

MEDIA ADVOCACY MINOR

In Workflow

1. CCI Director - Undergraduate (mrollyso@kent.edu)
2. CI Dean (areyno24@kent.edu)
3. Provost (jkellog7@kent.edu)
4. Educational Policies Council (jkellog7@kent.edu)
5. Final Catalog Review (Final Catalog Review@kent.edu)

Approval Path

1. Wed, 23 Oct 2019 12:45:13 GMT
Matthew Rollyson (mrollyso): Approved for CCI Director - Undergraduate
2. Thu, 24 Oct 2019 18:42:12 GMT
Amy Reynolds (areyno24): Rollback to Initiator
3. Mon, 28 Oct 2019 13:09:23 GMT
Matthew Rollyson (mrollyso): Approved for CCI Director - Undergraduate
4. Mon, 28 Oct 2019 16:41:18 GMT
Amy Reynolds (areyno24): Approved for CI Dean

New Program Proposal

Date Submitted: Mon, 28 Oct 2019 12:38:30 GMT

Viewing: Media Advocacy minor

Last edit: Thu, 31 Oct 2019 17:47:46 GMT

Changes proposed by: czingron

Reviewer Comments

Catherine Zingrone (czingron) (Wed, 23 Oct 2019 13:23:05 GMT): Approved by CCI CCC on 10.21.19.

Amy Reynolds (areyno24) (Thu, 24 Oct 2019 18:42:12 GMT): Rollback: Please revise elective courses, per our discussion. Thanks!

Catherine Zingrone (czingron) (Mon, 28 Oct 2019 12:39:03 GMT): Approved by CCI CCC on 10.21.19.

Program Type:

Minor

College:

College of Communication and Information

Department/School:

College of Communication and Information

Level:

Undergraduate

Program Name:

Media Advocacy minor

Degree:

Minor

List the delivered modes for the program:

On-Ground

Fully Offered At: List all campuses/locations and methods (e.g., online, accelerated) for which a student can fully complete the program.

Kent Campus

Lead administrator for this proposal:

Stephanie Danes Smith

Explain the need for this program:

To meet student requests for a course of study that provides theory, background and experiential learning related to social media and advocacy and activism.

Are you establishing new or revising courses for this program? If yes, please explain. (You will also need to submit separate course workflows.)

Yes. Establishing one new course entitled Introduction to Media Advocacy (CCI 20001).

Explain the current or future resources needed to support this program (e.g., faculty, staff, facilities, fiscal):

We do not anticipate needing any additional resources.

Describe impact on other programs and units. (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

This minor will be available to all Kent State undergraduate students. The elective courses in the minor include courses within several CCI schools as well as departments and schools in other colleges, including EHHS (ADED and HDFS), A&S (PACS) and PH (PH).

Units consulted (other departments, programs or campuses affected by this proposal):**Units Consulted**

College of Arts and Sciences
 College of Education, Health and Human Services
 College of Public Health
 School of Communication Studies
 School of Visual Communication Design
 School of Journalism and Mass Communication
 School of Digital Sciences
 School of Information

Catalog Copy**Effective Catalog:**

2020-2021

Description: Describe the program as you would to a prospective student.

The Media Advocacy minor prepares students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

Accreditation: List specialized or professional accreditor for the program if applicable.

NA

Admission Requirements: If program does not have additional admission criteria above and beyond the minimum to be admitted to a Kent State associate or bachelor's degree, write "standard admission criteria for the degree." If program has additional admission criteria (e.g., audition, 3.0 high school GPA, 2.75 overall GPA for transfer students), list those requirements.

Admission to a minor is open to students declared in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

Program Learning Outcomes: List the specific knowledge and skills directly related to the program's discipline that you expect students to acquire as part of their educational experience in the program. The outcomes must be observable and measureable, rather than what students "demonstrate," "understand," "appreciate," etc.

Through this minor, students will be able to:

- Explore advocacy by studying social movement theories, organizing models and the history and role of communication and media on advocacy efforts.
- Understand and examine the power of story-based strategies in developing compelling change narratives, gaining public awareness and commitment and mobilizing sustainable collective action.
- Understand, apply and critically analyze the core components of story-based strategies, such as underlying assumptions, framing, narrative power, conflict and use of evidence.
- Develop a useful toolkit of nonviolent mobilization strategies and tactics.
- Critically examine the role of traditional and digital media in framing and covering transformational change efforts.

