


MEMORANDUM

TO: Faculty Senate Executive Committee 
FROM: Daniel J. Bernardo, Executive Vice President and Provost
SUBJECT: Notice of Intent – Three New Departments in the Murrow College of
Communication
DATE: November 3, 2016

The attached notice of intent will create three new departments in the Murrow College of Communication to align with the college's new degree structure.

The original notice of intent was submitted last spring. The Provost's Office reviewed the original documentation and asked the college to more thoroughly address issues pertaining to budget, staffing, and faculty distribution in departments. The attached revised notice of intent was received from the college on October 11, 2016 and readily addresses the areas above in more detail as requested.

It is important to note, the departments will not be tenure-granting; granting of tenure will remain a college-level function.

After careful review of the revised notice of intent, the Provost's Office deems the same to be worthy of consideration. I look forward to discussing the same with the Faculty Senate Executive Committee at a mutually convenient time in the near future.

To: Mary Wack, Vice Provost for Undergraduate Education
Office of the Provost
Mail stop 1046

From: Jeffery C. Peterson
Date: October 11, 2016
Subject: Revised Notice of Intent to Create 3 new departments in the Murrow College of Communication

Vice Provost Wack,

Per the instructions in the Memorandum of Understanding (MOU) between the Provost and the Faculty Senate regarding the creation, movement, renaming, or elimination of departments and colleges signed and dated by Faculty Senate Chair Robert Rosenman February 11, 2014, and Interim Provost Dan Benardo on February 12, 2014, we respectfully submit this Notice of Intent (NOI) to create three new departments in the Murrow College of Communication. Please note that this petition represents a revision to the original proposal sent April 25, 2016. We have considered the suggested changes to that draft and have addressed them in this revised submission.

Proposed Names of the Departments

We propose the creation of 1) the Department of Journalism and Media Production, 2) the Department of Communication and Society, and 3) the Department of Strategic Communication.

Proposed Campuses

Upon approval, each of the three departments will be housed in Pullman. However, the program in Integrated Strategic Communication in Everett (ISCE) would also fall under the Department of Strategic Communication, as would the proposed communication program in Vancouver. In addition, the intended online BA in Strategic Communication would be housed under the Department of Strategic Communication in Pullman.

Justification for the new units

Recently, the Edward R. Murrow College of Communication requested, and had approved by the WSU Faculty Senate, a realignment of degree plans and degree names. The B.A. in Communication has been renamed as separate degrees in Strategic Communication, Communication and Society, and Journalism and Media Production. Subsequently, we also received separate approval to elevate our subplans to plans (majors). As expressed previously in the documentation to create the three new degrees and associated subplans,

these changes were made for several reasons to benefit Murrow College students. First, there is **great differentiation** between the degrees. The three degrees share only 13 credits, including college pre-requisites, a one credit orientation course and six credits of college core courses. Thus, each proposed degree contains an additional 24-30 credits unique to each degrees. Second, the college intends to pursue **accreditation** from the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Dividing the COM degree into three separate degrees will improve our ability to achieve accreditation by seeking accreditation for only Strategic Communication and Journalism and Media Production. Communication and Society falls outside the parameters of ACEJMC as an accrediting body. Third, these changes were made to comply with **industry demand for specialization**. The previous degree designation of "communication" is generally applied to programs that offer a theoretically focused approach to the field of communication and its impact on society. The fact that the students' areas of specialization was not reflected on their degree was an impediment on the job market as employers are looking for students with expertise in areas of specialization such as Journalism & Media Production and Strategic Communication. In addition, students will benefit from being able to minor in, or double major, in differentiated but related degrees. For instance, a student is now able to Major in Public Relations (a Major within the Strategic Communication degree) to gain expertise in campaign design and implementation while Minor in Science Communication or Communication and Technology (Majors within the Communication and Society degree) in order to gain complementary expertise. Lastly, restructuring of the degree is part of the **evolution of the Murrow College**, which transitioned from school within the College of Liberal Arts to a stand-alone college in 2008. The new degree structure reflects the restructuring of the curriculum in 2011 and the addition of co-located programs in Everett and Vancouver. Enrollment has nearly doubled since Murrow became a college. Given the number of students at the time of transition, a division into three degrees within three separate departments did not make sense then. However, since the current state of AAFTE in the college has reached a new high, approval was sought and granted for the elevation of the three new degrees. Given these recent approvals and the ongoing development of the co-located programs, it is now time to seek approval to create departmental structures in support of these degrees and majors. This NOI would seek approval to create:

The Department of Journalism and Media Production which would offer a BA degree of the same name while offering majors in

- Broadcast News
- Broadcast Production
- Multimedia Journalism

List of Proposed Faculty

There are currently 15 faculty members in this current “sequence” who would transition to the proposed Department.

