



## MEMORANDUM

**To:** Julio Frenk, President

**From:** Tomás A. Salerno  
Chair, Faculty Senate

**Date:** April 1, 2019

**Subject:** Faculty Senate Legislation #2018-53(B) – Closure of the General Advertising Track within the Bachelor of Science in Communication (BCS) in Advertising Program, Department of Strategic Communication, School of Communication

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The Faculty Senate, at its March 27, 2019 meeting, had no objections to the proposal from the School of Communication to close the General Advertising Track within the Bachelor of Science in Communication (BCS) in Advertising Program, Department of Strategic Communication.

With the elimination of this track, student majoring in advertising will be required to select a course of study in one of two already existing tracks: The Advertising Creative Track or the Advertising Management Track.

Students currently in the general track will be able to complete the track without issue.

The Faculty Senate does not approve budget concepts, therefore no budget information is included here.


This legislation is now forwarded to you for your action.

TAS/rh

Enclosure

cc: Jeffrey Duerk, Provost and Executive Vice President for Academic Affairs  
Gregory J. Shepherd, Dean, School of Communication  
Paul Driscoll, Vice Dean, Academic Affairs, School of Communication

**CAPSULE:** Legislation #2018-53(B) – Closure of the General Advertising Track within the Bachelor of Science in Communication (BCS) in Advertising Program, Department of Strategic Communication, School of Communication

APPROVED:  DATE: 4/24/19  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Gregory Shepherd

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY  
(pending any additional approval by the Board of Trustees)

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_



# Proposal Submission Checklist

Proposals are to be submitted to the Office of Assessment and Accreditation (OAA), if applicable, the Graduate Council (for graduate programs excluding Law and Medical), if applicable, and the Faculty Senate. Refer to the [Procedures for Program Changes](#) document for information on the approvals and notifications needed for program changes and the [Proposal Submissions Specifications](#) document for an explanation of the process and a list of the materials required.

(Please note that change approvals can take 2 semesters to complete.)

**FORM INSTRUCTIONS:**

1. Save/download the form as a pdf.
2. After completing the information below, print and scan the form.
3. Insert it with the background materials that are specified, in the order listed, and submit to [facsen@miami.edu](mailto:facsen@miami.edu).

**Please note:** only scanned versions can be accepted.

Include this checklist at the beginning of each proposal.

## KEY CONTACT PERSONNEL INFORMATION

First Name	Last Name	Proponent's Title
Paul	Driscoll	Vice Dean, Academic Affairs School of Communication
Department, if applicable	School/College	
	Communication	
E-mail	Phone	
pdriscoll@miami.edu	305-284-6753	
Title of Proposal		
Elimination of the undergraduate Advertising General Track (via inactivation)		

(-continue to next page-)

## MANDATORY MEMORANDA AND FORMAT

*Please check that each item listed below is included in the proposal package of materials, in the ORDER as listed. The applicable title (i.e. Letter of Explanation, Memo from the Dean, etc. ) is to precede each section in the materials.*

Only proposals conforming to this format will be accepted.

**1. This completed checklist.**

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**2. Letter of explanation. (2-3 pages only, double spaced, 12 pt font)**

Yes     No

If no, explain why:

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**3. A memo from the dean(s) signifying approval of the faculty of the relevant School(s) / Colleges(s).**

Yes     No

If no, explain why:

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**4. A memo that all affected or relevant School / College Council(s) have approved.**

Yes     No

If no, explain why:

**5. A memo from the department chair(s) signifying approval of the faculty of the relevant department(s).**

Yes     No

If no, explain why:

See proposal by Chair. Does not affect other three departments.

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**6. A memo from the Office of Accreditation and Assessment (OAA) if the proposal involves academic programs (degrees, certificates, majors, minors, concentrations, specializations, tracks, etc.) such as new programs, closing programs, or program changes (such as changes in requirements, program length, modality, name, location).**

*(To be submitted by OAA to the Graduate Council or the Faculty Senate, as appropriate.)*

Applicable     Not applicable.

If not, explain why:

A copy of this proposal was forwarded to the Office of Assessment and Accreditation on February 26. Our liaison, Dr. Patty Murphy, is traveling on university business until March 8. We fully expect a receipt of notification shortly.                      UPDATE: Memo from Dr. Murphy is included. 3.11.19

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**7. A memo from the Graduate School Dean signifying approval of the Graduate Council (for graduate programs only).**

*(To be submitted to the Faculty Senate by the Graduate Council.)*

Applicable     Not applicable.

If not, explain why:

Undergraduate program only.

