

COLLEGE OF ARTS AND SCIENCES NEW PROGRAM REVIEW FORM

	Chair's Signature	Recommendation	Review Date
Department	<u>Kathy Menzie</u>	Approve	2016-02-01
Division	<u>Corey Zwikstra</u>	Approve	2016-02-05
Dept. of Educ.	<u>Cherry Steffen</u>	Approve	2016-02-15
(If relates to teacher certification program.)			
Dean	<u>Laura Stephenson</u>	Approve	2016-02-15
Curriculum Committee	<u>Dave Provorse</u>	Approve	2016-02-26
Accepted by CFC	<u>Grace Hildenbrand</u>	Approve	2016-03-02
CAS Faculty	<u>Grace Hildenbrand</u>	Approve	2016-03-10
Approved By:	Faculty Senate	University Faculty	WU Board of Regents

1. Title of Program.

Master's degree in Communication and Leadership

2. Rationale for offering this program.

The continued success of Washburn University depends on its ability to adapt to the changing needs of society in the preparation of educated, global citizens. Our Vision 2022 Strategic Plan has identified strategic activities to achieve success, including the priorities of growing enrollments and providing educational opportunities for our communities of learners.

Washburn University is positioned to provide high quality, academically rigorous graduate education in communication and leadership. Alumni, community leadership, and local professionals have supported the need for a post-graduate degree providing knowledge and skills to advance within their careers. Job Outlook 2015, published by the National Association of Colleges and Employers, found that leadership (77.8%) and ability to work in a team (77.8%) were the most desired attributes sought by employers on resumes, followed by written communication skills (73.4%) and problem solving skills (70.9%) (p. 33). The curriculum within this program will directly address these areas.

The two-year, 30 credit hour curriculum is designed to provide flexibility for diverse students as they pursue career and professional goals. The online Masters of Arts in Communication and Leadership will provide educational value for our alumni, local community, and also appeal to new student markets. Using existing faculty strengths, this program can be provided economically with positive revenue demonstrated within the first year.

This program will address an additional audience. In 2017, the Higher Learning Commission will require that all instructors in the Concurrent Enrollment Partnership program have 18 hours of graduate credit in the disciplines in which they are teaching. Instructors who wish to teach CN150

Public Speaking may enroll in these graduate Communication Studies classes to fulfill their 18 hours.

3. Exact proposed catalog description.

The proposed MA in CN/LE is a 30 graduate credit hour interdisciplinary program that provides knowledge, skills, and experiences for continuous self and system improvement within a complex, changing, and global context. The program is designed to develop collaborative, adaptive, and innovative leaders with a focus on the development of multiple communication skills, self-awareness, and strategic thinking. The program can be completed entirely online using highly interactive and intuitive learning management and video conference systems. Participants are also encouraged to attend periodic events that provide face-to-face collaboration and networking opportunities. Two eight-week online courses are offered each semester in a rotation that provides convenience and flexibility for the working graduate student and allows the program to be completed in as little as two years. The Master's degree in Communication and Leadership serves professionals interested in a post-graduate degree that provides knowledge and skills to advance their careers. The curriculum is designed to provide flexibility for diverse students as they pursue career and professional goals. Because leadership, teamwork, communication skills, and problem-solving abilities are the attributes most desired by employers, the curriculum will directly address these areas.

Graduate Communication and Leadership Courses

All courses are three graduate credit hours. A total of 30 hours are required for the MA degree. CN 601 is a prerequisite for all other CN courses and LE courses.

CN 601 Introduction to Graduate Study in Communication Studies (Dr. Tracy Routsong) This course introduces graduate students to several key concepts in communication, such as group dynamics, persuasion, conflict, interpersonal, perception, listening, and nonverbal communication. Students learn through discussion and application of key concepts, as well as reading both introductory and advanced research. The class will provide graduate students information for teaching Communication classes and will be offered through a multi-tiered level of difficulty. The course assignments will include a short reflection paper, an annotated bibliography, research paper and participation in an online discussion board.

