberal Arts has a long history of promoting diversity, access, and inclusion through its successful efforts to engage students from all backgrounds in majors within the college.

The fields of rhetoric and communication adhere to traditional commitments to enhance public life and generate coherence among citizens. These commitments increase the potential for this graduate degree program to produce more effective civic participants in interpersonal relationships, in social forums, and for society in general, in addition to shaping future leaders for the state of Oregon.

c. Manner in which the program meets regional or statewide needs and enhances the state's capacity to:

i. improve educational attainment in the region and the state.

According to the U.S. Bureau of Labor Statistics (BLS), employment from 2010-2020 in the various areas of communication are expected to increase 21%, which is faster than average when compared to other professions.

As evidenced by the Bureau of Labor statistics, there is a need for graduates with advanced communications skills. The MA/MS in Communication will provide an additional pathway for students to gain the education needed to meet this need.

ii. respond effectively to social, economic, and environmental challenges and opportunities; and

Citizens of Oregon also face an increasingly difficult set of social and political challenges, including decisions about natural resources, taxes, health care, education, etc. In a state where the value of citizen involvement remains high, this M.A./M.S. degree program will help meet Oregon's need for active, interpersonal interchange within businesses, governmental agencies, and communities where functional and generative communication is critical as is the need for skilled citizen leaders who can facilitate high quality public discussion and argument.

iii. Address civic and cultural demands of citizenship.

This program advances OSU's commitment as a public university to engage the public life of Oregon and educate its citizenry. The fields of rhetoric and communication adhere to traditional commitments to enhance public life and generate coherence among citizens. These commitments increase the potential for this M.A./M.S. degree program in Communication to produce more effective civic participants in interpersonal relationships, in social forums, and for society in general, in addition to shaping future leaders for the state of Oregon.

3. Accreditation

a. Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.

N/A

b. Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.

N/A

- c. **If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation.**

N/A

- d. **If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not.**

N/A

4. Need

- a. **Anticipated fall term headcount and FTE enrollment over each of the next five years.**

1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
6	10	14	16	20

- b. **Expected degrees/certificates produced over the next five years.**

We expect to graduate approximately 30 students over the next five years.

- c. **Characteristics of students to be served (resident/nonresident/international; traditional/ nontraditional; full-time/part-time, etc.).**

The MA/MS in Communication will service both full-time and part-time students with a diverse mix of traditional and non-traditional students.

- d. **Evidence of market demand.**

According to the U.S. Bureau of Labor Statistics (BLS), employment from 2010-2020 in the various areas of communication are expected to increase 21%, which is faster than average when compared to other professions.

- e. **If the program’s location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).**

N/A

- f. **Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?**

The MA/MS in Communication will prepare graduates for careers in communication related industries such as training and development, advocacy, human resources, mediation and facilitation, group and organizational consulting, politics, community leadership and development, post-secondary college instruction, public relation, and in a myriad of other career choices.

5. Outcomes and Quality Assessment

- a. **Expected learning outcomes of the program.**

1. Exhibit an appropriate level of knowledge in communication.
2. Manage communication problems in civic contexts.
3. Employ ethical practices in all communication contexts.
4. Demonstrate an appropriate level of knowledge regarding research methods.

b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.

Learning outcomes will be assessed at the program level each year in order to improve and adjust the curriculum as needed. Specific courses in the curriculum are tied to each learning outcome to provide the specific data needed to make curriculum and instruction decisions and updates.

c. Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas.

Faculty with graduate students will be expected to maintain their research and publication activities. The faculty will continue as active scholars. Assessment of faculty success will be based on but not be limited to:

- Scholarly productivity in peer-reviewed disciplinary and/or interdisciplinary journals as well as books, book chapters and conference proceedings.
- Participation in professional meetings, conferences, and workshops.
- Participation and leadership in applicable school, university and external (state/national) committees.
- Participation on editorial boards, editorship of scholarly journals.

6. Program Integration and Collaboration

a. Closely related programs in this or other Oregon colleges and universities.

