Graduate Council Agenda
Meeting Wednesday, April 6, 2016
EFHA, Room 164 @ 11:45 AM

Old Business
Approve Minutes from March 2, 2016
Graduate Admissions Workflow
Graduate Assistant requests for 16/17.

New Business

1. Proposal for changes in, restoration of, or removal of a graduate course:
   • EDSC 508 – Foundations in Literacy: Request to modify the way EDSC 508 is delivered, from being face-to-face to being hybrid. It will not affect the existing degree program. EDSC 508 has not yet been taught so program assessment data is not available. The rationale for this request is that students need time to be able to explore literacy in authentic contexts-parks, retail settings and museums-if they are to “articulate a definition for literacy and explain literacy’s role in society,” which is a learning outcome stated in the course syllabus. By offering this class as a hybrid, it will provide students with the time they need to make observations related to literacy and then use some class time for discussing their observations and making implications.

2. Proposal for minor changes in or removal of multiple graduate courses in same program:
   • EDSP 624 – Procedures for Working with Young Children with Disabilities; Cathy Jones – Change in Course Acronym -ECSP 624

3. Proposal for a New Graduate Program:

   The mission of the Master of Arts in Health Communication is to provide students with training and skills in the development of health communication campaigns, focusing on print, broadcast and social media outlets. The study of health communication blends traditional strengths in media development, production and analysis with campaign strategy to produce desired health outcomes.

   The Masters of Arts in Health Communication also gives students a multifaceted perspective of the study of communication to help facilitate the development of advanced competencies. The program is grounded in both theory and research focused on direct applications in health related fields. The program focuses on the skills and understanding needed to excel as a health communication practitioner and also prepare students for doctoral degree in health communication.

   Objectives of the Program
   1. Students will demonstrate knowledge of issues and approaches in health communication.
   2. Students will demonstrate skills in conducting health communication research.
   3. Students will convey information clearly and persuasively in written and oral form.
   4. Students will demonstrate critical thinking skills.
   5. Students will apply principles of ethical responsibility to the community, society, discipline, and profession.

   Students Learning Outcomes
   Students who earn an M.A. in Health Communication will be expected to:
   1. Demonstrate knowledge of current issues and perspectives in field of health communication.
   2. Demonstrate knowledge of research methodologies employed in the communication discipline.
   3. Exhibit mastery in evaluating, interpreting, and creating media messages for public consumption.
   4. Apply basic communication theory and strategy to the practice of health communication.
   5. Demonstrate cultural sensitivity in the practice of health communication

   Graduate Applications
   Applications for graduate study should be directed to the Office of Graduate Studies at Coastal Carolina University.

   Admission Requirements
   Candidates seeking admission to the M.A. in Health Communication will be required to submit the following materials:
   1. Official transcripts from each school or college previously attended. (The minimum requirement for admission is a baccalaureate degree from a regionally accredited institution in the U.S. or its equivalent at a foreign institution based on a four-year degree).
   2. An undergraduate Grade Point Average (GPA) of 3.0 (overall) on a 4.0 scale.
   3. Official report of the Graduate Record Exam (GRE) showing a minimum score of 300 with no less than 150 in the verbal
4. Three letters of recommendation.
5. A two-part application, in which the candidate will demonstrate the ability to take on graduate work:
   a. A personal statement of no more than 500-words demonstrating the applicant’s interest and compatibility with the program, understanding of the field, and future career goals.
   b. A sample of previous academic or professional work.
6. Test of English as a Foreign Language (TOEFL) official report with a minimum score of 90 (Internet version) or 577 (paper version) for international applicants. This represents an aptitude in the upper intermediate language ability.

Completed applications will be reviewed by the Graduate Admissions Committee in the Department of Communication, Media, & Culture. Before meeting to discuss the applicants, committee members will evaluate the applicants’ personal statements according to a common rubric.

Degree Requirements
The Master of Arts in Health Communication requires:
1. Successful completion of an approved program of study with a minimum of 33 graduate hours;
2. A minimum grade point average of 3.0 (B) on all course work;
3. Completion of either COMM 791 or COMM 795;
4. Completion of a successful oral defense; and
5. Completion of all requirements for the degree during a six-year period.

