Educational Policies Committee Program Proposal, College of Humanities and Social Sciences, January 20, 2017 – PhD in Technical Communication and Rhetoric

Utah State University

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Utah System of Higher Education  
Changes to Existing Academic Program Proposal  
Cover/Signature Page - Abbreviated Template

<table>
<thead>
<tr>
<th>Institution Submitting Request:</th>
<th>Utah State University</th>
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| **Program Title:**              | **Current**  
PhD in the Theory and Practice of Professional Communication  
**Proposed (if applicable)**  
PhD in Technical Communication and Rhetoric |
| **Sponsoring School, College, or Division:** | College of Humanities and Social Sciences |
| **Sponsoring Academic Department(s) or Unit(s):** | English |
| **Classification of Instruction Program Code**: | 23.1303  
6 - Digit CIP |
| **Min/Max Credit Hours for Full Program Required:** | Min Cr Hr / Max Cr Hr  
Min Cr Hr / Max Cr Hr |
| **Proposed Effective Term for Program Change**: | Summer 2017 |
| **Institutional Board of Trustees' Approval Date:** | 01/06/2017 |

**Award Type:**

- Name Change of Existing Program
- Program Restructure with or without Consolidation
- Program Transfer to a new academic department or unit
- Program Suspension
- Program Discontinuation
- Reinstatement of Previously Suspended Program
- Out of Service Area Delivery Program

**Chief Academic Officer (or Designee) Signature:**

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Laurens H. Smith  
Date: January 4, 2017

- I understand that checking this box constitutes my legal signature.

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2 “Proposed Effective Term” refers to term when change to program is published. For Suspensions and Discontinuations, “effective term” refers to the term the program will suspend admissions.
Utah State University requests approval to change the name of the PhD in the Theory and Practice of Professional Communication to PhD in Technical Communication and Rhetoric effective Summer 2017. This action was approved by the institutional Board of Trustees on January 6, 2017.

Section II: Program Proposal

Program Change Description/Rationale
Present a brief program change description. Describe the institutional procedures used to arrive at a decision for the change. Briefly indicate why such a change should be initiated. State how the institution and the USHE benefit by the change.

The proposed name for the existing PhD program will more clearly and accurately reflect the existing program curriculum, and it will be more recognizable and understandable to potential student applicants. The major professional association to which the faculty belong and the major academic journals in the field consistently use the terms "technical communication" and "rhetoric." In other words, these terms are used more commonly in the field than "theory and practice of professional communication."

Consistency with Institutional Mission/Institutional Impact
Explain how the action is consistent with the institution's Regent-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/. Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/. Will faculty or staff structures be impacted by the proposed change?

This change is designed to best "meet the educational needs of the citizens of the state of Utah," as per R312-1, Configuration of the Utah System of Higher Education and Institutional Missions and Roles, in that it more clearly communicates what the degree does. The program will not be delivered outside of the designated service area. Faculty and staff structures will not be impacted by the change.

Finances
What costs or savings are anticipated from this change? If new funds are required to implement the change, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

This change will not have any budgetary impact.