

Checklist of Criteria To Be Used by the Commission in Taking Action on New Degree Programs

--- As Passed, August 10, 2012 ---

NOTE: Since this is a proposal for a dual degree from two existing programs, only checklist items 1 and 2 are required.

1. Characteristics of the Program

a. Campus(es) Offering Program

This program will be offered on the IUPUI campus.

b. Scope of Delivery (Specific Sites or Statewide)

The scope of delivery will be students enrolled on the IUPUI campus. Only undergraduates majoring in Communication Studies at IUPUI will be admitted into the program.

c. Mode of Delivery (Classroom, Blended, or Online)

The primary mode of delivery for the program is the traditional face-to-face classroom. Some of the courses in the program are delivered online. Students in the BA program have the option of taking the required Communication Theory class (COMM-G201) and the required Communication Research Methods class (COMM-G310) online or as a face-to-face class. The required Gateway course (COMM-G100: Introduction to Communication Studies) is offered as a face-to-face class and as a hybrid class where students are required to attend a 3-hour class on-campus once a month but most of the content is delivered online. None of the required core courses at the graduate level are offered online.

d. Other Delivery Aspects (Co-ops, Internships, Clinicals, Practica, etc.)

Students enrolled in the program have the option of completing an internship at the undergraduate and/or graduate levels. All MA students must complete a thesis or an applied learning project.

e. Academic Unit Offering Program

Department of Communication Studies, School of Liberal Arts

2. Rationale for Program

a. Institutional Rationale (e.g. Alignment with Institutional Mission and Strengths)

IUPUI's mission is "to advance the state of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement"

(<https://www.iupui.edu/about/vision-mission.html>). The proposed 5-year BA/MA in Applied Communication fosters this intellectual growth by accelerating the learning and success of its students so that the Indiana community has higher quality workers. IUPUI also strives to promote educational development through innovative collaborations and external partnerships in central Indiana by offering a distinctive range of degrees. The proposed BA/MA program aligns with IUPUI's mission by offering a distinct degree that serves individuals in the surrounding community and beyond. The applied nature of the program requires collaborations with community members and offers students a head start on advancing their degree and entering the workforce. To fulfill the promise of being a leading urban research institution recognized for the success of its students and contributing to the well-being of the citizens of Indianapolis, Indiana, and beyond, this advanced program will provide students with knowledge and resources to better the lives and community of Indiana residents, demonstrating that "Liberal Arts works."

This program will help to facilitate obtaining a master's degree for qualified undergraduates who would like to pursue an advanced degree. By cutting one year off the 6 years it would take to earn a BA and an MA, students will be able to take advantage of their academic momentum by transitioning smoothly from undergraduate to graduate studies. For students, a major advantage is that they will be able to earn an advanced degree in less time, while also spending less money, since they will cut a year off their educational timeline while also paying undergraduate tuition rates for the first year of graduate courses (which is also their last year of their undergraduate courses).

The MA in Applied Communication is a versatile degree valued by students and employers. Providing a means for students to obtain this degree in a way that moves seamlessly from the BA to the MA, while shaving off a year of class time and tuition cost, provides an important, highly-valued service to our students, while at the same time providing the opportunity for the Communication Studies Department at IUPUI to grow its programs and attract bright, capable students.

b. State Rationale

The state of Indiana, like many other states, is facing a labor shortage. IUPUI is in a unique position to help address this problem because so many of our graduates stay in the state after graduation. By offering affordable, high-quality graduate degree programs, such as the proposed 4+1 BA/MA, we will be in a position to prepare students for future employment in Indiana.

c. Evidence of Labor Market Need

i. National, State, or Regional Need

Evidence indicates that there is a steady demand from students for academic programs in communication and from employers for trained communication professionals.

According to the 2016 report of the Center for Education and the Workforce at Georgetown University, Communications & Journalism majors made up 5.2% of all

majors (<https://cew.georgetown.edu/wp-content/uploads/The-Economic-Value-of-College-Majors-Full-Report-web-FINAL.pdf>). In addition, a recent study reported by EAB in August 2017 concluded that students with degrees in Communication are particularly successful at finding jobs. The study lists the majors with the highest employment rates, and Communication majors are listed as number 3, behind architecture and physical/environmental sciences (<https://tinyurl.com/y8zudt9g>). The following C-Brief prepared by the National Communication Association provides an overview of the employment outlook for Communication graduates.

