Graduate Council Meeting Minutes
Coastal Carolina University
April 6, 2016

Members Present: Spadoni College of Education – Austin Hitt, Jeremy Dickerson, Emma Savage-Davis; Edwards College of Humanities and Fine Arts – Philip Whalen, Triphii Pillai, Brian Nance, Joe Oestreich, Donald Sloan; Wall College of Business Administration – Janice Black, Arlise McKinney; College of Science – Varavut Limpasuvan; Registrar – Dan Lawless; Director of Graduate Studies – James Luken; Faculty Senate – Richard Viso

Absent: Spadoni College of Education – Jeanne Cobb; College of Science – Rick Peterson, Colleen McGlone; Wall College of Business Administration – John Mortimer; Kimbel Library – No representative

Special Guest: Edwards College of Humanities and Fine Arts – Christina Anderson; College of Science – Roy Gurka, Shaowu Bao

The meeting was called to order by Dr. James Luken at 11:45 a.m. in the Board Room (#164), College of Humanities & Fine Arts

Old Business:
A. Approval of March 2, 2016 Graduate Council Minutes
Minutes were approved by Graduate Council

B. Graduate Admission Workflow
Perceptive Software admission workflow has been accepted. The company will now build the application process. They will come back with the finished product for us to develop and test. We are looking at summer to have the applications on line and available for students.

C. Graduate Assistants for 2016-2017
We will begin working on the budget for next year. If your department has new programs and want to include graduate assistants for the programs, you will need to go to your Dean who will work with Dr. Byington to have them covered in the budget. Also, include in that discussion if you think your allocation numbers for graduate assistants needs to be changed. All graduate assistants beginning in Fall 2016 will go to hourly pay.

New Business
A. Spadoni College of Education
1. Proposal for Changes in Graduate Courses
   a. EDSC 508 Foundations in Literacy
      Notification of delivery change of course from face-to-face to hybrid.

   b. EDSP 624 Procedures for Working with Young Children with Disabilities
      Change acronym from EDSP TO ECSP

Changes approved by Graduate Council

2. Proposal for New Graduate Courses
   a. ECSP 621 Introduction to Early Childhood Special Education (3) 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. F, S, SU
b. **ECSP 622 Partnerships in Early Childhood Special Education** (3) 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. F, S, SU

Courses approved by Graduate Council

B. **Wall College of Business**

I. **Proposal for Change in Graduate Program**

Changes to Master of Business Administration Program as follows:

a. **Student Learning Outcomes (Wording)**

   #1 Business Knowledge – no change

   #2 Critical Thinking and Ethics: remove wording and Ethics

   #3 Change Teamwork and Leadership: Graduates will demonstrate the ability to effectively participate in and lead a business team TO Ethical Decision Making: Graduate will demonstrate the ability to make ethical decisions in a business environment.

   #4 Oral and Written Communication-move to #5 with new title: Professional Business Communication: Graduates will demonstrate the professional business communication skills necessary to communicate as effective managers.

   #4 add new #4 Leadership: Graduates will demonstrate the ability to make decisions as a leader that improves organizational performance.

b. **Admission Requirements**

   #8 change to: Applicants are required to demonstrate proficiency in six major areas:

   - Financial Accounting
   - Survey of Economics or Micro Economics
   - Finance
   - Statistics
   - Marketing
   - Management

Applicants can demonstrate that proficiency either through undergraduate or graduate course work. Students coming from a non-business background or those who have not completed the appropriate undergraduate equivalent will be required to take the graduate counterpart (MBA 500, MBA 501, and/or MBA 502 depending on their specific deficiency) as part of their program of study.

Students who have completed equivalent undergraduate business courses may have any (or all) of the foundational courses waived, if courses meet the waiver criteria:

   - The completed undergraduate course is equivalent to the graduate level course.
   - The course is taken at an accredited institution.
   - Foundational courses from non-U.S. universities in foreign countries may be considered for waiver
   - Foundational courses may be accepted if completed through correspondence, life and work experience, CLEP, or other standardized testing.

Should a student need to enroll in any foundational coursework, they will be required to earn a B or better in any course in order to obtain full admission into the MBA program. In addition, significant work experience providing evidence of professional competence may be considered. Candidates for admission to the MBA who demonstrate competence in prerequisite areas should consult the Graduate Director of the E. Craig Wall Sr. College of Business Administration.
c. Degree Requirements (Dismissal)
   #3 add sentence: **Automatic dismissal will result for a grade of F in any course.**
d. Removal of MBA 699 from Required Courses listing
e. Degree Requirements – no changes

Program changes approved by Graduate Council

2. **Proposal for New Course**
   MBA 633 Sales and Relationship Management (0-3) Course provides students with an overview of the theory and practice of personal selling, sales management and building relationships. Students will have the opportunity to get a feel for a variety of sales issues and learn the practical ins and outs of how to sell products/services and develop their own branding strategy.