- Explore the critical elements of advocacy communication, including persuasive communication using all media, speechwriting, argumentation, testimony writing.
- Practice experiential advocacy by applying media tools and the specific skills of their disciplines to advocacy problems.

Program Requirements:

Code	Title	Credit Hours
Minor Requirements		
CCI 20001	INTRODUCTION TO MEDIA ADVOCACY	3
COMM 35464	Argumentation and Persuasive Communication	3
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS	3
Minor Electives, choose from the following:		9
ADED 20000	TOPICS IN SOCIAL JUSTICE IN TEACHING AND LEARNING	
CCI 45091	SEMINAR IN MEDIA AND MOVEMENTS ¹	
COMM 45007	FREEDOM OF SPEECH	
HDFS 44033	COMMUNITY OUTREACH IN NONPROFIT MANAGEMENT (ELR)	
JMC 21001	PRINCIPLES OF ADVERTISING	
PACS 31003	NONVIOLENCE: THEORY AND PRACTICE	
PH 35005	ADVOCACY AND ACTIVISM IN PUBLIC HEALTH	
PH 44025	PRINCIPLES OF PUBLIC HEALTH LEADERSHIP	
VCD 13000	DESIGN: PRINCIPLES, PROCESSES AND PRACTICE	

Minimum Total Credit Hours: 18

Total Credit Hours:

18

Progression Requirements

Progression Requirements:

None (good standing)

Graduation Requirements

Graduation Requirements: (i.e., minimum grade in specific courses, passage of specific exam)

Minimum Minor GPA

2.000

Additional Documents (e.g., needs assessment, e-mail communication)

CCI - Media Advocacy Minor - support emails.pdf

Curriculum Services Information

Administrating Campus

Kent

Searchable Banner Major Code

MEDA

Key: 612

Zingrone, Cathy

From: Smith, Stephanie
Sent: Tuesday, October 15, 2019 12:05 PM
To: Reynolds, Amy; Zingrone, Cathy
Subject: Fw: For Your Review: New CCI Minor

AEED & HDFS
(EHHS)

I hope this note brightens your day!

From: CROWE, ALICIA <acrowe@kent.edu>
Sent: Tuesday, October 15, 2019 9:56 AM
To: Smith, Stephanie <ssmit149@kent.edu>
Cc: SANDMANN, ALEXA <asandman@kent.edu>; Dellmann-Jenkins, Mary <mdellman@kent.edu>; PYTASH, KRISTINE <kpytash@kent.edu>
Subject: Re: For Your Review: New CCI Minor

Good morning Stephanie,

I have spoken with the program coordinator for AEED and the school director where the HDFS course is housed. Both are very supportive.

I wanted to share that we are pleased to be included in this minor and look forward to it passing through. Make sure we have flyers when it is ready so we can share with students.

Alicia

Alicia R. Crowe, Ph.D.
Associate Dean for Undergraduate Education and Student Services
Professor of Social Studies and Teacher Education
College of Education, Health, and Human Services



Vacca Office of Student Services
304 White Hall
150 Terrace Drive
Kent State University
Kent, OH 44242

330-672-2862 (phone)
Please visit our website at: <http://www.kent.edu/ehhs/voss>

As an office we value: our students, one another, diversity, collaboration, trust, honesty, respect and mindfulness.

On Oct 8, 2019, at 3:17 PM, Smith, Stephanie <ssmit149@kent.edu> wrote:

Dear Associate Dean Crowe,

The College of Communication and Information (CCI) has been working on creating a minor in Media Advocacy. The Media Advocacy minor will prepare students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of how communication impacts individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues, and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

This minor would be available to students in all majors at Kent State.

We are now at the final stages of completing the proposal for the minor and submitting the proposal to our college curriculum committee for approval. Attached is the catalogue proposal. As you can see, we've identified existing courses in your department/school that would make great elective options for students in this minor. Please let me know if you are in support of the proposal and/or have any questions. Additionally, would you please confirm that there are enough seats in your course(s) on the Minor Electives list to accommodate students pursuing the minor?