Transfer Credits
With approval from the Graduate Director, a maximum of six (6) transfer credit hours may be applied to a student’s program of study. All transfer credit coursework must have been completed with a minimum grade of B. Required Graduate Degree Credit Hours (33 Graduate Credit Hours) The M.A. in Health Communication requires 33 graduate credit hours.

FOUNDATION COURSES (9 Credit hours)
COMM 600, 675, and MALS 650................................................................. 9
COMM 600: Foundations of the Communication Discipline
COMM 675: Graduate Studies in Communication Theory
MALS 650: Graduate Research Methods

HEALTH COMMUNICATION SPECIALIZATION (9 Credit hours)
COMM 611, 619, 631.................................................................................. 9
COMM 611: Health Communication and the Media
COMM 619: Strategic Communication Campaigns
COMM 631: Communication for Diverse Audiences

ELECTIVES (9-12 Credit hours)............................................................... 9-12
Additional COMM courses at the 600 or 700 level.

CAPSTONE (3-6 Credit hours)................................................................. 3-6
Complete either COMM 791 or 795:
COMM 791: Capstone Thesis (6)
COMM 795: Capstone Internship (3)

Use of Technology
(Describe the mode of course delivery, opportunities for student-faculty interactions, and faculty development activities related to the use of technology, if any.)

The mode of course delivery will be primarily face-to-face, although some online and hybrid courses are anticipated. The program will rely upon CCU's current technological resources (Moodle, etc.).

- Master of Arts in Health Communication – Humanities and Fine Arts; Christina Anderson – Proposed implementation date of Fall 2017

4. Proposal for new graduate courses:
   A. Education:
      - ECSP 621 Introduction to Early Childhood Special Education – College of Education, SCDE certification in Early Childhood Special Education; Dr. Cathy Jones: This course explores the history of special education, characteristics of young children with special needs and their families, and effective instructional strategies for working with this population. S, F, SP (Distance Learning) For students seeking an add-on SCDE certification in Early Childhood Special Education; no prerequisites for this course
      - ECSP 622 Partnerships in Early Childhood Special Education – College of Education, SCDE certification in Early Childhood Special Education; Dr. Cathy Jones: This course explores and
expands on practices for implementation of proactive behavior management strategies for young children with challenging behaviors, especially those behaviors associated with developmental delays and disabilities. S, F, SP (Distance Learning) For students seeking an add-on SCDE certification in Early Childhood Special Education; no prerequisites for this course

B. Humanities & Fine Arts:

- **COMM 645 Communication Activism** – Christina Anderson: This course combines seminar and practice to evaluate the use of media as a creative and tactical tool. Students integrate theory, research, writing and discussion to explore communication as a pedagogical tool for mapping, documenting, performing and critiquing activist movements. Offered all semesters. (Classroom) This course is an elective course in the Master of Arts in Health Communication program. Thus, this course may be selected as a course that contributes to fulfillment of elective hour requirements of the proposed Master of Arts program. This course will serve both students interested in professional work and students interested in pursuing a terminal degree.

- **COMM 600 Foundations of the Communication Discipline** – Andrea Bergstrom: This course focuses on developing an understanding of the communication discipline, including the place of health communication in the field’s intellectual history, and establishes the foundation for graduate inquiry within in the discipline. Offered all semesters (Classroom) This course is foundational to the completion of the newly proposed Master of Arts in Health Communication. Any departmental impact has been anticipated and is addressed in the program proposal.

- **COMM 791 Capstone Thesis (Capstone Communication Thesis + Oral Defense)** – Kyle Holody: (Prereq: COMM 600, COMM 675, COMM/MALS 650) This capstone course stands as the culmination of the program, wherein students, under the direction of an academic mentor, will complete a research thesis based on the students’ plan of study and interests. This option is recommended, though not required, for students interested in a terminal degree. The course contributes to completion of the newly proposed Master of Arts in Health Communication program. Any impact on the Department of Communication, Languages, and Cultures associated with the program has been anticipated and is addressed in the Master of Arts in Health Communication proposal.