There are other Communication graduate programs in Oregon, but we do not anticipate that this degree program will create any new competition as the focus of the program is not duplicative of other programs in the state.

b. Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.

The program and its faculty are open to collaboration with other Communication programs and faculty in the state in areas where it has been determined to be mutually beneficial.

If applicable, proposal should state why this program may not be collaborating with existing similar programs.

N/A

c. Potential impacts on other programs.

The program does not anticipate any impact on other programs.

7. External Review –

An external review was satisfactorily completed for this program on May18th, 2018 and is available upon request.



HECC Docket Submission

Oregon State University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a Master of Arts (MA) and a Master of Science (MS) in Communication.

Program Description and Justification

1. Identify the institution, degree, and title of the program.

Oregon State University is proposing to offer a new Master of Arts and Master of Science degree program in Communication beginning Fall 2021. The program will be located in the College of Liberal Arts, School of Arts and Communication. The proposed program will be delivered face-to-face on the OSU-Corvallis campus.

2. Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.

The proposed MA/MS in Communication degree program is designed to provide students with a discipline-based, integrated study of communication and rhetoric that is structured around a core of fundamental theories, methodologies, and applications. Students pursuing this degree will combine advanced study in a variety of topics including but not limited to persuasion and argumentation, conflict management and resolution, cultural and intercultural communication as well as environmental communication. The program's curriculum will draw upon OSU's faculty strengths in humanistic and social scientific approaches to the study of human communication.

The proposed program is designed not only for students who wish to pursue doctoral study in communication and rhetoric or for a career as a communication professional, but for students who wish to pursue careers in law, training and development, advocacy, human resources, mediation and facilitation, group and organizational consulting, politics, community leadership and development, post-secondary college instruction, public relation, and in a myriad of other career choices.

The MA/MS in Communication program will support OSU's mission and its commitment to "sustain human well-being and improve the quality of human life." The program will prepare students to be responsible and productive citizens in a global economy and produce graduates capable of solving communication problems and discussing ethical/public issues.

3. What evidence of need does the institution have for the program?

The proposed MA/MS in Communication program fills a critical need in our society today. Surveys consistently reveal that communication skills are at the center of success in nearly every organization.

According to the U.S. Bureau of Labor Statistics (BLS), employment from 2010-2020 in the various areas of communication are expected to increase 21%, which is faster than average when compared to other professions.

While there are other institutions of higher education in Oregon that offer a master level degree in Communication, this program will have a focus on rhetoric which we believe to be unique in the state.

4. Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?

Other Oregon public universities have graduate programs in Communication. A rich offering of Communication programs within the state creates opportunity for collaboration between programs and enhances this field within the state of Oregon. Market needs support more than one graduate program in Communication.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The Oregon State University Board of Trustees approved the program in Winter 2019.

Recommendation to the Commission

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Oregon State University to establish an instructional program leading to a Master of Arts and Master of Science in Communication effective Winter 2022.

Revised May 2016

Institution: Oregon State University
Program: MA/MS in Communication

Action: At the **December 1, 2021**, meeting, the Statewide Provosts Council approved a new program for **Oregon State University, MA/MS in Communication** to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **Oregon State University** Board of Trustees approved the **MA/MS in Communication** program at its **April 5, 2019**, meeting.

Eastern Oregon University

Sarah Witte, provost

Approved
 Opposed
 Abstained



Oregon Health & Science University

David Robinson, interim provost

Approved
 Opposed
 Abstained



Oregon State University

Ed Feser, provost

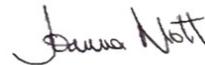
Approved
 Opposed
 Abstained



Oregon Tech

Joanna Mott, provost

Approved
 Opposed
 Abstained



Portland State University

Susan Jeffords, provost

Approved
 Opposed
 Abstained



Southern Oregon University

Susan Walsh, provost

Approved
 Opposed
 Abstained



Patrick Phillips, provost

Approved
 Opposed
 Abstained



Western Oregon University

Rob Winningham, provost

Approved
 Opposed
 Abstained

