June 12, 2008

Dr. Flavius C. Killebrew
President
Texas A&M University-Corpus Christi
6300 Ocean Drive, Unit 5756
Corpus Christi, Texas 78412-5756

Dear Dr. Killebrew:

On May 23, 2008, the Board of Regents of The Texas A&M University System approved the following two agenda items requests submitted by Texas A&M University-Corpus Christi.

- Approval of Preliminary Authority Request, and Authorization to Request Approval from the Texas Higher Education Coordinating Board

  "The Board of Regents approves amending the Table of Programs for Texas A&M University-Corpus Christi to include preliminary authority for a bachelor's degree program in mechanical engineering.

  The Board also authorizes submission of this amended Table of Programs to the Texas Higher Education Coordinating Board for approval."

- Approval of a New Master of Arts Degree Program in Communication, and Authorization to Request Approval from the Texas Higher Education Coordinating Board

  "The Board of Regents approves the establishment of a new degree program at Texas A&M University-Corpus Christi leading to a Master of Arts degree in Communication.

  The Board also authorizes submission of this new graduate degree program request to the Texas Higher Education Coordinating Board for approval and hereby certifies that all applicable criteria of the Coordinating Board have been met."
Dr. Frank Ashley, vice chancellor for Academic Affairs, will be forwarding the Approval of Preliminary Authority Request and the new Master of Arts Degree Request electronically to the Coordinating Board for consideration. All relevant presidents and provosts will be copied to confirm the submission. Should you have any questions about this process, please contact Ms. Verna Dewees.

The enclosed board agenda materials are for your records.

Sincerely,

Michael D. McKinney, M. D.
Chancellor

VLD:km
Enclosure
cc:  Dr. Frank B. Ashley, III
     Dr. Anantha Babbili
     Ms. Verna Dewees
1. **Adequacy of Funding** – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. **Board of Regents Approval** – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I certify that the Board of Regents has approved the program.

Board of Regents (Designee)

Date of Approval

3. **Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval** – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

(1) be within the institution’s current Table of Programs;
(2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
(3) have sufficient clinical or in-service sites, if applicable, to support the program;
(4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
(5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
(6) not unnecessarily duplicate existing programs at other institutions;
(7) not be dependent on future Special Item funding;
(8) have new five-year costs that would not exceed $2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date
AGENDA ITEM BRIEFING

Submitted by: Flavius C. Killebrew, President/CEO
Texas A&M University-Corpus Christi

Subject: Approval of a New Master of Arts Degree Program in Communication, and Authorization to Request Approval from the Texas Higher Education Coordinating Board

Proposed Board Action:

Approves the establishment of a new degree program at Texas A&M University-Corpus Christi leading to the Master of Arts degree in Communication, authorizes the submission of this degree program to the Texas Higher Education Coordinating Board (THECB), and certifies that all applicable THECB criteria have been met.

Background Information:

On July 26, 2007, the Board of Regents approved amending the Table of Programs for TAMU-CC to include preliminary authority for communications studies/speech communication and rhetoric at the master's level. The request received THECB approval on January 24, 2008. The current request is for approval of an MA in Communication degree program to be housed in the Department of Communication and Theatre in the College of Liberal Arts.

The proposed MA in Communication program is designed to prepare students for advanced careers in communication and media positions, or to prepare them for doctoral studies. Additionally, the program seeks to develop community and civic leaders with strong communication skills. Students in the program may choose from two 36-hour tracks: (1) Applied Research Track (non-thesis) and (2) Thesis Track. The new program will complement a growing undergraduate program in communication, which currently has more than 325 majors. A 2006 survey of undergraduate communication majors revealed strong support for development of an MA in Communication program.

A thorough campus review process has been conducted to ensure that the new program will be of high quality. Following approval by the College of Liberal Arts Curriculum Committee and the college faculty in October 2007, the MA in Communication program was subsequently approved on the university level by the Graduate Council on December 6, 2007, by the Provost’s Council on February 19, 2008, and by the Faculty Senate on March 14, 2008.

A&M System Funding or Other Financial Implications:

Estimated costs for the first five years of program implementation total $1,276,849. Of this amount, $780,442 is for faculty salaries, $370,820 covers graduate assistants, and $125,587 is for supplies, materials, library expenses, and miscellaneous costs. Sources of funding (an estimated $1,407,335) include formula funding, reallocation of existing resources, HEF, and designated and statutory tuition.
Agenda Item No. 30

TEXAS A&M UNIVERSITY-CORPUS CHRISTI
Office of the President
April 24, 2008

Members, Board of Regents
The Texas A&M University System

Subject: Approval of a New Master of Arts Degree Program in Communication, and Authorization to Request Approval from the Texas Higher Education Coordinating Board

I recommend adoption of the following minute order:

“The Board of Regents approves the establishment of a new degree program at Texas A&M University-Corpus Christi leading to a Master of Arts degree in Communication.