**8. Academic Deans Policy Council (ADPC) approval, for interdisciplinary issues and as appropriate. Please consult with the Dean of the Graduate School or the Secretary of the Faculty Senate to check if this is needed.**

Yes       No

If no, explain why:

No interdisciplinary issues involved.

**9. Additional required documents as listed on the "Proposal Submissions Specifications," i.e. market analysis, budget information, assessment of library collections, etc. as specified.**

List additional documents included:

Proposal by the chair of Department of Strategic Communication

Approval memo from Dr. Gregory Shepherd, Dean, School of Communication

Notice memo from Chair of School of Communication Council documenting Council approval and placing proposal on the agenda of the February 15, 2019 full faculty meeting.

Notice memo to Dr. Patty Murphy from the UM office of Assessment and Accreditation.

Minutes of the School's full faculty meeting of February 15 indicating unanimous approval of the proposal.

End form.



Department of Strategic Communication  
PO Box 248127  
Coral Gables, FL 33124-2105

Phone: 305-284-4544  
Fax: 305-284-5216  
<http://com.miami.edu>

To: Patty Murphy, SACSCOC Accreditation Liaison  
Robyn Hardeman, Secretary of the Faculty Senate

Cc: Dr. Paul Driscoll, Vice Dean for Academic Affairs, School of Communication  
Dr. Gregory Shepherd, Dean, School of Communication

From: Alyse R. Lancaster, Chair, Department of Strategic Communication, School of  
Communication

Re: Elimination of the undergraduate Advertising General Track

Date: February 21, 2019

The faculty of the Department of Strategic Communication, as well as the faculty of the School of Communication, unanimously voted to allow for the elimination of the undergraduate Advertising General Track in the advertising major. Beginning with the incoming class of 2019, students majoring in advertising will be required to select a course of study in one of two (already existing) tracks: The Advertising Creative Track or the Advertising Management Track.

The decision to eliminate the general track came about as a result of our continued assessment of our program and students' performance in the capstone course, which is the basis for our program's academic assessment. The faculty noted that students in the general track tend to have less focus, and as a result, not only do they lack necessary skills in research methods and media planning (areas which show the greatest need for improvement), but also have difficulty determining what their career path will be.

In revising our management track to provide students with greater focus, not only will students be better prepared to achieve the learning outcomes we have set forth, but they will also graduate with a clear idea of the career path for which they are best suited.

The elimination of the general track will commence with the freshman class coming in under the 2019-2020 UM Bulletin. Students who are currently in the general track will be able to complete the track without issue.

It should be noted that the elimination of the general track will not affect the learning outcomes or assessment measures contained in our SACS accreditation report. Because our STC 434 (Advertising Campaigns) capstone course will remain the basis for our program's assessment, and because all students still will be required to complete this capstone course, we will not have to change any of our assessment measures. However, we do expect that this change will increase our students' overall learning and performance.

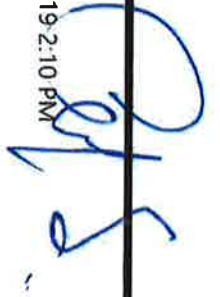
Please let me know if I can provide any clarification, or if I can answer any questions about this change.

**Driscoll, Paul D**

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**From:**  
**Sent:**  
**To:**  
**Cc:**  
**Subject:**

Shepherd, Gregory J  
Thursday, February 28, 2019 2:10 PM  
Driscoll, Paul D  
Dookie, Lianne Nicole  
Approval



I approve of the elimination of the general track in advertising in the department of strategic communication.

Sent via the Samsung Galaxy S8, an AT&T 5G Evolution smartphone



UNIVERSITY OF MIAMI  
SCHOOL of  
COMMUNICATION



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**Feb. 28, 2019**

**To the Esteemed Faculty Senate Representatives,**

**The School Council of the School of Communication reviewed and unanimously approved the proposal to drop the General Track of the Advertising major.**

**The proposal was then put on the agenda of the Feb. 15 full faculty meeting, where it passed unanimously.**

**Best regards,**

**Heidi Carr  
Chairwoman, School Council  
UM School of Communication**


## MINUTES OF THE SCHOOL FACULTY MEETING

HELD: Friday, February 15, 2019, 2:00 p.m., CIB 2055

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Dean Shepherd chaired the meeting, which began at 2:10 p.m.,

The CIM faculty unanimously support the departmentalization of Interactive Media. A number of faculty will have secondary appointments with the new department, which will be initiated in Fall, 2020 after it has received a budget. A motion was made to accept the departmentalization, and it was unanimously approved.

 Paul Driscoll reported that the Department of Strategic Communication proposes to change its three tracks in the Advertising major to two tracks, the Strategic Management track and the Creative track. This change will be effective for Fall, 2019. Students currently enrolled in the General track will not be affected, and will be able to continue on to graduation. The School of Communication faculty supported this change.