1. Lawrence Pintak, PhD (Professor)
2. Roberta Kelly (Clinical Professor)
3. Douglas Blanks-Hindman, PhD (Associate Professor)
4. Ben Shors (Clinical Associate Professor)
5. Marvin Marcello (Clinical Associate Professor)
6. Laura Dubowski (Clinical Assistant Professor)
7. Lucrezia Paxson (Clinical Assistant Professor)
8. Lisa Waananen-Jones (Clinical Assistant Professor)
9. Kanale Rhoden (Instructor)
10. Jonathan Elmer (Instructor)
11. Alison Boggs (Instructor)
12. William McKee (Instructor)
13. Somava Pande (Instructor)
14. Matt Kawamura (Instructor)
15. Mike McLaughlin (Instructor)

The **Department of Communication and Society** which would offer a BA degree of the same name while offering majors in

- Risk and Crisis Communication
- Science Communication
- Communication and Technology

List of Proposed Faculty

There are currently 15 faculty members in this current “sequence” who would transition to the proposed Department.

1. Alex Tan, PhD (Professor)
2. Elizabeth Blanks-Hindman, PhD (Associate Professor)
3. Jeffery Peterson, PhD (Associate Professor)
4. Rich Taflinger, PhD (Clinical Associate Professor)
5. Graham Dixon, PhD (Assistant Professor)
6. Myiah Hutchens, PhD (Assistant Professor)
7. Jay Hmielowski, PhD (Assistant Professor)
8. Yujung Nam, PhD (Assistant Professor)
9. Wenjie Yan, PhD (Assistant Professor)
10. Bimbi Irom, PhD (Clinical Assistant Professor)

11. Erin Gallagher, PhD (Instructor)
12. Mark Paul Wadleigh, PhD (Instructor)
13. Gabriella Bedoyan (Instructor)
14. Christy Curtis (Instructor)
15. Brian Anderson (Instructor)

The **Department of Strategic Communication** which would offer a BA degree of the same name while offering majors in

- Public Relations
- Advertising

List of Proposed Faculty

There are currently 21 faculty members in this current “sequence” who would transition to the proposed Department.

1. Bruce Pinkleton, PhD (Professor)
2. Erica Austin, PhD (Professor)
3. Lincoln James, PhD (Professor)
4. Stacey Hust, PhD (Associate Professor)
5. Brett Atwood (Clinical Associate Professor, Everett)
6. Nanu Iyer, PhD (Clinical Associate Professor, Vancouver)
7. Rachel Bailey, PhD (Assistant Professor)
8. Pori Borah, PhD (Assistant Professor)
9. Amanda Boyd, PhD (Assistant Professor)
10. Yoon-Joo Lee, PhD (Assistant Professor)
11. Jessica Willoughby, PhD (Assistant Professor)
12. Rebecca Cooney (Clinical Assistant Professor)
13. Chris Cooney (Clinical Assistant Professor)
14. Ryan Risenmay (Clinical Assistant Professor)
15. Cara Salazar (Clinical Assistant Professor)
16. Derek Scheips (Clinical Assistant Professor, Everett)
17. Robert Richardson, PhD (Clinical Assistant Professor, Everett)
18. Elizabeth Candello, PhD (Clinical Assistant Professor, Vancouver)
19. Dan Petek (Instructor)
20. Corrie Wilder (Instructor, Everett)
21. Kelly Brennan, PhD (Instructor, Vancouver)

Description of effects of the creation of these units

The creation of these new departments does not eliminate any existing units. It would merely take the existing sequence structure and make them departments. Thus, the creation of these departments has no effect on faculty inside or outside of the unit and no effects on other administrative units. For instance, the College level administration would remain the same, with Interim Dean Bruce Pinkleton, Director of Undergraduate Affairs Jeff Peterson, and an as yet named Associate Dean for Graduate Programs.