- **COMM 640 Media Effects** – Kyle Holody: This course examines audiences’ uses for and effects from media for individuals and societies. It covers topics such as: trends in media content and effects, personal and social characteristics facilitating effects, and personal and social health implications of effects. This course is an elective course in the Master of Arts in Health Communication program. Thus, this course is needed for successful completion of the proposed Master of Arts program. This is an elective for the program and will serve both students interested in professional work and students interested in pursuing a terminal degree. The undergraduate version of the course is required for the undergraduate Health Communication concentration and has been consistently popular since its inception.

- **COMM 619 Strategic Communication Campaigns** – Clay Craig: The focus of this class is the development of specific skills related to the research, development, production and evaluation of integrated health communication campaigns through various forms of media. This course is one of the Emphasis courses in the Health Communication MA degree program and is an important component of the program.

- **COMM 612 Medical Communication** – Christina Anderson: This course includes the study of communication as it relates to health professionals and health education, including the study of provider-client interaction, social issues, group or organizational considerations, public relations, and mass and social media. This course is an elective course in the Master of Arts in Health Communication program. Thus, this course may be taken for successful completion of the
proposed Master of Arts program but is not required. Health Communication graduate certificate programs at the University of South Carolina and Clemson University cover some of the topics from this course, but there are no courses at these institutions devoted to interpersonal health communication, which is the primary focus of this medical communication course.

- **COMM 611 Health Communication & the Media** – Wendy Weinhold: This course emphasizes media-based health messages, focusing specifically on messages depicted on television dramas, films/movies, news, and the Internet. Additionally, this course focuses on health communication campaigns as well as the application of health communication theory and strategy. This course is an elective course in the Master of Arts in Health Communication program and will serve both students interested in professional work and students interested in pursuing a terminal degree. Thus, this course is needed for successful completion of the proposed Master of Arts program. The undergraduate version of the course is a required part of the curriculum for the undergraduate Health Communication concentration and has been consistently popular since its inception.

- **COMM 631 Communication for Diverse Audiences** – Wendy Weinhold: This course examines the influences of culture, race, ethnicity, and other identity categories on the effectiveness of communication artifacts. Students review theories and practices related to the design, implementation, and evaluation of campaigns aimed at diverse populations. This course is an elective course in the Master of Arts in Health Communication program. Thus, this course is needed for successful completion of the proposed Master of Arts program. This course will serve both students interested in professional work and students interested in pursuing a terminal degree.

- **COMM 610 Emerging Topics in Health Communication** – Andrea Bergstrom: This course examines current issues in health and their relation to communication. Topics could include health care reform, for-profit and not-for-profit healthcare, novel or growing public health concerns, etc., examined from communication perspectives. The course is foundational to the Master of Arts in Health Communication degree.

- **COMM 630 Topics in Communication with Target Audiences** – Christina Anderson: Communicating with target audiences is of vital importance in today’s healthcare field. This course provides an overview of current issues relevant to particular groups in their relation to healthcare. Topics may include communicating with ethnic, racial, gender or LGBTQ communities. This course is an elective course in the Master of Arts in Health Communication program. Thus, this course is needed for successful completion of the proposed Master of Arts program. This course will serve both students interested in professional work and students interested in pursuing a terminal degree.

- **INTEL 661 Security Policy and Risk Assessment** – Richard Kilroy: (Prereq: permission of the instructor). This graduate course explores basic concepts in security policy and risk assessment. It focuses on the formulation of security policy in national and homeland security organizations, primarily at the federal-level. It develops the concept of risk assessment in policy formulation. This course supports the need for additional INTEL electives to support the Intelligence and National Security Studies undergraduate degree major, as well as providing additional graduate elective courses to support the MALS degree program. It is being cross-listed with ITS 661, which is a required course for the new on-line MS in Information System Technology degree program.