EMPLOYMENT OUTLOOK FOR COMMUNICATION GRADUATES

The Federal Reserve Bank of New York released *The Labor Market for Recent College Graduates* in January 2018. This report details unemployment rates, underemployment rates, median wages, and shares of graduate degrees by major. Data for this report were obtained from the U.S. Census Bureau’s American Community Survey.

This report breaks down the areas of Communication study into four distinct categories: Communications, Journalism, Mass Media, and Advertising and Public Relations. The data indicate unemployment rates are lowest for Advertising and Public Relations majors, while underemployment is lowest for Journalism majors. Early career earners fare best in Advertising and Public Relations, and mid-career wages are equal for Journalism and Advertising and Public Relations graduates. Journalism and Communications report the highest share of graduate degrees.

MAJOR	UNEMPLOYMENT RATE	UNDEREMPLOYMENT RATE	MEDIAN WAGE EARLY CAREER	MEDIAN WAGE MID-CAREER	SHARE WITH GRADUATE DEGREE
Communications	3.9%	54.8%	\$38,000	\$67,000	23.4%
Journalism	4.6%	41.6%	\$37,000	\$70,000	23.9%
Mass Media	7.4%	56.1%	\$35,000	\$60,000	19.3%
Advertising/Public Relations	3.4%	45.7%	\$40,000	\$70,000	18%

When comparing Communication to other humanities and social science disciplines, Communication fares well. Communication graduates earn higher early career and mid-career wages than graduates with Sociology, History, Philosophy, Anthropology, or English degrees. Communication also has the lowest rates of unemployment, while Philosophy majors are least likely to be underemployed. Philosophy reports the highest percentage of graduate degrees, at 56.1 percent.

MAJOR	UNEMPLOYMENT RATE	UNDEREMPLOYMENT RATE	MEDIAN WAGE EARLY CAREER	MEDIAN WAGE MID-CAREER	SHARE WITH GRADUATE DEGREE
Communications	3.9%	54.8%	\$38,000	\$67,000	23.4%
Sociology	4.8%	52.1%	\$35,000	\$55,000	36.2%
History	5.5%	51.2%	\$36,000	\$65,000	49.2%
Political Science	5%	50.6%	\$40,000	\$75,000	51.5%
Philosophy	6.2%	49.5%	\$35,000	\$60,000	56.1%
Anthropology	5.7%	60.6%	\$30,000	\$60,000	48%
English Language	6.4%	49.8%	\$35,000	\$60,000	45.7%

Notes: The figures in this report represent a 2015–16 average. Unemployment and underemployment rates are for recent college graduates (aged 22 to 27 with a bachelor’s degree or higher), and median wages are for full-time workers with a bachelor’s degree only. Early career graduates are those aged 22 to 27, and mid-career graduates are those aged 35 to 45. Graduate degree share is based on the adult working-age population (aged 25 to 65) with a bachelor’s degree or higher. All figures exclude those currently enrolled in school.

Source: <https://www.newyorkfed.org/research/college-labor-market/index.html>.

ii. Preparation for Graduate Programs or Other Benefits

A Communication degree prepares students for graduate study as well as for gainful employment. The 2016 report of the Center for Education and the Workforce at Georgetown cited above reports that 21% of the undergraduates in Communication and Journalism fields sought graduate degrees. In addition, graduates can expect to find jobs with mid-range salaries. According to the 2015-16 PayScale Salary Report, a major in Communication ranks 167th out of 336 total majors in salary potential, with early career salary estimated to be around \$42,100 and mid-career salary at \$72,300 for those with an undergraduate degree in Communication (<http://www.payscale.com/college-salary-report/majors-that-pay-you-back/bachelors?page=23>). For master's degree students, these salaries are listed at \$48,200 for early career and \$80,700 for mid-career (<http://www.payscale.com/college-salary-report/majors-that-pay-you-back/masters?page=13>).

iii. Summary of Indiana DWD and/or U.S. Department of Labor Data

Students from our programs often enter fields related to internal and external organizational communication, health communication, media, training, education, and organizational development/consulting. Many use the degree to move into leadership and management roles. Students work in a wide variety of settings including profit, nonprofit, medical, educational, and multinational organizations.

Sample occupations we have seen our students enter include the following, which are listed with their related occupational employment statistics for the state of Indiana from the Bureau of Labor Statistics based on May 2015 data, in the table below. The table illustrates the demand within the state of Indiana for people trained to enter professions served by a degree in Communication Studies. Bureau of Labor Statistics indicate that the demand for people trained to enter the occupations listed in the previous table is not limited to the state of Indiana. Regionally and nationally, the demand for employees with communication-related competencies is strong and growing.

Occupation	Employment in IN	Annual mean wage
Human Resources Specialists	10,870	54,220
Human Resources Mgrs	2020	103,240
Meeting,Event Planner	1110	44,340
Fundraisers	1310	51,960
Social & community service managers	2370	52,920
Sales Managers	6310	112,240
Sales & Related Occup.	291,240	36,100
Health Educators	1540	56,100
Community Health Workers	1260	40,200
PR Managers	890	95,560
PR Specialists	3310	52,990
Communication Teachers, Postsecondary	640	63,340
First-line supervisors of Retail sales workers	26,560	36,100
Medical & health services managers	7870	88,930

https://www.bls.gov/oes/current/oes_in.htm#00-0000

iv. National, State, or Regional Studies

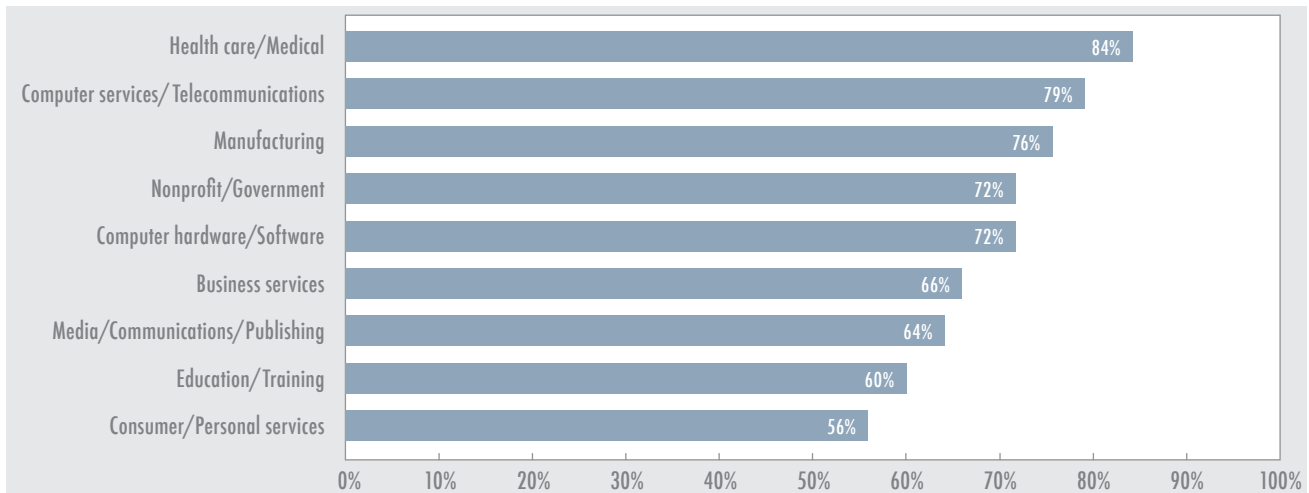
Studies asking employers to identify specific skills recent college graduates most need to be successful consistently rank communication skills, collaborative skills, and the ability to work in culturally diverse work teams at or near the top of the list. Communication Studies is well-suited to equip graduates with these desired competencies. The following C-Brief prepared by the National Communication Association on “Communication Skills Necessary for Career Success” provides a summary of recent surveys of what employers are looking for in recent graduates.

COMMUNICATION SKILLS NECESSARY FOR CAREER SUCCESS

In 2017, *The Chronicle of Higher Education* and Maguire Associates conducted a survey of college and university leaders and employers. Institutional administrators surveyed included those from private, public, two-year, and four-year institutions, and employers surveyed represented a variety of industries. Survey goals included determining how well colleges are doing at producing successful employees, as well as ascertaining the skills employers are seeking and whether new college hires possess those skills.

