



**UNIVERSITY  
AT ALBANY**

State University of New York

Senior Vice President for Academic Affairs & Provost

May 6, 2016

Alexander N Cartwright, Ph.D.  
Provost and Executive Vice Chancellor  
State University of New York  
State University Plaza  
Albany, NY 12246

Dear Dr. Cartwright,

Please accept the attached proposal for program registration update. Changes to the HEGIS code and title of our 'Rhetoric and Communications' undergraduate major and related programs to 'Communication' are warranted to more accurately reflect the curriculum.

This proposal has been fully considered and approved on campus. Should there be a need for additional information or clarification to facilitate processing, please contact Celine Forsyth, Assistant to the Vice Provost for Undergraduate Education at [cforsyth@albany.edu](mailto:cforsyth@albany.edu).

Thank you for your support and assistance.

Sincerely,

James R. Stellar  
Senior Vice President for Academic Affairs and Provost

**Attachment**

- c. Dr. Jeanette Altarriba, Vice Provost and Dean for Undergraduate Education
- Dr. Kevin Williams, Vice Provost and Dean for Graduate Education
- Dr. Elga Wulfert, Dean, College of Arts and Sciences
- Dr. Annis Golden, Chair, Department of Communication
- Mr. Jon Bartow, Vice Dean, Graduate Education
- Ms. Celine Forsyth, Asst to the Vice Provost for Undergraduate Education

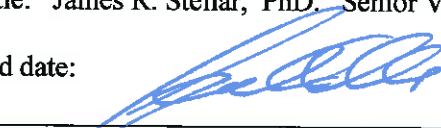
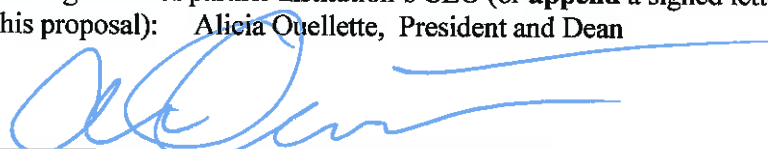


**Program Revision Proposal:  
Changes to an Existing Program**  
**Form 3A**  
Version 2014-11-17

SUNY approval and SED registration are required for many changes to registered programs. To request a change to a registered program leading to an undergraduate degree, a graduate degree, or a certificate that does not involve the creation of a new program,<sup>1</sup> a Chief Executive or Chief Academic Officer must submit a **signed cover letter and this completed form** to the SUNY Provost at [program.review@suny.edu](mailto:program.review@suny.edu).

Section 1. General Information	
<b>a) Institutional Information</b>	Institution's 6-digit <b>SED Code</b> : <b>210500</b>
	Institution's Name: University at Albany
	Address: <i>1400 Washington Avenue Albany, NY 12222</i>
<b>b) Program Locations</b>	List each campus where the entire program will be offered (with each institutional or branch campus 6-digit <b>SED Code</b> ): 210500
	List the name and address of <b>off-campus locations</b> (i.e., <b>extension sites or extension centers</b> ) where courses will offered, or check here [ <input checked="" type="checkbox"/> ] if not applicable:
<b>c) Registered Program to be Changed</b>	<p>Program Title: This proposal covers <b>five</b> University at Albany Rhetoric &amp; Communications programs for which updated program title and HEGIS code is requested:</p> <p><b>Program title(s):</b> Rhetoric &amp; Communications  <b>SED Program Code:</b> 03005  <b>Award:</b> B.A.  <b>Number of Required Credits:</b> Minimum [120 ] If tracks or options, largest minimum [ ]  <b>HEGIS Code:</b> 1506  <b>Effective Date of Change:</b> 8/29/16  <b>Effective Date of Completion:</b> Not applicable</p> <p><b>Program title(s):</b> Rhetoric &amp; Communications; M/A Communication  <b>SED Program Code:</b> 82305  <b>Award:</b> B.A./M.A.  <b>Number of Required Credits:</b> Minimum [141] If tracks or options, largest minimum [ ]  <b>HEGIS Code:</b> 1506/0601  <b>Effective Date of Change:</b> 8/29/16  <b>Effective Date of Completion:</b> Not applicable</p> <p><b>Program title(s):</b> Rhetoric &amp; Communications; M/A Information Science  <b>SED Program Code:</b> 28851  <b>Award:</b> B.A./ M.S.  <b>Number of Required Credits:</b> Minimum [138] If tracks or options, largest minimum [ ]  <b>HEGIS Code:</b> 1506/1601  <b>Effective Date of Change:</b> 8/29/16  <b>Effective Date of Completion:</b> Not applicable</p>

<sup>1</sup> To propose changes that would create a new program, Form 3B, [Creating a New Program from Existing Program\(s\)](#), is required.

