

13 May 2020

TO: Faculty Senate

FROM: Susan Ginley, Chair, Undergraduate Curriculum Committee

RE: Undergraduate Certificate in Transformative Messaging

The following proposal has been approved by the Undergraduate Curriculum Committee and is recommended for approval by the Faculty Senate.

You may read the full text of the program proposal, as well as Budget Committee comments, at the [Online Curriculum Management System \(OCMS\) Curriculum Dashboard](#).

**PROPOSAL SUMMARY FOR
College of Liberal Arts and Sciences**

Undergraduate Certificate in Transformative Messaging

Certificate Type

Undergraduate Certificate: Earned with baccalaureate; admission to University required

Effective Term

Fall 2020

Overview of the Program

This certificate foregrounds communication skills in multiple social change contexts. The gateway courses CR 101 and CR 201 are new, but draw on tested and seasoned faculty competencies in Conflict Resolution. This certificate can be embedded within the CR major or minor, or it can stand alone alongside another major. The learning in this certificate can augment the work of conflict managers, activists, communication specialists, or students pursuing academic fields that feature the many intersectional and transdisciplinary domains of human communication.

This new certificate joins the fewer than twenty available in CLAS with completion of the baccalaureate degree. As such, it adds a focused competency AND a form of legibility in the context of a major PSU. That is, by highlighting a set of courses on a theme, a broad major like Conflict Resolution or Psychology gains a pointedly applied dimension and a readable or conversation-starting "handle" for the employment world. Our society is communication-dense, even overloaded. The new certificate in Transformative Messaging provides theoretical grounding and practical training to navigate this critical area of social and political life.

Evidence of Need

The need for this new certificate is two-fold. First is to serve undergraduate students who need to make their skill competencies legible to themselves and to outsiders. The Certificate adds texture and a degree of customization to this general student interest in skill acquisition. The second need for this certificate is as a marketing tool for the major and minor. The phrase "Conflict Resolution" is not as obvious as some others departmental titles. It doesn't sound traditionally academic nor does it clearly identify a skill set. Our cognate fields, "Peace Studies" and "Dispute Resolution," are more easily pegged as academic (the former) and legalistic/law school-based (the latter). The Certificate in Transformative Messaging sounds skill based, and also flags the multidisciplinary nature of the credential in the word "messaging." "Messaging" is also very

current and topical in terms of today's students and their immersion in digital technologies. The phrase has power and currency.

Ultimately, the Certificate supports student success, specifically: coherence and legibility of skills, embellishment of a student's competency portfolio and, hopefully, enhanced employability.

Course of Study

4 credits required

CR 101	Nonviolent Interaction	2 CR	Required
CR 201	Social Movement Messaging	2 CR	Required

12 credits elective

COMM 220	Public Speaking	4 CR	Elective
COMM 319	Social Media	4 CR	Elective
COMM 314U	Persuasion	4 CR	Elective
CR 306U	Nonviolence in History & Campaigns	4 CR	Elective
CR 303U	Consensus Building	4 CR	Elective
WR 228	Media Writing	4 CR	Elective
ENG 490	Advanced Topics in Rhetoric	4 CR	Elective
PSY 343	Social Psychology	4 CR	Elective
PSY 426	Stigma and Social Inequality	4 CR	Elective

Minimum credits: 16