C. Science

- **CMSS 611 Modeling of the Atmosphere and Ocean** – Dr. Richard Viso: (Prerequisites: Math 260 and 320, or instructor consent.) Processes associated with the atmosphere, ocean, and their interactions can have devastating impacts on the coastal and marine zones. Model simulations of these processes help us better understand these processes and provide predictive capabilities of their potential impact, crucial in decision-making and future preparation. To this end, CMSS 611 seeks to provide the bases and hands-on applications behind the numerical modeling of coastal processes. Along with discussions of basic atmospheric and oceanic science principles, course topics include computational tools, numerical theories/methods, basic data analyses, and the usage/applications of commonly employed ocean, atmosphere, and marine modeling systems suitable to the coastal regions. The program is very new and has not yet graduated a student. This course will provide a background for students to pursue multiple goals and student learning.
outcomes that are part of the PhD in Marine Science: Coastal and Marine Systems Science program.

- **CMSS 617 Effective Scientific Communications: Preparing for Life as a Scientist** – Dr. Richard Peterson: Maymester: An introduction to appropriate scientific grammatical styles is offered, along with common mistakes in formulating sentences for scientific audiences. The course presents and discusses strategies for writing theses, manuscripts, technical reports, and proposals as well as delivering oral presentations. Based on feedback among faculty to student theses, term papers, and other written assignments, CMSS and CMWS graduate students struggle with their ability to write and communicate their work to others. We must assure that our graduates can communicate within the scientific community, and this course is intended to provide a platform from which the students better develop these skills.

- **CMSS 600 Mathematical Techniques in Systems Science** – Dr. Richard Viso: Fall (Prerequisite(s) Math 160, 161, 260, and 320 or equivalent, or instructor consent) Mathematics is the language of science. To this end, CMSS 600 provides a mathematical background in various topics including Vector Analysis, Partial Differentiation, Fourier Analysis, Partial Differential Equations, complex Analysis, and Linear Algebra to help students pursue advanced scientific research. Based on the state of knowledge exam given to entering graduate students and student performance in advanced courses utilizing quantitative methods and concepts, a course is needed to ensure students have a common background level of mathematics for certain focus areas in the graduate programs.

- **CMSS 620 Introduction to Scientific Computing** – Dr. Richard Viso: Fall (Prerequisite: instructor consent) CMSS 620 will focus on basic scientific computing knowledge and skills, emphasizing algorithm design and development. Topics may include 1) basic programming structure, 2) conditional structures, 3) file in/output, 3) graphical plotting, 4) functions, 5) subroutines, 6) vectors and matrices, 7) solving linear systems, 8) regression, 9) interpolation, and 10) numerical integration and differentiation. The algorithms listed above will be practiced and implemented in the class by the students using several programming languages and tools widely used by geophysical scientists: NCL, IDL, and MATLAB. The CMWS and CMSS graduate programs do not presently have courses to address the scientific computing needs of students working with ever larger and more specialized data sets.

- **CMSS 630 Measurement Techniques in Fluids** – Dr. Richard Viso: Spring (Prerequisites: CMSS 600, CMSS 620 and CMSS 530. However, students can take this class with permission from the instructor.) CMSS 630 focuses on flow measurement techniques. Topics include study and operation of various techniques in measuring transport phenomena including fluid mechanics and its applications. Experiments are essential to scientific research in that they provide evidence to phenomena and serve as benchmark for theories. Development of research areas in fluids within the CMSS and CMWS programs has resulted in an increase in the numbers of projects and students requiring background to measure fluids. There is presently no course to address the principles of flow measurements and implementation of equipment such as current meters, PIV, anemometers, etc.

- **CMSS 650 Topics in Environmental Fluids** – Dr. Richard Viso: Spring (Pre-requisites: CMSS 600, CMSS 530, and with permission from the instructor.) CMSS 650 focuses on specialized topics in applied fluid mechanics. Topics could include turbulence, air-sea interactions, meteorology, atmospheric dynamics, sediment transport, boundary layers, and ocean surface waves as they pertain to our understanding of environmental fluid systems. One specialized topic will be offered on a rotational basis in parallel with the instructor’s expertise. Students can take this class more than once to help prepare for their research thesis provided the specialized topic is not the same. This will help develop the physical oceanography/atmospheric science/fluids areas of the multidisciplinary CMSS PhD and CMWS MS programs.