		<p><b>Program title(s):</b> Rhetoric &amp; Communications; M/A Business Administration  <b>SED Program Code:</b> 91217  <b>Award:</b> B.A./M.B.A.  <b>Number of Required Credits:</b> Minimum [148] If tracks or options, largest minimum [ ]  <b>HEGIS Code:</b> 1506/0506  <b>Effective Date of Change:</b> 8/29/16  <b>Effective Date of Completion:</b> Not applicable</p> <p><b>Program title(s):</b> Rhetoric &amp; Communications; M/I with 402000 Albany Law School  <b>SED Program Code:</b> 89206  <b>Award:</b> B.A./J.D.  <b>Number of Required Credits:</b> Minimum [177] If tracks or options, largest minimum [ ]  <b>HEGIS Code:</b> 1506/1401  <b>Effective Date of Change:</b> 8/29/16  <b>Effective Date of Completion:</b> Not applicable</p>
<p><b>d) Campus Contact</b></p>	<p>Name and title: Celine Forsyth, Assistant to the Vice Provost for Undergraduate Education  Telephone and email: 518-442-3941 E-mail: cforsyth@albany.edu</p>	
<p><b>e) Chief Executive or Chief Academic Officer Approval</b></p>	<p>Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution's commitment to support the proposed program. <i>E-signatures are acceptable.</i>  Name and title: James R. Stellar, PhD, Senior Vice President for Academic Affairs and Provost</p> <p>Signature and date:  5/5/16</p> <p><b>If the program will be registered jointly<sup>2</sup> with one or more other institutions, provide the following information for each institution:</b></p> <p>Partner institution's name and 6-digit <b>SED Code:</b> Albany Law School 402000  Name, title, and signature of partner institution's CEO (or <b>append</b> a signed letter indicating approval of this proposal): Alicia Ouellette, President and Dean  </p>	

**Section 2. Program Information**

**Section 2.1. Changes in Program Content**

No changes in program content. *Proceed to Section 2.2.*

**a) Check all that apply. Describe each proposed change and why it is proposed.**

<sup>2</sup> If the partner institution is non-degree-granting, see SED's [CEO Memo 94-04](#).

- Cumulative change from SED’s last approval of the registered program of one-third or more of the minimum credits required for the award (e.g., 20 credits for associate degree programs, 40 credits for bachelor’s degree programs)
- Changes in a program’s focus or design
- Adding or eliminating one or more options, concentrations or tracks
- Adding or eliminating a requirement for program completion (such as an internship, clinical placement, cooperative education, or other work or field-based experience)
- Altering the liberal arts and science content in a way that changes the degree classification of an undergraduate program, as defined in [Section 3.47\(c\)\(1-4\) of Regents Rules](#)

- b) Provide** a side-by-side comparison of all the courses in the existing and proposed revised program that clearly indicates all new or significantly revised courses, and other changes.
- c)** For each new or significantly revised course, **provide** a syllabus at the end of this form, and, on the **SUNY Faculty Table** provide the name, qualifications, and relevant experience of the faculty teaching each new or significantly revised course. NOTE: *Syllabi for all courses should be available upon request. Each syllabus should show that all work for credit is college level and of the appropriate rigor. Syllabi generally include a course description, prerequisites and corequisites, the number of lecture and/or other contact hours per week, credits allocated (consistent with [SUNY policy on credit/contact hours](#)), general course requirements, and expected student learning outcomes.*
- d)** What are the additional costs of the change, if any? If there are no anticipated costs, explain why.