The Board also authorizes submission of this new graduate degree program request to the Texas Higher Education Coordinating Board for approval and hereby certifies that all applicable criteria of the Coordinating Board have been met.”

Respectfully submitted,

[ORIGINAL SIGNED BY]

Flavius C. Killebrew
President/CEO

Approval Recommended:

[ORIGINAL SIGNED BY]
Michael D. McKinney
Chancellor

Approved for Legal Sufficiency:

[ORIGINAL SIGNED BY]
Jay Kimbrough
Deputy Chancellor and General Counsel

[ORIGINAL SIGNED BY]
Frank B. Ashley III
Vice Chancellor for Academic Affairs

[ORIGINAL SIGNED BY]
B. J. Crain
Associate Vice Chancellor for Budgets and Accounting
TEXAS A&M UNIVERSITY-CORPUS CHRISTI
Proposed Master of Arts degree in Communication (09.0101)
Program Review Outline

BACKGROUND AND PROGRAM DESCRIPTION

Administrative Unit: Department of Communication and Theatre, College of Liberal Arts

The proposed master's program in communication at TAMUCC will offer a wide range of options for students who are seeking career advancement in communication and media positions in South Texas and beyond, or who aspire to enroll in a doctoral program. This program is designed to provide students with a quality experience that will help them grow as scholars, professionals, and citizens. It will offer a comprehensive program of study with course work in speech communication and media studies.

Educational Objectives:

- Prepare students for advanced careers in communications and media positions for doctoral work; and
- Develop community and civic leaders with excellent communication skills.

Proposed educational outcomes:
Graduates from this program will demonstrate:

- Knowledge and understanding of underlying concepts, principles, and theories in the field of communication;
- Proficiency in writing and critical thinking at the Master's level; and
- The ability to gather, interpret, evaluate and present qualitative and/or quantitative data for the purposes of addressing communication problems, developing media products or advancing knowledge in the field of communication.

The MA in Communications will include two 36-hour degree tracks: (1) Applied Research (non-thesis); and (2) Thesis track. Both tracks would consist of nine hours of core courses designed to enhance students' knowledge of communication principles and theories, as well as develop their proficiency as writers and research.

Semester Credit Hour (SCH) Requirements for the Master of Arts in Communication

<table>
<thead>
<tr>
<th></th>
<th>APPLIED RESEARCH TRACK</th>
<th>THESIS TRACK</th>
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<tbody>
<tr>
<td>Core Courses</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Applied Research Project</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Thesis</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Electives</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>TOTAL SCH</td>
<td>36</td>
<td>36</td>
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</tbody>
</table>
This graduate program would complement and strengthen existing programs at TAMUCC, most specifically the undergraduate communications program which has increased in majors from 182 in fall 2000 to 329 in fall 2007, and in graduates from 39 in 2001 to 80 in 2007.

Proposed implementation date for this MA in Communication: Fall 2009.

NEED

Employment Opportunities

The Communication discipline does not coincide with a single job market; rather, employment opportunities are numerous for students with graduate degrees in Communication Studies. However, the National Communication Association has developed samples of employment opportunities, and the following highlights a few of these by their work environments:

- **Business and Industry**: Account Executive, Fundraiser, Market Research Analyst, Public Information Officer, Speech Writer, Training & Development Specialist
- **Communications and Media**: Advertising Executive, Media Critic, Media Spokesperson
- **Education**: Administrator, Audio/Visual Specialist, Educational Tester, Motivational Speaker, Student Services Specialist

Data obtained from the Labor Market and Career Information website, maintained by the Texas Workforce Commission, stated that education, healthcare, and services industries are anticipated to be the fastest growing industries in the South Texas region.

The following education, healthcare and service organizations have sought ongoing communications training for TAMUCC’s Department of Communication and Theatre workforce development and communication training to management throughout the Coastal Bend: Corpus Christi Independent School District, Education Services Center, CHRISTUS Spohn Health System, Driscoll Children’s Hospital, HEB, and the City of Corpus Christi.

Projected Enrollment

TAMUCC estimates cumulative headcount and full-time student equivalent (FTSE) enrollments to range from 20 students (15 FTSE) in year 1 to 67 students (44 FTSE) by year 5.