The process to reach this decision: Approximately three years ago, Murrow College leadership consulted faculty members asking them to indicate the specific sequence to which they would prefer to belong based on teaching preferences and research programs. College administrators were able to accommodate all faculty preferences. As discussions concerning the structure of Murrow College progressed based on unit administrative needs and student benefits, faculty voted overwhelmingly to support the move to departments based on their sequence affiliation. As it now stands, many faculty teach and conduct research across sequences resulting in a largely collaborative environment within Murrow College.

The proposed departments will not serve as tenure units at this time. Instead, tenure will continue to be granted by the College based on the need for current tenure track faculty to be tenured according to the unit (the College) stipulated in the language contained in their contracts and as per the direction of the Provost. Should the faculties grow sufficiently in size, we would revisit this decision and we would then submit a separate petition to be allowed to grant tenure at the department levels.

Proposed Budget

Please refer to the following table and subsequent budget narrative for details regarding the costs related to supporting the proposed departments.

Administrative cost	Pre transition	Proposed (per year)	Funding Source for New Costs
Administrative Stipends	\$0	\$38,602	Addition College enrollment (Pullman based as well as Online BA and MA programs)
Operating Costs	\$0	\$20,886	Addition College enrollment (Pullman based as well as Online BA and MA programs)

Administrative Support	\$0	\$30,400	Addition College enrollment (Pullman based as well as Online BA and MA programs)
Future tenure track hires	\$0	\$0	n/a
		Total: \$89,888	

Administrative Stipends: this is the total cost for administrative stipends for the three proposed Department Chairs. The funding source for this added cost is the revenue from additional College enrollment over the baseline enrollment figures calculated in 2011. These enrollment figures include the increases for the in-Pullman AAFTE as well as in the newly launched online MA program and projected increases for the online BA program (expected launch Fall 2017). Please note that these stipends have already been given to the three current "Sequence Leads" (proposed Chairs) for their duties related to managing their "sequences." Thus, the costs have already been absorbed by the College and thus it will not be necessary to raise any further funds to cover this cost.

Operating Costs: These costs are related to (1) additional travel required by the proposed Chair of Strategic Communication to the Murrow College locations in Everett and Vancouver (Subtotal \$3,000) and (2) for costs related to course releases (Subtotal \$17,886) as each proposed Chair will be offered a one-course per semester reduction in teaching load (or equivalent reduction in service or research). Please note that, as with the administrative stipends, current Sequence Leads who will transition to Department Chairs should this proposal be approved, already are offered the one-course release (or equivalent reduction in service or research) and thus this cost is also already absorbed by the College. Please note also that any costs related to managing the Everett program (such as travel) will come from existing program start-up funds for Everett.

Administrative Support: These costs relate to the necessity to hire one full time administrative support staffer (Subtotal \$25,000) to support the three proposed Department Chairs. Additionally, each Chair will be assigned one, 5-hour per week graduate student assistant (Subtotal \$5,400 or \$1,800 per Chair) for administrative support. As with the other costs, the 5-hour graduate student assistants are currently assigned to Sequence Leads and thus, these costs are currently absorbed by the College. Only the full time administrative assistant has yet to be hired. Please note that this figure does not include costs related to Associate Deans for Undergraduate or Graduate Studies. These positions

are already filled and there would be no change in these costs should the College be restructured to include Departments.

Future tenure track hires: At this time, the College does not intend to hire additional tenure track faculty as a result of moving to Departments. Thus, the immediate related cost is nil. However, we intend to hire a tenure track faculty member in Vancouver to support that program when enrollment projections justify this additional resource. Additionally, we will revisit the need to hire a tenure track faculty member in the Journalism and Media Production program in the future. This professional program is highly skills based and thus, by necessity we have a disproportionate number of "clinical faculty" (or Professors of Practice) in the program. In the future, we will revisit adding a tenure track faculty member to bolster the academic research productivity within this program.

Description of the effect on the library

We anticipate no effect on any of the WSU libraries.

Timeline

We would like to transition to this department structure by fall 2017.

Thank you for your consideration of this request. I'm happy to answer any questions you may have.

Cordially,



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