LETTER OF NOTIFICATION – 13

EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY

Institutions with at least one certificate or degree program approved for distance technology by the Arkansas Higher Education Coordinating Board must submit Letter of Notification-13 to request approval to offer additional existing (on-campus) certificates or degrees via distance technology. The institution must submit to ADHE a copy of the e-mail notification to the Higher Learning Commission (HLC) about the proposed distance technology program. If HLC requires a focused visit for the proposed distance technology program, please submit the scheduled review date.

**Definitions**

Distance technology (e-learning) – When technology is the primary mode of instruction for the course (50% of the course content is delivered electronically).

Distance instruction – When a course does not have any significant site attendance, but less than 50% of the course is delivered electronically, e.g., correspondence courses.

Distance program – When at least 50% of the major courses are delivered via distance technology.

1. Institution submitting request: University of Arkansas Fayetteville
2. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Name of Existing Certificate or Degree: Communication, Bachelor of Arts
5. Proposed Effective Date for distance technology delivery: Fall 2016
6. CIP Code: 09.0101
7. Degree Code: 1330

# PROGRAM INFORMATION

1. Program summary/justification for offering program by distance technology:

* Communication plays a vital role in all governmental, business, and media organizations, and that tomorrow’s communication specialists need to be educated in communication strategies across multiple message platforms, including interpersonal, organizational, intercultural, cultural, and mediated venues
* The Department of Communication at the University of Arkansas, Fayetteville, is recognized as an outstanding program by professionals from peer institutions in numerous polls. Moreover, the program is unique in its blending of personal, group, and societal contexts and three interest areas of rhetoric and public communication, interpersonal, small group, and organizational communication, and mass communication. No other institution makes this approach available to Arkansas citizens.
* This program is cost-effective for the University. While every course necessary to earn a Bachelor’s Degree in Communication is already available online, we intend to continue to develop additional offerings online. Furthermore, any seats not taken by off-campus students will continue to be filled by on-campus students.
* Students targeted by the program likely have limited schedules and appreciate the flexibility of online coursework to complete their degree. Of our existing students in the program or interested in the program, many have taken or plan to take the online courses we currently have available in order to better fit their work and personal schedules. While there are undergraduate programs in Communication approved in the state, none of these make available to students unable to complete their program in residence, the same nationally-recognized quality curriculum that is available to on-campus students.
* Our program will offer to Arkansans an ARKANSAS alternative (and tuition advantage) over for-profit online colleges.
* Students could complete their entire online course work in eight-semesters or less. Continuing to live and work in their current hometowns while attending school online is an innovative way to help students progress in their careers in an affordable way.

1. Provide the current certificate/degree plan. Mark\* courses that will be taught by adjunct faculty.

In addition to the university/state core requirements and the Fulbright College of Arts and Sciences Graduation Requirements, the following course requirements must be met for the COMMBA degree.

3 Hours—Select one of the following Mathematics or statistics courses

MATH 2033 Mathematical Thought

MATH 2043C Survey of Calculus

MATH 2053C Finite Mathematics

MATH 2183 Mathematical Reasoning in a Quantitative World

MATH 2554C Calculus I

STAT 2303 Principles of Statistics

3-6 Hours—Completion of a world language course at the 2003 Intermediate I level is preferred.

This is usually accomplished through completion of a sequence of two language courses: 1013 and 2003. Alternatively, 6 hours of courses from a single culture or world region including African, Asian, European, Latin American and Latino, or Middle Eastern and Islamic may be used to fulfill this requirement. Courses must be approved by a departmental adviser.

9 hours—Fine arts and Humanities courses to include: COMM 1003, one additional University/state fine arts core course, and one University/state humanities core course

42 Hours—Communication courses required for the Major

* COMM 1023 Communication in a Diverse World;
* COMM 1233 Media, Community and Citizenship;
* COMM 1313\* Public Speaking (ACTS Equivalency = SPCH 1003); This is the only course in the major taught by an Lecturer (Adjunct Faculty)
* COMM 2333 Introduction to Communication Research;
* 21 hours of Communication electives numbered 3000-4000; and
* 9 hours Communication electives (may be taken at any level, 1000-4000).