In order for us to make the deadline for our college's curriculum committee meeting and EPC, we would appreciate your response by **October 15, 2019**.

We look forward to hearing back from you.

Thank you.

Stephanie Danes Smith
Associate Professor
College of Communication and Information
330-672-8147

<MEDIA ADVOCACY Minor - Catalog Copy_10-08.docx>

Zingrone, Cathy

From: Smith, Stephanie
Sent: Wednesday, October 23, 2019 10:59 AM
To: Zingrone, Cathy
Subject: Fw: New CCI Media Minor

Hey, Cath--

Here is the other letter of support.

A&S was going to solicit input from its other departments, but I've not heard back and I am too worried if we don't.

S.

From: Alemagno, Sonia <salemagn@kent.edu>
Sent: Friday, October 18, 2019 12:48 PM
To: Smith, Stephanie <ssmit149@kent.edu>
Cc: Bhargava, Tina <tbharga1@kent.edu>
Subject: RE: New CCI Media Minor

Public Health

The College of Public Health is in support of the media advocacy minor as proposed.

Thank you,

Sonia Alemagno

Sonia Alemagno, Ph.D.

Dean and Professor, Health Policy and Management
College of Public Health
Kent State University
Mailing Address: 800 Hilltop Drive, Moulton Hall
P.O. Box 5190
Kent, OH 44242-0001
Office Location: 131 Moulton Hall
Phone: 330-672-6501

KENT STATE
UNIVERSITY
College of Public Health

From: Smith, Stephanie <ssmit149@kent.edu>
Sent: Friday, October 18, 2019 12:47:10 PM
To: Alemagno, Sonia <salemagn@kent.edu>

Cc: Bhargava, Tina <tbharga1@kent.edu>

Subject: New CCI Media Minor

I am reaching out again about our new media advocacy minor. Since I didn't hear back from you, I'd like to assume that you have no questions or issues, but I want to doublecheck to be sure. If you have any questions, please let me know by Tuesday, Oct. 22.

Thank you so much,
Stephanie Smith
Associate Professor
College of Communication & Information
330-672-8147

Zingrone, Cathy

From: Smith, Stephanie
Sent: Wednesday, October 9, 2019 5:17 PM
To: Cooper, Neil; Haley, Mary Ann
Subject: Re: For Your Review: New CCI Minor

PACS (AKS)

Neil,

Thank you for getting back to us so quickly. We took a look at **PACS 31003 NONVIOLENCE: THEORY AND PRACTICE** and it sounds perfect for our minor, so we will incorporate it as an elective instead of the Negotiation course. Could you tell us when it is offered (e.g., every semester, every fall, every spring?) so we can advise students who will be interested in taking this course?

Best regards,
Stephanie

From: Cooper, Neil <cooper@kent.edu>
Sent: Wednesday, October 9, 2019 12:30 PM
To: Smith, Stephanie <ssmit149@kent.edu>; Haley, Mary Ann <mhaley@kent.edu>
Subject: Re: For Your Review: New CCI Minor

Hi

I am not sure the Negotiation course from SPCS would be the best fit for a **Minor in Media Advocacy**

An alternative at the undergraduate level might be Nonviolence: Theory and Practice

Also - at my previous institution:
we had what we described as 'drop-down' graduate courses that could be taken by undergraduates
If this option exists here then a more obvious course might be to label the Graduate Course in Social Movements and Nonviolent Conflict as a course that would be available to undergraduates - we offer this as part of a Conflict Analysis and Management concentration in the Politics Graduate curriculum. This would probably be the best fit but obviously if the option of a drop-down course does not exist here it would be out of the question

Regards
Neil

From: "Smith, Stephanie" <ssmit149@kent.edu>
Date: Tuesday, October 8, 2019 at 3:18 PM
To: "Haley, Mary Ann" <mhaley@kent.edu>
Cc: "Cooper, Neil" <cooper@kent.edu>
Subject: For Your Review: New CCI Minor

Dear Associate Dean Haley,

The College of Communication and Information (CCI) has been working on creating a minor in Media Advocacy. The Media Advocacy minor will prepare students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of how communication impacts individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues, and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

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We are now at the final stages of completing the proposal for the minor and submitting the proposal to our college curriculum committee for approval. Attached is the catalogue proposal. As you can see, we've identified existing courses in your department/school that would make great elective options for students in this minor. Please let me know if you are in support of the proposal and/or have any questions. Additionally, would you please confirm that there are enough seats in your course(s) on the Minor Electives list to accommodate students pursuing the minor?

In order for us to make the deadline for our college's curriculum committee meeting and EPC, we would appreciate your response by **October 15, 2019**.

We look forward to hearing back from you.

Thank you.

Stephanie Danes Smith
Associate Professor
College of Communication and Information
330-672-8147

Zingrone, Cathy

From: Smith, Stephanie
Sent: Wednesday, October 23, 2019 11:26 AM
To: Zingrone, Cathy
Subject: Fw: New CCI Media Advocacy Minor



From: Haley, Mary Ann <mhaley@kent.edu>
Sent: Friday, October 18, 2019 12:59 PM
To: Smith, Stephanie <ssmit149@kent.edu>
Subject: RE: New CCI Media Advocacy Minor

Hello Stephanie,

I thought you were most interested in the response from Peace and Conflict Studies. I see that Professor Cooper responded to you and that you offered to change the course from their school. I will send out the program to the entire college and see what response I receive.

Regards,
Mary Ann

Mary Ann Haley, Ph.D.
Associate Dean
College of Arts and Sciences
Kent State University
113 Bowman Hall
330-672-8968

From: Smith, Stephanie <ssmit149@kent.edu>
Sent: Friday, October 18, 2019 12:44 PM
To: Haley, Mary Ann <mhaley@kent.edu>
Subject: New CCI Media Advocacy Minor

Dear Dr. Haley,

I am reaching out again about our new media advocacy minor. Since I didn't hear back from you, I'd like to assume that you have no questions or issues, but I want to doublecheck to be sure. If you have any questions, please let me know by Tuesday, Oct. 22.

Thank you so much,
Stephanie Smith
Associate Professor
College of Communication & Information
330-672-8147

Zingrone, Cathy

From: Graham, Elizabeth
Sent: Tuesday, October 8, 2019 4:01 PM
To: Smith, Stephanie
Cc: Zingrone, Cathy
Subject: Re: For Your Review: New CCI Minor

Comm (CCI)

Dear Stephanie and Cathy,

I am in full support of the Media Minor in CCI as detailed in the attached document.

Sincerely,

Beth

Elizabeth Graham, Ph.D.
Director & Professor
School of Communication Studies
Kent State University
Kent, OH 44142
(330) 672-3087

From: "Smith, Stephanie" <ssmit149@kent.edu>
Date: Tuesday, October 8, 2019 at 3:24 PM
To: "Graham, Elizabeth" <egraha18@kent.edu>
Cc: "Zingrone, Cathy" <czingron@kent.edu>
Subject: For Your Review: New CCI Minor

Dear Beth,

Thank you for your talking with the faculty in your schools about the Media Advocacy Minor. As a reminder, the minor will prepare students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

This minor would be available to students in all majors at Kent State.

We've received feedback from the faculty in your school about courses for the electives and have reviewed the list with Dean Reynolds. Attached is the final curricular proposal. Please let us know by **Friday, October 11, 2019** if you are in support of the Minor as it is proposed. Also, please let us know if you have any questions and/or see any issues.

Thank you!

Stephanie & Cathy

Zingrone, Cathy

From: Scott Bogoniewski <sbogonie@kent.edu>
Sent: Friday, October 18, 2019 8:54 AM
To: Smith, Stephanie
Cc: ROBINS, DAVID; Zingrone, Cathy
Subject: Re: For Your Review: New CCI Minor

*Digital Sciences
(CCI)*

Yes, I fully support this. -scott

Sent from my iPhone

On Oct 15, 2019, at 2:26 PM, Smith, Stephanie <ssmit149@kent.edu> wrote:

Scott and Dave,

I'm just following up to see if you have any questions about the new minor, or if we can proceed with your support. Please let me know.