## Section 2.2. Other Changes

**Check all that apply. Describe each proposed change and why it is proposed.**

- Program title
- HEGIS Code
- [Mode of delivery](#)
- [Format change\(s\)](#) (e.g., from full-time to part-time), based on SED definitions, for the **entire** program
  - 1) State proposed format(s) and consider the consequences for financial aid
  - 2) Describe availability of courses and any change in faculty, resources, or support services.
- A change in the total number of credits in a certificate or advanced certificate program
- Any change to a registered licensure-qualifying program, or the addition of licensure qualification to an existing program. **Exception:** Small changes in the required number of credits in a licensure-qualifying program that do not involve a course or courses that satisfy one of the required content areas in the profession.

The Department of Communication is requesting to change the B.A. Rhetoric & Communications program title and HEGIS Code to more accurately reflect the program’s curriculum and focus. Our HEGIS Code (**1506**) was selected back in the 1960s. We’ve discovered that students cannot find us when searching for Communication programs, because we come up listed under speech. We would like to change our program title to Communication (instead of Rhetoric & Communications) and our HEGIS Code to **0601**. We feel this would make us consistent with our mission and with the focus of our Communication M.A. and Ph.D. programs bearing the **0601** HEGIS code. We are not changing any curricular requirements.

### Section 3. Program Schedule and Curriculum

- a) No curricular changes are proposed.

Please see Appendix 1 for *Undergraduate Program Schedule*

#### Communication B.A. requirements

COM 100 Human Communication: Language and Social Action (3)

COM 265 Introduction to Communication Theory (3)

Computer Course – choose from: ITM 215 Information Technologies for Business (3)

CSI 201 Introduction to Computer Science (3)

INF 100X Information in the 21<sup>st</sup> Century (3)

INF 301 Emerging Trends in Information and Technology (3)

Statistics or Logic Course: Choose from MAT 108, ITM 220, SOC 221, CRJ 281, PSY 210, PHI 210

COM 203 Speech Composition and Presentation (3) or COM 212 Argumentation and Debate (3)

12 credits of Upper Level COM Electives

2 additional COM elective courses and 1 COM support course OR 1 additional COM elective course and 2 additional COM support courses

- b) For graduate programs, complete the *SUNY Graduate Program Schedule*. If the program has separate tracks or concentrations, complete a *Program Schedule* for each one.

No curricular changes are proposed.

\*The B.A./M.A. Communication program provides students of recognized academic ability to fulfill integrated requirements of undergraduate and master's degree programs from the beginning of the junior year. Students can apply up to 12 graduate credits in Communication towards their B.A. degree, and apply those same 12 credits towards their M.A. degree. The program requires a minimum of 141 credits, of which at least 33 must be graduate credits. Students in the program are considered undergraduate until they complete 120 graduation credits and all other B.A. requirements.

\*Students in the B.A./M.S. Information Science program complete a minor in information science with the following requirements: CSI 101 or 201 or ITM 215; IST 523; IST 601, IST 602, and two additional IST courses at 500 level or above. B.A./M.S. or B.S./M.S. students then complete their M.S. degree with thirty credits of graduate level work in additional core, concentration and elective courses as advised.

\*Students in the M.A./J.D. program complete all specific undergraduate degree requirements within their first 90 credits at UAlbany and finish their total 120 credit requirement by completing their first year at Albany Law School. The first year credits transfer back to UAlbany as elective credits. The total number of credits taken at Albany Law is 87.

\*Students in the B.A./M.B.A. program complete Communication major requirements by the end of year three. Then complete requirements for the M.B.A in years four and five as follows:

Year 4 Fall	Credits	Year 4 Spring	Credits
Msi 512 (1 st Q)	2	Msi 521 (3 rd Q)	2
Mgt 513a (1 st Q)	2	Fin 525 (3 rd Q)	3
Mgt 513b (1 st Q)	1	Msi 520 (4 th Q)	3
Msi 511 (2 nd Q)	2	Bus 524 (4 th Q)	1
Mgt 514 (2 nd Q)	3	Mkt 522 (3 rd Q)	4
Acc 517 (2 nd Q)	3	Mgt 523 (4 th Q)	1
Liberal Arts Elective *	3	Mgt 600 (4 th Q)	1
Total credits	16	Total credits	15
Total credits- fourth year 31			

Year 5 Fall	Credits	Year 5 Spring	Credits
Field Project/ Practicum	3	Field Project/ Practicum	3
Concentration	6	Concentration	6
Electives	3	Electives	3
Strategic Management	3		
Total credits	15	Total credits	12
Total credits- fifth year 27			