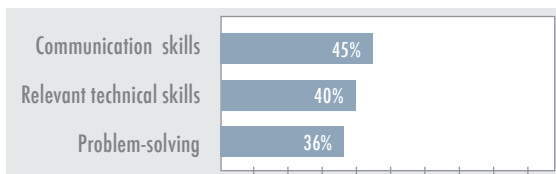
Eighty-four percent of employers in the health care/medical field indicated satisfaction with colleges and their ability to produce successful employees. By contrast, employers in consumer/personal services reported the least satisfaction with newly graduated employees. Just 56 percent of these employees indicated being satisfied with new employees' preparation. Sixty-four percent of employers in media/communications/publishing indicated satisfaction with colleges' ability to prepare new hires.

Percent of Employers, by Industry, Who Believe Colleges are Doing a Good Job of Preparing Students for Success

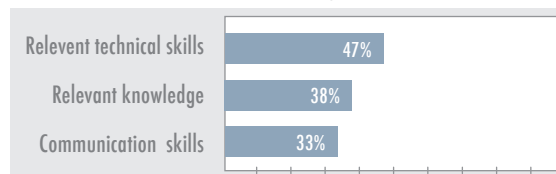


Employers and administrators were asked about the three specific skills that recent college graduates most need to be successful, as well as the actual skills these graduates possess. Communication was cited by both groups as the skill most needed by new hires. Communication was also ranked as one of the top three skills new graduates possess.

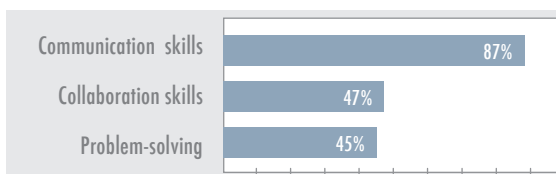
Percent of Employers Citing Top Three Skills Graduates Need to Succeed



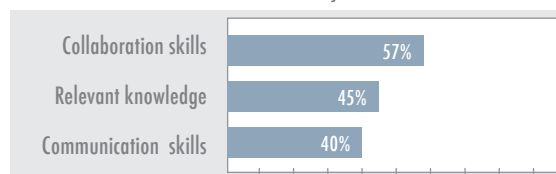
Percent of Employers Citing Top Three Skills Graduates Actually Possess



Percent of Colleges Citing Top Three Skills Graduates Need to Succeed



Percent of Colleges Citing Top Three Skills Graduates Actually Possess



Source: "What Graduates Need to Succeed: Colleges and Employers Weigh In," *The Chronicle of Higher Education*, 2017.

v. Surveys of Employers or Students and Analyses of Job Postings

Our alumni surveys indicate that our students see their MA in Applied Communication as a versatile, valuable degree that has been key to their success, whether they chose to continue in academia or enter the job market after earning the MA. Here is a sampling of comments shared by MA alumni in a recent survey:

"The Masters in Applied Communication opened up more doors than I ever imagined when I happily enrolled. Through this department, I was challenged by world class scholars and enabled to fully understand the communicative world. It has also enhanced my career in ways that are still unfolding to this day, including high levels of staffing in political communication, the teaching of university students, and not-for-profit fundraising and development. I would recommend this program for anyone wishing to grow personally or professionally." Trent Deckard (MA, 2017)

"My Masters Degree in Applied Communication opened doors for me in ways I could not have imagined. The most critical skill I learned in the program was application of research methods. My ability to incorporate research into the field of communication allowed me to distinguish myself in today's competitive job market." Tilicia Mayo-Gamble (MA, 2010)

"As an IT manager in a global setting, I've been able to directly apply at work my education in intercultural communication, interpersonal communication, computer mediated communication etc. The Applied Communication program provided perspectives and tools that enable me to effectively collaborate with people of different ages, ethnicities, and geographic locations. My Liberal Arts education is truly a differentiator amongst my peers in the technology field." Jon Ford (MA, 2012)

vi. Letters of Support

In addition to hearing from our MA alumni, several undergraduate students have expressed the desire to have a means through which to earn an MA at an accelerated pace. Attached to this document are two letters received from Communication Studies undergraduate alumni affirming their support for the proposed 5-year BA/MA in Applied Communication.

Dear Dr. Kristine Karnick,

I am writing in support of the proposed 5-year BA/MA program that the Department of Communication Studies is considering starting. As an alumnus of the undergraduate program and a current MA student, I want to express extreme support on this plan.