Thank you!
Stephanie & Cathy

From: Smith, Stephanie
Sent: Tuesday, October 8, 2019 3:23 PM
To: Bogoniewski, Scott <sbogonie@kent.edu>
Cc: ROBINS, DAVID <drobins@kent.edu>; Zingrone, Cathy <czingron@kent.edu>
Subject: For Your Review: New CCI Minor

Dear Scott,

Thank you for your talking with the faculty in your schools about the Media Advocacy Minor. As a reminder, the minor will prepare students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

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We've received feedback from the faculty in your school about courses for the electives and have reviewed the list with Dean Reynolds. Attached is the final curricular proposal. Please let us know by

Friday, October 11, 2019 if you are in support of the Minor as it is proposed. Also, please let us know if you have any questions and/or see any issues.

Thank you!

Stephanie & Cathy

Zingrone, Cathy

From: MCKENNEY, MITCHELL
Sent: Tuesday, October 8, 2019 4:39 PM
To: Smith, Stephanie
Cc: FRUIT, JEFFREY; Zingrone, Cathy
Subject: Re: Media Advocy Minor--JMC Electives

JMC (CCI)

That's fine. I don't expect any issues with it. Thanks

Mitch McKenney MBA
Associate professor and undergraduate coordinator
Journalism and Mass Communication
College of Communication and Information
(330) 672-3665



From: "Smith, Stephanie" <ssmit149@kent.edu>
Date: Tuesday, October 8, 2019 at 3:06 PM
To: Mitch McKenney <mmckenne@kent.edu>
Cc: "FRUIT, JEFFREY" <jfruit@kent.edu>, "Zingrone, Cathy" <cingron@kent.edu>
Subject: Re: Media Advocy Minor--JMC Electives

Hey Mitch,

I realize you have not had the chance to talk to the UGC about adding Principles of Advertising as an elective. We need to keep moving on this, so for now we'll include the course on the electives list, but if the committee comes back with a no, we'll amend it.

Thanks

From: Smith, Stephanie <ssmit149@kent.edu>
Sent: Thursday, October 3, 2019 2:09 PM
To: MCKENNEY, MITCHELL <mmckenne@kent.edu>
Cc: FRUIT, JEFFREY <jfruit@kent.edu>; Zingrone, Cathy <cingron@kent.edu>
Subject: Re: Media Advocy Minor--JMC Electives

Sounds good.

From: MCKENNEY, MITCHELL <mmckenne@kent.edu>
Sent: Thursday, October 3, 2019 2:03 PM
To: Smith, Stephanie <ssmit149@kent.edu>
Cc: FRUIT, JEFFREY <jfruit@kent.edu>; Zingrone, Cathy <cingron@kent.edu>
Subject: Re: Media Advocy Minor--JMC Electives

OK, got it.

It's too bad, from my perspective, because I thought Social Media Strategies or Fundamentals would offer them skills that the survey courses wouldn't.

Anyway, I'll msg Undergrad Studies Committee about including Principles of Ads. Thanks
-- Mitch

Mitch McKenney MBA
Associate professor and undergraduate coordinator
Journalism and Mass Communication
College of Communication and Information
(330) 672-3665



From: "Smith, Stephanie" <ssmit149@kent.edu>
Date: Thursday, October 3, 2019 at 1:09 PM
To: Mitch McKenney <mmckenne@kent.edu>
Cc: "FRUIT, JEFFREY" <jfruit@kent.edu>, "Zingrone, Cathy" <czingron@kent.edu>
Subject: Media Advocacy Minor--JMC Electives

Mitch,

Amy reviewed the proposal for the minor this morning and she approved JMC 28001 (Principles of Public Relations) as an elective. She would also like for JMC to consider Principles of Advertising (JMC 21001) as an elective. There is no prereq listed for it, and I believe it can be taught by Wendy, Danielle and Evan. I believe it is taught every year -- or is it every semester? Please let me know if JMC would endorse this course on the electives list.

Amy did not approve JMC 21008 (Social Media Strategies) or JMC 20005 (Fundamentals of Media Messaging) as electives for the minor. She is trying to keep balance with the number of CCI electives so that the minor is more interdisciplinary.

Please let me know JMC's decision so we can complete the paperwork.

Best regards,
Stephanie