Communication courses that may satisfy the college or University Core requirements will not count toward the communication electives. To graduate, students must have a cumulative grade-point average of 2.00 or above within the major.

Writing Requirement: The college writing requirement may be satisfied by a research paper achieving a grade of “C” or better submitted for an upper-division communication class and approved by the chair of the department.

1. Provide the list of courses, include course number/title, for the certificate/degree program currently offered by distance technology.

COMM 1003: Film Lecture  
COMM 1023: Communication in a Diverse World  
COMM 1233: Media, Community, and Citizenship  
COMM 1313: Public Speaking  
COMM 2333: Communication Research  
COMM 3263: African-Americans in Film  
COMM 3383: Persuasion  
COMM 3443: Introduction to Rhetorical Theory  
COMM 3503: Popular Communication and Culture  
COMM 4143: American Film Survey  
COMM 4373: Political Communication  
COMM 4863: Seminar in Media  
COMM 4883: Television and American Culture  
COMM 490V: Special Problems in Communication  
COMM 4913: Internship in Communication

1. If 100% of the program will not be offered by distance technology, list courses that will notbe offered by distance technology.

None—all courses will be offered by distance technology.

1. For existing courses that will be offered by distance technology (for the first time), provide the course syllabus for each of these courses for the certificate/degree program and indicate the maximum class size for each distance course.

[Course syllabi for previously taught courses uploaded as attachments]

COMM 490V: Special Problems in Communication; Course delivery online through Blackboard Leaning System; interactions through online activities, Collaborate Sessions and emails; class size not applicable as this is independent study; and

COMM 4913: Internship in Communication; Course delivery online through Blackboard Leaning System; interactions through online activities, Collaborate Sessions and emails; class size N/A as this is internship learning experience.

1. If new courses will be added, provide the list of new courses (proposed course number/title) and the new course descriptions for the certificate/degree.

The following courses are currently offered by the department, but in the future will also be offered for online delivery:

COMM 2323: Interpersonal Communication: Personal and interpersonal factors affecting communication in everyday life. Emphasis upon ways in which interpersonal perception, physical environment, semantic choices, and nonverbal cues affect communication primarily in the context of work, family, and other personal experiences;

COMM 2343: Small-Group Communication: An introduction to procedures used in exchanging information, solving problems, determining policies, and resolving differences in committees and other small groups;

COMM 2613: Non-Verbal Communication: Creates an understanding of the functions of nonverbal cues operating in human communication processes and develops familiarity with recent research in the field of nonverbal communication;

COMM 3703: Organizational Communication: An introduction to the theory, processes, and management of communication in organizations, with opportunities for simulated application; and

COMM 3443: Contemporary Communication Theory: Study of the nature of the communication process as it is reflected in the individual, in interpersonal settings, in one-to-many situations, and in the mass media.

No new courses will be taught by adjunct faculty.

1. Provide the course syllabus for each distance technology course for the program listed above and indicate the maximum class size for each distance course. Indicate the course delivery mode(s) and class interaction mode(s) for each distance technology course.

COMM 1003: Online - electronic bulletin boards-email-discussion boards  
COMM 1023: Online - electronic bulletin boards-email-blog-discussion boards  
COMM 1233: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 1313: Online - electronic bulletin boards-email-discussion boards  
COMM 2333: Online - electronic bulletin boards-email-discussion boards  
COMM 3263: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 3383: Online - electronic bulletin boards-email-discussion boards  
COMM 3443: Online - electronic bulletin boards-email-discussion boards  
COMM 3503: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 4143: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 4373: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 4863: Online - electronic bulletin boards-email-chat-blog-discussion boards  
COMM 4883: Online- electronic bulletin boards-email-discussion boards  
COMM 490V: Online - electronic bulletin boards-email  
COMM 4913: Online - electronic bulletin boards-email-discussion boards

Course syllabi uploaded as attachment. See responses to items 12 and 13.

1. Provide the percentage of the program that is offered via distance (50%, 75%, etc.).

100%

1. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.

All interaction will be delivered via the Blackboard Learning Management System using Electronic Bulletin Boards, asynchronous Discussion Boards, Question/Answer Posting sites, Electronic Chat/Messaging, and Electronic mail as appropriate for each course.

1. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.

First Year (30 hours)

3 ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)

3 MATH 1203 College Algebra (Sp, Su, Fa) (ACTS Equivalency = MATH 1103) (if required). Or select one of the following:

MATH 2033 Mathematical Thought (Sp, Su, Fa)

MATH 2183 Mathematical Reasoning in a Quantitative World (Sp, Fa)

STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)

Higher-level MATH course

3 COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)

3 US History university/state core requirement

3 Elementary world language course numbered 1013

3 ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)

0-3 Select one of the following as required:

MATH 2033 Mathematical Thought (Sp, Su, Fa)

MATH 2183 Mathematical Reasoning in a Quantitative World (Sp, Fa)

STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)

Higher level math course, as required

3 General Elective

3 Intermediate l world language course numbered 2003

3 COMM 1023 Communication in a Diverse World (Sp, Fa)

or COMM 1233 Media, Community and Citizenship (Sp, Fa)

3 Fine Arts or Humanities core course or COMM 1003 (as needed)

Second Year (32 hours)

3 COMM 2333 Introduction to Communication Research (Sp, Fa)

or any COMM elective

4 Science university/state core lecture with corequisite lab requirement

3 Social Science university/state core requirement

3 Fine Arts or Humanities core course or COMM 1003 (as needed)

3 COMM 1233 Media, Community and Citizenship (Sp, Fa) (as needed) or COMM 1023 Communication in a Diverse World (Sp, Fa)

3 COMM 2333 Introduction to Communication Research (Sp, Fa)

or any COMM Elective

3 Advanced Level Elective

3 Social Science university/state core requirement

4 Science university/state core lecture with corequisite lab requirement

3 Fine Arts or Humanities core course or COMM 1003 (as needed)

Third Year (30 hours)

3 3000 or 4000-level COMM elective

3 3000 or 4000-level COMM elective

3 Advanced Level Elective

3 Social Science university/state core requirement

3 General Elective

3 3000 or 4000-level COMM elective

3 3000 or 4000-level COMM elective

3 Advanced Level Elective

6 General Electives

Fourth Year (28 Hours)

3 3000 or 4000-level COMM elective

3 3000 or 4000-level COMM elective

3 3000 or 4000-level elective

3 Advanced Level Elective

3 Advanced Level Elective (as needed)

3 3000 or 4000-level COMM elective

3 3000 or 4000-level COMM elective

3 3000 or 4000-level Fulbright College elective

3 Advanced Level Elective (as needed) or General Elective

1 General Elective 1

All courses required to satisfy this sequence are currently available online.

1. Provide a list of services that will be supplied by consortia partners or outsourced to another organization (faculty/instructional support, course materials, course management and delivery, library-related services, bookstore services, services providing information to students, technical services, administrative services, online payment arrangements, student privacy consideration, services related to orientation, advising, counseling or tutoring, etc.) Include the draft contract/Memorandum of Understanding (MOU) for each partner/organization offering faculty/instructional support for the program. Submit final contract/MOU signed by partner institutions or organizations upon completion of ADHE proposal review.

[None are outsourced or supplied by consortia partners]

1. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.

The COMMBA on-line degree will be offered in two phases. In Phase I (fall 2016 to spring 2020), we project that five students will enter the program in fall 2016 followed by an additional five students each year until a maximum of 25 students are in the program. In Phase I, all courses will be offered as “in-load” and there will be no additional instructional costs other than one Visiting Assistant Professor position, funded by Global Campus, beginning spring 2016 ending May 2017, at the amount of $25,000 per semester plus fringe benefits.

In Phase II, once the program reaches 25 students (projected for fall 2020), further enrollment will be capped and the additional tuition revenues will be used to bring in additional instructional support.

See the attached spreadsheets for revenues and expenses from fall 2016 until spring 2024.

1. Provide institutional curriculum committee review/approval date for proposed distance technology program.

December 9, 2015.

1. Provide documentation that proposed program has been reviewed/approved for distance technology delivery by licensure/certification board/agency, if required. [HLC review must follow ADHE review and AHECB program approval.]
2. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: