

FORM J
BOARD OF REGENTS
REQUEST FOR ACADEMIC PROGRAM REDUCED ADMISSIONS, PROGRAM SUSPENSION, OR
PROGRAM TERMINATION
Revised 2022

Name of institution: _____

Date submitted: _____

Name of program: _____

CIP Code: _____

College: _____

Level: B _____ M _____ D _____ FP _____

Degree abbreviation (e.g., B.S., B.A., M.A., etc.): _____

Action requested: Reduced admissions _____ Program suspension _____ Program termination _____

The request for admission reduction, program suspension, or program termination shall be reviewed by the Board Office and the Council of Provosts. With the recommendation for approval by the Board Office and the Council of Provosts, the request shall be submitted to the Board of Regents for discussion and action.

The institution shall not communicate to the public its intended action to limit enrollment, suspend the program, or terminate the program until it is been approved by the Board of Regents.

- Provide a brief description of the program.
- Provide a brief rationale for the requested action. Include if this is intended to be a temporary or permanent change.
- Describe how any current applicants or admitted students to the program will be accommodated and the length of the transition period.
- Describe the effect on costs of reducing enrollments or terminating the program, e.g., cost savings, resource reallocations, faculty/staff reductions.
- Is the same or comparable program available elsewhere in the state? Identify the schools where the program is available and the current enrollment at those sites.
- Provide data on the applications; enrollments and completions in the academic program for the past 5 years.
- How might the reduction or termination affect workforce needs in the state? Be as specific as possible.
- What is the anticipated impact on other programs at this institution?
- Describe any anticipated impact on particular sub-groups of students (ex. transfer students, gender or racial/ethnic identities, disability status).
- Provide any other information that might be helpful to the Board of Regents in considering this request.

Information in support of Form J; Discontinuation of Speech Communication B.A.

Brief Description of the Program

Speech Communication (SP CM), a major in the Department of English, was designed to help students develop their understanding and appreciation of the human communication process and enhance their oral and written communication practice.

Rationale for Termination

While enrollment in several of the skill-based SP CM courses continues to be robust, interest in the SP CM major has been declining for at least the past five years. There are currently fewer than 10 majors in the SP CM cohort. Competing majors like Communication Studies (COMST) are viewed as offering a broader, more workplace-applicable course of study; because SP CM focuses heavily on rhetoric, it is considered less appealing among prospective students. We are therefore requesting that this program be permanently discontinued.

In addition to the major, SP CM has offered general education courses as well as a SP CM minor, which would be retained under the current proposal. The specific courses in the SP CM major to be eliminated are:

- SP CM 305 Semantics
- SP CM 313 Communication in Classrooms and Workshops
- SP CM 322 Argumentation, Debate, and Critical Thinking
- SP CM 327 Persuasion
- SP CM 404 Seminar
- SP CM 412 Rhetorical Criticism
- SP CM 416 History of American Public Address
- SP CM 495 Directing Speech Activities
- SP CM 497 Senior Seminar
- SP CM 499 Communication Internship

Plan for Accommodating Currently Admitted SP CM Students

The department has devised a plan that will allow current SP CM majors to complete their degrees within three years. Using the SP CM courses that remain and substitutions when needed, advisors will work with these students to define pathways that achieve their learning and career goals while also meeting graduation requirements.

Effects on Costs and Resource Reallocation

The department is expected to save \$75,780 by eliminating the nine courses above. No reductions in staffing are anticipated as a result of this change. Faculty and staff who currently teach courses in the SP CM major are well-versed in their subject areas and teach a wide variety of other courses, so the additional teaching capacity created by the sunseting of the major can be redirected to fill gaps left by other cuts.

Availability of Program Elsewhere in Iowa

ISU's Speech Communication program was the only one of its kind in the state. We will continue to offer the more popular COMST major. In addition, UI offers its own B.A. in Communication Studies, and UNI offers a B.A. in Communication.

Applications to the SP CM Major over the Last 5 Years

Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
18	10	19	16	16

10th Day Enrollments for SP CM Majors over the Last 5 Years

Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
20	14	18	10	10

SP CM Degrees Awarded over the Last 5 Years

2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
11	10	4	8	4

Affect on Workforce Needs in Iowa

Workforce needs are not expected to be affected because of the existing undergraduate Communications and Communication Studies programs at all three Regent Universities. In addition, the retained SP CM minor will still address the oral skills sought by employers.

Anticipated Impact on Other Programs at ISU

Eliminating the SP CM major is not expected to have significant effects on the strength of other ISU programs. SP CM has been successful as an addition to other majors (including majors outside LAS), so it may in fact be more effective as a minor. Courses cross-listed with SP CM, such as WGS/SP CM 323, will not be impacted because the vast majority of those classes will remain intact for the minor as well as for general education options for students across colleges.

Anticipated Impact on Student Subgroups

Elimination of the SP CM major is not expected to significantly affect the education of subgroups of students, such as minorities or women, because most of the courses targeted for elimination do not focus on gender, sexuality, feminism, or diversity. Those SP CM courses that do touch on these issues, such as WGS/SP CM 323, will be preserved in the minor and in general education electives for students across colleges. The department may actually be in a better position to attract women and minorities to our retained courses going forward because we will have more time to dedicate to that endeavor once the major has been sunset.

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. New Program Name Change Discontinuation Concurrent Degree for:
2. Undergraduate Major Graduate Major Undergraduate Minor Graduate Minor
 Undergraduate Certificate Graduate Certificate Other: _____
3. Name of Proposed Change: Speech Communication (discontinuation of major)_____
4. Name of Contact Person: Volker Hegelheimer e-mail address: volkerh@iastate.edu
5. Primary College: Liberal Arts & Sciences_____ Secondary College: _____
6. Involved Department(s): ENGL_____ JL MC_____ COMST_____ THTRE_____

Voting record for this curricular action:

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Dept. or Program Committee	19	0		10/25/2022
College Curriculum Committee	8	0	0	Jan 20, 2023
College Approval Vote				
--LAS Rep Assembly	19	1	1	Feb 28, 2023
Graduate Council				
Faculty Senate Curriculum Committee	6	0	0	March 7, 2023
Faculty Senate Academic Affairs Council				
Faculty Senate				