   New course approved by Graduate Council

C. **College of Science**
   1. **Proposal for New Courses**
      a. INTEL 661 Security Policy and Risk Assessment (3) (Prereq: Permission of Instructor)
         This 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. Course will be cross-listed with IST 661. F, S, MY, SU (can be taken by MALS students)
      b. CMSS 600 Mathematical Techniques in Systems Science (3) (Prereq: Math 160, 161, 260 and 320 or equivalent or permission of instructor) 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. F
      c. CMSS 611 Modeling of the Atmosphere and Ocean (3) (Prereq: Math 260 and 320 or permission of instructor) 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. F
      d. CMSS 617 Effective Scientific Communications: Preparing for Life as a Scientist (3) 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. MY
      e. CMSS 620 Introduction to Scientific Computing (3) (Prereq: Permission of Instructor) Course 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.

f. **CMSS 630 Measurement Techniques in Fluids** (3) (Prereq: CMSS 530, CMSS 600 and CMSS 620 or permission of instructor) Course 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.

g. **CMSS 650 Topics in Environmental Fluids** (3) (Prereq: CMSS 530, CMSS 600, or permission of instructor) Course 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.

All new course approved by Graduate Council

D. **College of Humanities and Fine Arts**

1. **Proposal for New Graduate Program**

**MASTER OF ARTS IN HEALTH COMMUNICATION**

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 Admission
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. Completion of graduate application and payment of application fee.
2. 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). Transcripts should show a minimum overall graduating GPA of 3.0 and a minimum GPA of 3.0 in any graduate work already completed.
3. Official report of the Graduate Record Exam (GRE) or Graduate Management Admissions Test (GMAT) taken within the last five years.
4. Two letters of recommendation from persons who are familiar with the applicant’s academic ability and potential for successful completion of master’s studies.
5. 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.
6. If a non-native speaker of English, provide official results from tests taken within the last three years or one of the following acceptable means of documenting English language proficiency consistent with success in graduate programs (Note that higher scores may be required of some graduate programs so applicants are urged to consult their desired program to identify whether a higher score is required:
   a. A minimum score of 550 on the paper-based (PBT) or 79 on the internet (iBT) Test of English as a Foreign Language (TOEFL);
   b. A minimum score of 6.5 on the International English Language Testing System (IELTS) exam;
   c. Certificate of Completion of level 112 of English for Academic Purposes (EAP) from an ELS Language Center;
   d. Pearson Test of English (PTE) Academic with a score of 59;
   e. Cambridge CAE (Certificate of Advanced English) with a minimum level of C1;
   f. Cambridge CPE (Certificate of Proficiency in English) with a minimum level of C1;
   g. MELAB (Michigan English Language Assessment Battery) with a score of 77;
   h. TOEIC (Test of English for International Communication) with a score of 745;
   i. Bachelor’s degree earned from a regionally accredited U.S. institution of higher education within the last three years.

Completed applications will be reviewed by the Graduate Admissions Committee. Before meeting to discuss the applications, 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)
FOUNDATION COURSES (9 Credit hours)
COMM 600: Foundations of the Communication Discipline .................................................3
COMM 675: Graduate Studies in Communication Theory ...................................................3
MALS 650: Graduate Research Methods..............................................................................3

HEALTH COMMUNICATION SPECIALIZATION (9 Credit hours)
COMM 611: Health Communication and the Media ..........................................................3
COMM 619: Strategic Communication Campaigns ..........................................................3
COMM 631: Communication for Diverse Audiences .........................................................3

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

CAPSTONE (3-6 Credit hours)..........................................................................................3-6
Complete one of the following:
COMM 791: Capstone Thesis............................................................................................6
COMM 795: Capstone Internship.......................................................................................3

TOTAL ................................................................................................................................33

2. Proposal for New Courses (for new program and additional courses)
a. COMM 600 Foundations of the Communication Discipline (3) 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 the discipline. F, S, MY, SU
b. COMM 610 Emerging Topics in Health Communication (3) 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. F, S, MY, SU
c. COMM 611 Health Communication and The Media (3) 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. F, S, MY, SU
d. COMM 612 Medical Communication (3) 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. F, S, MY, SU
e. COMM 619 Strategic Communication Campaigns (3) 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.
f. COMM 630 Topics in Communication with Target Audiences (3) 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. F, S, MY, SU
g. **COMM 631 Communication for Diverse Audiences** (3) 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. F, S, MY, SU

h. **COMM 640 Media Effects** (3) 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. F, S, MY, SU

i. **COMM 645 Communication Activism** (3) 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. F, S, MY, SU

j. **COMM 791 Capstone Experience** (6) (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. F, S, MY, SU

k. **COMM 795 Capstone Internship** (3) (Prereq: COMM 600, COMM 675, COMM/MALS 650) This capstone stands as the culmination of the program, wherein students, under the advisement of an academic mentor, complete an internship at an organization reflecting the student’s focus and interests. This option is recommended for students interested in professional work. F, S, MY, SU

New program and courses approved by Graduate Council

E. **Open**

Catalog changes was a concern regarding the time frame to get items in the new 2016-2017 catalog. Items passed by Graduate Council in May will not go through Faculty Senate until the July meeting. This is important for items effective Fall 2016. Dr. Luken assured council the items passed in July will get in the 2016-2017 graduate catalog.

Meeting adjourned 1:00 p.m.