CN 680 Seminar in Strategic Management Communication (first 8 weeks) (Dr. Leslie Reynard) This course is built upon a 21st century theoretical foundation that links disciplines of business, organizational communication and corporate management, with a focus on planning and leadership. According to our textbook author, a unique and important aspect of the course is its emphasis on strategy formulation, making a clear distinction between strategic and tactical elements of communication. Using the case method and other applications for theories, students will understand how they can best use various channels and contexts of communication as tactics that will help them to achieve strategic goals. Prerequisite: CN 601

CN 642 Team Communication in Organizations (second 8 weeks) (Dr. Mary Pilgram) This course provides an in-depth look at group dynamics and communication focusing on communication and decision making, relationships, conflict, leadership, and group development. Students will examine the theory and research on the role of communication in effective and efficient work teams. Prerequisite: CN 601

CN6 630 Communication in Conflict and Negotiation (Dr. Kevin O'Leary) Combines theory and application to prepare students to understand, negotiate and resolve disputes among parties with

differing objectives and desires within relationships, groups, organizations and communities. An emphasis is placed on the narrative structure of conflict and negotiation. Prerequisite: CN 601

CN 650 Persuasion (Dr. Jim Schnoebelen) This course focuses on both the rhetorical and social-scientific approaches to persuasion. Theoretical and practical elements of persuasion theory will be featured in order to highlight techniques of gaining compliance in multiple contexts. Students will examine the research on the role of communication in influencing attitudes, beliefs, values, and behaviors. Prerequisite: CN 601

CN 695 Special Topics Special topics in Communication. May be repeated for different topics. See course schedule for current offerings. Prerequisite: Consent of instructor.

CN 698 Capstone. The capstone experience is the culminating experience of the master's degree program and is taken in the final semester. It requires the identification of an organizational or community problem or opportunity and the development and implementation of a project that defines, measures, analyzes, improves the problem or opportunity. Prerequisite: 15 hours in communication graduate coursework, including CN 601 and LE 601.

LE 601 Self and Systems Leadership (Dr. Michael Gleason) This course explores the ways in which one interacts with given systems to provide effective leadership, and the various elements of both self and system that must be considered in this process. This requires an ability to critically examine oneself as a leader, including analysis of one's own core values and adherence to these values. Students will seek and critically examine new knowledge to improve one's leadership practice and consider the ramifications of leadership actions in systems of various scale. Students will develop a personal leadership plan and consider how this plan will affect their community of interest. Prerequisite: CN 601 or concurrent enrollment.

LE 620 Leadership and Resource Stewardship (Dr. Juliann Mazachek) This course provides an overview of the essential skills that leaders need to develop and manage organizational resources including finances, personnel, and informatics that are critical for effective planning, policies, programs, products or services. The course will utilize a wide range of readings and reference materials associated with resource management. Prerequisite: LE601

LE 630 Organizational Improvement and Innovation (Dr. Tom Underwood) This course will focus on the role of leaders in the realization of organizational mission and vision through assessment, utilizing a continuous improvement framework, and innovation. Organizational assessment is required to understand critical problems to solve and opportunities to explore. Continuous improvement, utilizing Lean Six Sigma, provides a model for problem solving and opportunity development. If organizational assessment and a process improvement framework is supported, then innovation is more likely to occur. This requires the leader to work collaboratively with various stakeholders, and to manage the change process to ensure sustained outcomes. Prerequisite: LE601

LE 640 Public Policy and Global Leadership (Dr. Cindy Hornberger) Diversity in the organization is the new norm, and leaders must develop a high level of cultural intelligence in order to balance local and wider priorities, to manage multiple and competing perspectives, and to guide organizations through escalating complexity and near constant change. This course will help leaders analyze and address contemporary organizational challenges in an increasingly interconnected world with a focus on policy development and advocacy. Prerequisite: LE601

LE 695 Special Topics Special topics in leadership. May be repeated for different topics. See course schedule for current offerings. Prerequisite: Consent of instructor.

LE 698 The capstone experience is the culminating experience of the master's degree program and is taken in the final semester. It requires the identification of an organizational or community problem or opportunity and the development and implementation of a project that defines, measures, analyzes, and improves the problem or opportunity. Prerequisite: 18 hours of communication curriculum and 9 hours of leadership curriculum

4. List and financial implications.

See attached pro forma