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Educational Policies Committee Program Proposal, College of Humanities and Social Sciences, May 17, 2019

Utah State University

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**Institution Submitting Request:** Utah State University

**Program Title:**
- **Current:** English: Professional and Technical Writing Emphasis
- **Proposed (if applicable):** English: Technical Communication and Rhetoric Emphasis

**Sponsoring School, College, or Division:**
- College of Humanities and Social Sciences

**Sponsoring Academic Department(s) or Unit(s):**
- English

**Classification of Instruction Program Code:**
- **Current:** 23.1303
- **Proposed (if applicable):** 23.1303

**Min/Max Credit Hours for Full Program Required:**
- **Current:** Min Cr Hr / Max Cr Hr
- **Proposed (if applicable):** Min Cr Hr / Max Cr Hr

**Proposed Effective Term for Program Change:**
- Fall 2019

**Institutional Board of Trustees' Approval Date:**
- BS

**Award Type:**
- BS

**Program Change Type (check all that apply):**
- [ ] 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.

Please type your first and last name ________________ Date: ________________

- 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.
Program Change Description - Abbreviated Template

Section I: The Request

Utah State University requests approval to change name from English: Professional and Technical Writing Emphasis to English: Technical Communication and Rhetoric Emphasis effective Fall 2019. This action was approved by the institutional Board of Trustees on .

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 change brings the undergraduate emphasis name in line with the names of the graduate programs: PhD in Technical Communication and Rhetoric and Master of Technical Communication. The undergraduate curriculum has always addressed rhetoric, but the current title of the undergraduate emphasis does not reflect that content. Changing "writing" to "communication" more accurately reflects the curriculum's broader communication focus (to include modalities beyond just the written word), as well as the fuller scope of careers pursued by alumni.

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?

The proposed name change will bring the undergraduate program in line with current representations of the field as broader than writing only. Technical communication is widely associated with rhetoric, and many of the largest university programs in this field incorporate the word “rhetoric” as well as “technical communication” to reflect this disciplinary connection (for example, at Texas Tech University). The proposed program name also more accurately reflects the research and teaching that the faculty at USU produce. The program will not be delivered outside the service area, and faculty and staff structures will not be impacted.

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.

The English Department does not anticipate any costs or savings associated with this change.