As an undergraduate student, I felt tremendously motivated to finish my degree and start the graduate program as soon as I could. I knew from my first course in the department that I wanted to pursue a graduate degree. With the encouragement of the department, faculty and staff pushed me to achieve this goal and have helped set me up for success within the graduate program now. I only wish that I would have been able to apply for the 5-year program!

I see an abundance of possible opportunities for the Indianapolis community with this 5-year program. To many, a graduate degree can be a daunting task. To many more, graduating from the undergraduate program leaves them questioning, "What's next?" The 5-year BA/MA program would allow students to hone in on their interest and graduate the master's program with a clear idea on how they will use their degree to benefit the community. In the undergraduate program I felt that the focus on helping the community through the use of communication is one of the cornerstones of the program. I truly believe that this program would compel some of our strongest undergraduate students to pursue a graduate degree. I look forward to seeing the difference that this program will bring to our current and future undergraduate students.

Sincerely,

A handwritten signature in cursive script that reads "Kaitlyn H. Kauer". The signature is written in black ink and is positioned below the word "Sincerely,".

November 3, 2018

To Whom It May Concern:

I am a proud 2017 IUPUI graduate from the School of Liberal Art's Communication Studies program. During my time as a student, I sought out a rigorous and accelerated plan of study. When I realized how many elective courses I had available for my Bachelor's degree and discovered that the higher level courses in my program were the ones that I truly enjoyed and were most challenged by, I asked my advisor if it would be possible for me to begin graduate level classes as an undergraduate student. My hope was that I could begin working towards a graduate degree early and be able to take more challenging classes. With some investigation, we quickly discovered difficulties to pursuing this. It was unclear whether I could start taking graduate courses as an undergraduate and whether those credits could be applied towards a graduate degree. I completed my undergraduate degree, taking only undergraduate courses, and am yet to return to pursue a graduate degree.

I share this story because when I heard the department wanted to offer a five year, combined Bachelor's and Master's program for Communication Studies majors, my response was, "If *only* this had been an option for me, I would have signed up in a heartbeat. The challenges I encountered while attempting to design a similar program for myself would not have existed." I hope by sharing some of the reasons this would have removed barriers for me in attaining a graduate degree, you will strongly consider the way a program like this opens the door of possibilities for so many students like me.

After completing my undergraduate degree, I had to weigh whether I could afford graduate school, if I was ready to put life "on hold" for two years, and if it would be more wise to enter the workforce to save money before going back to school. With a wonderful job offer on the table, I decided to start my career and told myself, "You can always go back to school later." Now that it is "later," barriers are still there and if anything, they are bigger. Now I ask myself, "Do I really want to quit my job to go back to school?" "Could I manage to fit part-time education into my schedule, knowing how much travel is involved with my job?" The questions go on, and I find myself coming back to the same response I expressed earlier, "If *only* a five year combined Bachelor's and Master's had been an option for me, I would already have my Master's in Applied Communication right now."

By offering a five year combined Bachelor's and Master's degree program in Communication Studies, students like me will be able to start their college journey already planning to stay in school for five years. This eliminates the drop-off that happens when students take a break from school after attaining their undergraduate degrees. By combining the undergraduate and graduate program into five years, it also creates a more affordable path than a six-year program would. As a school that prides itself in having a diverse student population, the School of Liberal Arts should be a leader at IUPUI in the way it creates opportunity for all students, regardless of socioeconomic status. I believe this program would help level the playing field and make it possible for more students to attain a Master's degree. Lastly, as educational standards rise for high-achieving professionals, from undergraduate degrees being the norm to higher degrees being the expectation, a program like this offers an appealing and competitive option to high caliber students.

I am so excited for the impact this program will have in students' lives and look forward to watching the Communication Studies department take an important step towards designing a program that fills a true need.

Hannah Gish

Marketing Associate, U.S. Oncology

[Eli Lilly and Company](#)

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B.A. in Communication Studies, 4.0/4.0

Minor in Events Management

William M. Plater Civic Engagement Medallion Recipient, 2017

Communication Studies Academic Achievement Award Recipient, 2017

Top 100 Student, 2016

IUPUI Honors College Bepko Scholar

Sam H. Jones Scholar