UNIVERSITY CURRICULUM COMMITTEE – 2010-2011
Mr. David E. Shipley, Chair
Agricultural and Environmental Sciences - Dr. T. Dean Pringle
Arts and Sciences - Dr. Roxanne Eberle (Arts)
Dr. Rodney Mauricio (Sciences)
Business - Dr. James S. Linek
Ecology - Dr. James W. Porter
Education - Dr. Yvette Q. Getch
Environment and Design - Mr. Scott S. Weinberg
Family and Consumer Sciences - Dr. Jan M. Hathcote
Forestry and Natural Resources - Dr. Sarah F. Covert
Journalism and Mass Communication - Dr. Alison F. Alexander
Law – No representative
Pharmacy - Dr. Keith N. Herist
Public and International Affairs - Dr. Jerome S. Legge
Public Health – Dr. Marsha M. Black
Social Work - Dr. Stacey R. Kolomer
Veterinary Medicine - Dr. K. Paige Carmichael
Graduate School - Dr. Malcolm R. Adams
Undergraduate Student Representative – Mr. Stephen Thompson
Graduate Student Representative – No representative

Dear Colleagues:

The attached proposal to change the name of the Department of Speech Communication to the Department of Communication Studies will be an agenda item for the October 27, 2010, Full University Curriculum Committee meeting:

Sincerely,

[Signature]

David E. Shipley, Chair
University Curriculum Committee

cc: Professor Jere W. Morehead
Dr. Laura D. Jolly
NAME CHANGE JUSTIFICATION FORM

School/College
Name: ________________________________
Proposed Name: ________________________________

Department Name Changes:
Current Department Name: ________________________________
Department of Speech Communication

Proposed Department Name: ________________________________
Department of Communication Studies

Major Name Changes:
Current Major Name: ________________________________
Degree ________________________________
Speech Communication

Proposed Major Name: ________________________________
A.B. Communication Studies

Minor Name Change:
Current Minor Name: ________________________________
Degree ________________________________
Speech Communication

Proposed Minor Name: ________________________________
Communication Studies

Prefix Changes: A prefix change package should be submitted after the name change has been approved.

Current Department Prefix

Proposed Department

JUSTIFICATION:

Attach a page justifying changes.

SIGNATURES:

School/College: ________________________________

Department: ________________________________
Attachment: Justification for the Proposed Name Change from the Department of Speech Communication to the Department of Communication Studies

We are seeking approval to rename the Department of Speech Communication. Between July 15 and July 17, 2010 the departmental faculty voted overwhelmingly in favor of changing our name to the Department of Communication Studies. The recorded vote was 12 yeas, 0 nays, and 1 abstention. In the opinion of the majority of the department, the name change is warranted for the following reasons:

1. Because it is more inclusive, the name more accurately represents the various kinds of classes we teach—both undergraduate and graduate—and research we do in the department. That is to say, although speech continues to be a significant object of inquiry for us, it is not our only object of inquiry. Communication Studies signals the following foci as well: nonverbal communication, health communication, interpersonal communication, business and professional communication, visual rhetoric, and the rhetoric of the new communication technologies.

2. Changing our name to the Department of Communication Studies will signal the department's synchronicity with significant developments in the discipline over the past fifty years. As noted on its webpage, the history of change in the discipline's national organization "reflects the changing priorities and interests of those who engage in research and teaching of communication. Since [its] inception in 1914, this 'changing of the guard' typically has been followed by name changes of communication departments and programs throughout the country." Between 1914 and 1922, ours was the "National Association of Academic Teachers of Public Speaking." In 1923, the membership voted to change the name to the "National Association of Teachers of Speech." In 1946, the organization was renamed the "Speech Association of America" and in 1970 it became the "Speech Communication Association." In 1997 the membership voted on the organization current name, the "National Communication Association." Ours is the only department offering undergraduate and graduate instruction in the arts and sciences of communication in an R-1 university that still calls itself "Speech Communication."

3. Our current name harms our efforts to recruit undergraduate as well as graduate students. Data gathered during the 2009-2010 academic year demonstrates clearly that "Speech Communication" is confusing for both populations: Academic advisors in the Franklin College reported that "undergraduate students don't know what that is," that "it doesn't make sense to them," that "they confuse it with Speech Pathology or Speech Disorders or think its just about Public Speaking." For the past three years, over 30% of graduate degree program applications have to be re-routed to Communication Sciences and Disorders. We do not know how many undergraduate and graduate students do not apply to our program simply because our department does not surface during the typical on-line search (we are not "google-able" in the terms of those programs with which we compete for the best students).