Classes will become visible to students on March 18, advising starts March 25, and registration begins on April 8. The deadline for Chairs to get Bulletin changes to Dr. Driscoll is March 1.

Cong Li noted that they are still in the process of accepting graduate applications. With 244 applications, there has been a 14% increase from last year, due to the new MS in Media Management and the MFA program. This is good news as the SoC budget is contingent on graduate student enrollment.

Dia Kontaxis reminded the faculty of important research dates. The deadline for the SoC Creative Activity and Research Awards is February 28 and March 20 is the School of Communication Research Day. Micro-grants of up to \$500 are also available during the academic year on a rolling basis. She also urged faculty to encourage their graduate students to apply for awards of up to \$2,000 for research by the March 8 deadline. Sallie Hughes will be presenting information on graduate student grants on February 20. Brown bag lunches have also started and are held on Thursdays from 12:30 – 1:30 pm at the Center for Communication, Culture and Change.

The Dean Search is not being conducted with a search firm. The Committee has an excellent pool with many applications – including several sitting Deans. The job announcement requested applicants with a terminal degree. If they come from industry, they are also required to have some academic experience. The goal is to have 8 – 10 applicants for airport interviews around March 1, then this list will be narrowed down to 3 – 4 finalists for campus interviews.

Dean Shepherd recommended that the faculty think holistically in looking at the candidates and realize that people can learn and grow if they have the right qualities. The Provost is putting a lot of priority on finding someone with a vision on how to lead

SoC to the future. If the Provost is unhappy with the airport interview candidates, he will let the Search Committee know. They will select the final three candidates but the Provost will make the final decision from those three.

Dean Shepherd indicated that one priority for the new Dean would be to increase interdisciplinary collaboration. SoC does not have critical mass in any area to compete with the top programs. The only way to get critical mass is to figure out how to combine. The next Dean will need to think about what it means for the kind of students we attract. Everything changes if SoC really decides to be integrative.

The Dean noted that the Provost does value what SoC does and loves the mix of artists, social sciences and designers. He is very impressed with SoC students, as was the Board of Trustees with the student debaters who presented before them on February 8. The new Dean will need to focus on budget (senior leadership can assist here), curriculum and fund-raising.

The joint JD/MS program is a variation of what Journalism and Media Management has with the Law School on the MA side. The JD/MS program is what has always interested the Law School. The SoC faculty unanimously approved the addition of this program.

SoC will now have three Senators instead of two, thus they need to replace one Senator with an expiring term and vote for a new Senator, and alternates. Voting was done by ballot and the results were as follows:

Senators: Grace Barnes (continuing term to 2020)  
Ana François  
Dave Steinberg  
Alternates: John Soliday (continuing term to 2020)  
Victoria Dunleavy  
Tom Musca

The numbers for the incoming class are good and with the new University Villages going up rapidly, it is expected that more upper classmen will live on campus. This year is the 10<sup>th</sup> anniversary of Philadthropy, and all of the departments were encouraged to invite their students to participate. It will be dedicated to the Parkland students.

Dean Shepherd noted that this was his last faculty meeting and he thanked the faculty for their work.

There being no further business, the meeting was adjourned at 3:24 p.m.


GJS/ld



**MEMORANDUM**

**DATE:** March 10, 2019

**TO:** Paul Driscoll, Vice Dean for Academic Affairs  
School of Communication

**FROM:** Patty Murphy, Associate Provost for University Accreditation  
Office of Assessment and Accreditation 

**RE:** Closure of the General Advertising Track within the BSC in Advertising Program

On March 4, 2019, the School of Communication notified my office of its intent to close the General Advertising Track within the Bachelor of Science in Communication (BSC) in Advertising program (Academic Plan Code: CADV1\_BSC), effective Fall 2019. The current BSC in Advertising program requires students to select one of three tracks: Advertising Creative, Advertising Management, or General Advertising. The proposal would eliminate the General Advertising track, so that students would have to choose between the other two tracks. This change is being made as a result of assessment of students' achievement of learning outcomes in the capstone course which indicated that students in the General Advertising track were not as well prepared as students in the other two tracks.

Since the School of Communication will continue to offer the BSC in Advertising, this proposal is just to eliminate a track within the major, it does not require notification to or approval from SACSCOC.

Please contact me if you have any questions at [pattymurphy@miami.edu](mailto:pattymurphy@miami.edu) or (305) 284-3276.

**CC:** Faculty Senate  
Gregory Shepherd, Dean, School of Communication  
Karen Beckett, University Registrar  
Carrie Glass, Executive Director of Student Financial Assistance and Employment