**University at Albany  
Program Revision Proposal  
Changes to Existing Program: Title and HEGIS**

**Appendix 1**

**Undergraduate Program curriculum**

**SUNY Undergraduate Program Schedule** (*OPTION: You can paste an [Excel version](#) of this schedule AFTER this line, and delete the rest of this page.*)

**Program/Track Title and Award:** Communication / BA in Communication

- a) Indicate academic calendar type: [ X ] Semester [ ] Quarter [ ] Trimester [ ] Other (describe):  
 b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)  
 c) Name of SUNY [Transfer Path](#), if one exists: Communication non-media See [Transfer Path Requirement Summary](#) for details  
 d) Use the table to show how a typical student may progress through the program; copy/expand the table as needed. Complete all columns that apply to a course.

Fall 1:								Spring 1:							
See KEY.								See KEY.							
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
COM 100 Human Communication	3	SS	3	3	X			COM 203 Speech Composition and Presentation or COM 212 Argumentation and Debate	3		3	3	X		
Natural Science Gen Ed	3	NS	3					COM Statistics Requirement	3	MS	3	3			
Humanities Gen Ed	3	HU	3					Basic Communication Gen Ed	3	BC	3				
LAS Elective	3		3					International Perspectives Gen Ed	3	IP	3				
LAS Elective	3		3					LAS Elective	3		3				
Term credit totals:	15	9	15	3				Term credit totals:	15	9	15	6			
Fall 2:								Spring 2:							
See KEY.								See KEY.							
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
COM 265 Communication Theory	3	SS	3	3			COM 100	COM Computing Requirement	3		3	3			
COM Elective COM 201 Interpersonal Communication or COM238 Mass Communication	3		3	3	X			COM Support/UL elective	3		3	3	X		
Foreign Language	3	FL	3					Minor course	3						
US Historical Perspectives Gen Ed	3	US	3					Challenges 21 <sup>st</sup> Century GenEd	3	CH	3				
Art Gen Ed	3	AR	3					LAS Elective	3		3				
Term credit totals:	15	12	15	6				Term credit totals:	15	3	12	6			
Fall 3:								Spring 3:							
See KEY.								See KEY.							
Course Number & Title	Cr	GE	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
U/L COM Elective	3		3	3				U/L COM Elective	3		3	3			
Minor course	3							COM Support/UL course	3		3	3			
LAS Elective	3		3					Minor course	3						
LAS Elective	3		3					LAS Elective	3		3				
LAS Elective	3		3					LAS Elective	3		3				
Term credit totals:	15		12	3				Term credit totals:	15		12	6			
Fall 4:								Spring 4:							
See KEY.								See KEY.							
Course Number & Title	Cr	GE	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites
U/LCOM Elective	3		3	3				U/L COM Elective	3		3	3			
Minor course	3							Minor course	3						
Minor course	3							Elective	3						
LAS Elective	3		3					Elective	3						
Elective	3							Elective	3						
Term credit totals:	15		6	3				Term credit totals:	15		3	3			
<b>Number of SUNY GER Categories:</b>															



<b>Program Totals (in credits):</b>	<b>Total Cred: 120</b>	<b>SUNY GER: 30</b>	<b>LAS: 90</b>	<b>Major: 36</b>	<b>Elective &amp; Other: 60</b>	<b>Upper Division: 45</b>	<b>Upper Division Major: 21</b>	<b>9</b>
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**KEY Cr:** credits **GER:** [SUNY General Education Requirement](#) (Enter Category Abbreviation) **LAS:** [Liberal Arts & Sciences](#) (Enter credits) **Maj:** Major requirement (Enter credits) **TPath:** [SUNY Transfer Path](#) Courses (Enter credits) **New:** new course (Enter X) **Co/Prerequisite(s):** list co/prerequisite(s) for the noted courses **Upper Division:** Courses intended primarily for juniors and seniors **SUNY GER Category Abbreviations:** American History (AH), Basic Communication (BC), Foreign Language (FL), Humanities (H), Math (M), Natural Sciences (NS), Other World Civilizations (OW), Social Science (SS), The Arts (AR), Western Civilization (WC)