The MA program development committee conducted a survey of 73 undergraduate communication majors at TAMUCC during the 2006 spring semester. Of those surveyed, 85 percent plan on seeking a graduate degree; 75 percent indicated they would apply to a master’s program in communication at TAMUCC. This survey shows that a large market of students would be served by this graduate program.

Existing State Programs

This proposed program would not unnecessarily duplicate other programs in the South Texas/Coastal Bend Region or the state. The 11 masters in communication programs that share the 09.0101 CIP code are located at Angelo State, Stephen F. Austin, Texas Southern, the University of Houston, West Texas A&M, and at UT campuses of Arlington, Austin, El Paso, San Antonio, Pan American (Edinburg) and Tyler.
QUALITY AND RESOURCES

Faculty
Eight core faculty members, all with terminal degrees (in communication, media production, radio, television & film, speech communication, and/or media/critical studies) will be teaching in the proposed MA program. Two new communications faculty, both with terminal degrees in communication, are projected for hire: one in the spring of year 2; one in the fall of year 3. Adjunct/support faculty will be used to teach undergraduate courses previously taught by the existing core faculty.

Program Administration
One core faculty member will serve as the Communication Program Coordinator and have direct administrative responsibilities for the program. The Coordinator will receive one course release per year.

Other Personnel
Graduate Assistants will be used as teaching assistants in the undergraduate communication program ($370,820). They will assist in teaching COMM 1315 Public Speaking, a required university core curriculum course. First year graduate teaching assistants will support faculty members in this course by leading recitation (break-out) sections. During the first and second years of the MA in Communication Program, half-time graduate teaching assistants will handle 30 recitation sections. Beginning with the third year, some teaching assistants will cover recitation sections whereas others who have sufficient graduate hours will teach stand-alone public speaking courses. In cases in which graduate assistants replace adjuncts or free faculty members to teach graduate courses, the costs for the graduate assistants are reallocated costs.

Supplies, Materials
The cost of supplies and materials for two new faculty members is estimated at $1,807 total.

Library
The Bell Library has the resources necessary to support this master’s program in communication. Cooperative agreements insure full and timely access to resources unavailable through direct library holdings. Additional funding of $112,651 will be required to enhance existing journal, monograph and media collections to minimize the need for access through interlibrary loan and cooperative agreements.

Equipment, Facilities
This graduate program will be housed in Bay Hall, which is a new facility that includes work spaces for graduate teaching and research assistants. No new programmatic equipment or facilities are needed for this new graduate program. Estimated office equipment costs include $5,929 to buy computers, printers, and office furniture for faculty and graduate students.

Other
The cost of faculty travel for two new faculty members will be $5,200.

Accreditation
The Communication discipline does not have a national accrediting body. TAMUCC plans to work in accord with SACS (Southern Association of Colleges and Schools) guidelines and participate in regular program review from outside consultants and focus on program quality, student learning, faculty/student ratios, and student success with job placement or acceptance into doctoral programs. The National Communication Association provides recommendations and resources to engage in graduate program reviews.
Educator Certification Program
Rated 'Accredited' by the State Board of Educator Certification

COSTS AND FUNDING SOURCES

<table>
<thead>
<tr>
<th>FIVE-YEAR COSTS</th>
<th>SOURCES OF FUNDING</th>
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<tbody>
<tr>
<td>Faculty</td>
<td>Formula Income</td>
</tr>
<tr>
<td>$ 780,442</td>
<td>$ 523,988</td>
</tr>
<tr>
<td>Graduate Assistants</td>
<td>Reallocation</td>
</tr>
<tr>
<td>370,820</td>
<td>487,000</td>
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<tr>
<td>Supplies &amp; Materials</td>
<td>HEF</td>
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<tr>
<td>1,807</td>
<td>25,000</td>
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<tr>
<td>Library</td>
<td>Designated Tuition</td>
</tr>
<tr>
<td>112,651</td>
<td>220,147</td>
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<tr>
<td>Equipment, Facilities</td>
<td>Statutory Tuition</td>
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<tr>
<td>5,929</td>
<td>151,200</td>
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<tr>
<td>Other: Faculty Travel</td>
<td>Estimated 5-year Revenues</td>
</tr>
<tr>
<td>5,200</td>
<td>$1,407,335</td>
</tr>
<tr>
<td>Estimated 5-Year Costs</td>
<td>Estimated 5-year Revenues</td>
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<td>$1,276,849</td>
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The Chief Executive Officer of the institution has certified that the institution will have funds sufficient to support the proposed program. TAMUCC is committing more than 50 percent of the funds from existing fund sources towards the projected costs over the first five years.

Estimated formula funding generated in years three through five of the proposed program would total $523,988.