

# New Program Proposal

*NOTE: This form should be used for new minors, or new concentrations to existing degrees. For new majors/degrees, complete the HECC new program proposal form as well as this form.*

**New Program name:** Certificate in Environmental Communication

**CIP Code:** (Classification of Instructional Program):

## **Impact statement:**

1. What is the expected effect of this program on existing courses (both within your department/program or elsewhere in the SOU curriculum)?

This certificate is largely constructed from existing courses in the Communication and Environmental Science & Policy programs at SOU, with the general goal of motivating modest enrollment gains in existing courses in COMM, ES, and elective courses offered by affiliated programs.

2. Will any prerequisites or other course requirements affect other departments/programs?

Yes. This certificate has been designed in close consultation with ES, and features several required courses and electives in that program. The certificate also features several electives from other programs, including Business, Political Science, Economics, History, English, Native American Studies and Sociology & Anthropology.

3. Program Resource evaluation:

- a. Faculty: Cite faculty availability or needs and impact on other teaching obligations. If additional faculty teaching hours are needed, how will that need be met?

Since most courses in this certificate are already offered and staffed according to routine procedures at SOU, we expect little immediate impact on teaching capacity. However, we also anticipate a future professorial hire in the Communication Program in Science and Environmental communication, and we expect that new faculty member to contribute significantly to instructing new courses in this certificate, and developing this curriculum further.

- b. Facilities: Cite any additional need for classrooms, equipment or laboratory space and how that need will be met.

None.

c. Library: Are Hannon Library resources sufficient to meet the needs of this program? (Check with the library staff and ***attach a copy of their report.***)

d. Other: Are any other resources needed to support this program? If so, please document them and explain how they will be obtained.

None.

4. Catalog copy for the new program, including requirements and electives.

The Environmental Communication certificate provides a useful credential for students who seek careers in community outreach, public information, journalism, strategic communication or public advocacy through the filter of environmental science and sustainability. Students who complete the certificate's requirements will enhance their skills in content, strategy and institutional communication relevant to current practice for environmentally grounded organizations and publishers, synthesized with social and scientific context via Environmental Science, Sustainability, and other SOU programs. This certificate is designed to be an attractive option for SOU students seeking B.A. or B.S. degrees in multiple disciplines, and also a viable standalone credential for enrollees seeking only the 36-credit certificate.

Introduction to Environmental Science (Choose 8 credits from the following)

ES 101/L - Introduction to Environmental Science: Earth Science

ES 102/L - Introduction to Environmental Science: Biological Science

ES 103 - Introduction to Environmental Science: Social Science

Fundamentals of Media Communication (Choose 16 credits from the following)

COMM 206 - Multimedia Writing

COMM 214 - Mobile Image Making

COMM 321 - Public Affairs Reporting

COMM 322 - Online Journalism

COMM 323 - Strategic Social Media

COMM 326 - Multimedia Storytelling

COMM 329 - Strategic Communication

COMM 342 - Persuasion

COMM 344 - Media Photography

COMM 347 - Science Communication

COMM 348 - Environmental Communication

COMM 349 - Political Communication  
COMM 446 - Risk & Crisis Communication  
COMM 485 - Advanced Social Media Campaigns  
COMM 448 - Mediation  
COMM 455 - Conflict Management

Environmental Visualization (Choose 4-5 Credits from the following)

ES 349 - Maps and Cartography  
ES 215 - Basics of GIS

Environmental Science & Policy: Social Perspectives (Choose 4 credits from the following)

ES 351 - Environmental Policy and Impact Analysis  
ES 421 - Ecological Economics and Sustainable Development  
ES 423 - Sustainability and Natural Resources  
ES 437 - Conservation in the United States  
ES 439 - Land Use Planning  
ES 440 - Planning Issues  
ES 442 - Valuation of Ecosystem Goods and Services  
ES 445 - Ecosystem Management and Conservation  
BA 411 - Sustainable Tourism  
BA 483 - Sustainability Leadership  
BA 490 - Case Studies in Corporate Sustainability  
PS 340 - Law, Science & The Environment  
PS 393 - Oil, Politics & The Environment  
EC 310 - The Environment and the Local Economy  
EC 315 - Environmental Economics  
HST 421 - Environmental History  
NAS 380 - Native American Ecological Knowledge  
SOAN 420 - Environmental Sociology (ES 420)  
SOAN 452 - Global Environmental Movements  
ENG 383A - Environmental Writing

Environmental Science & Policy: Scientific Perspectives (Choose 4-5 credits from the following)

ES 327 - Energy and Climate Change  
ES 433 - Soil Science  
ES 435 - Water Resources  
ES 451/L - Introduction to Geographic Information Systems  
ES 453/L - Introduction to Remote Sensing  
ES 475 - Environmental Modeling  
ES 480 - Fire Ecology

ES 481 - Geomorphology  
ES 482 - Climatology  
ES 483/L - Restoration Ecology  
BI 340 - Ecology  
ES 314 - Hydrology  
ES 354 - Marine Conservation  
ES 360 - Environmental Geology  
ES 379 - Biodiversity  
ES 483 - Restoration Ecology

5. Please provide written verification of contact with the Chair of any other departments or programs affected by the new program.

4/29/16

*Vincent Smith*

11/10/211

This certificate was launched as a Division-wide initiative.  
Key faculty included Erik Palmer, Andrew Gay, Vincent Smith, Jamie Trammell