

Copies to:  
 Provost  
 Vice Chancellor for Admin & Finance  
 Deans  
 Outreach and Graduate Studies  
 Faculty Senate Chair  
 Faculty Senate Secretary  
 Registrar's Office (2)  
 Personnel Office  
 Date:3-21-07

Faculty Senate • [http://www.uwrf.edu/faculty\\_senate/welcome.html](http://www.uwrf.edu/faculty_senate/welcome.html)

Senators: Chair – Wes Chapin, Vice Chair – Ogden Rogers, Secretary – John Heppen, Executive Committee – Brenda Boetel and Glenn Potts

TO: Don Betz, Chancellor  
 116 North Hall  
 University of Wisconsin-River Falls

FROM: Wes Chapin, Chair  
 Faculty Senate  
 University of Wisconsin-River Falls

RE: UW-RF Faculty Senate Motion 2006-2007/74

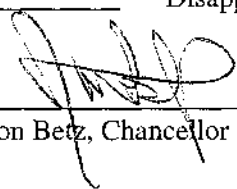
At the March 21, 2007 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2006-2007/74 was made, seconded, and passed. This motion is forwarded for your action:

Motion 2006-2007/74 passed on March 21, 2007. This motion will take effect immediately.

A motion from APP to approve a <sup>DEPT</sup>~~program~~ title change. Name change to: Communication Studies and Theater Arts. Old name: Speech Communication and Theatre Arts.

  X   Approved

           Disapproved

  
 \_\_\_\_\_  
 Don Betz, Chancellor

\_\_\_\_\_  
 Date

November 30, 2006

Request Narrative: Submitted by Speech Communication and Theatre Arts Robin Murray, Chair

The Speech Communication and Theatre Arts department requests approval to change our name to Communication Studies and Theatre Arts. In addition we request approval for curriculum changes for all three programs housed in the department. The rationale behind the name change from Speech Communication and Theatre Arts to Communication Studies and Theatre Arts department stems from a recent Speech Program review (Spring 2006) in which it was suggested that we might consider a new name which would more clearly describe our programs and align with our mission.

*Our mission is to help students learn the processes of effective communication, collaboration and critical evaluation so that they are successful as productive, creative, ethical, engaged citizens and leaders with an informed global perspective.*

During our strategic planning meeting in late August we discussed at length a departmental name change. A review of similar programs across the country indicates that almost all of them have dropped Speech from their names and moved to more expansive department names such as Communication Studies. The Communication field has expanded far beyond Public Speaking and thus Communication Studies more clearly describes the breadth of our program of study and is in better alignment with our mission.

In that same strategic planning meeting we agreed that revision of all majors/minor and emphasis options was needed. Thus, we ask approval for these revisions:

- Theatre Major/Minor, name remains, change to a tracked program.
- Speech Major: name change to Communication Studies: Human Communication Emphasis; now a tracked program.
- Mass Communication emphasis: name change to Communication Studies: Digital Film and Television Communication Emphasis

In each of the programs, the core faculty members for that program were involved in making the changes to their program. Each was then discussed and approved by the entire department. In each case, the revisions have been carefully planned to provide students with the optimum learning environment so that we might fulfill our mission better. In each case, we feel that we have the faculty to teach all of the courses.

We have sought approval from three other departments; Marketing Communications, Journalism and Film Studies. Those letters of support are attached.