

University of Hawai'i Code Request Form

I. REQUESTOR CONTACT INFORMATION

Name: Ralph Kam Date: April 7, 2011
 Title: Dean, University College

Phone Number: 845-9110

Email Address: kam@hawaii.edu

Campus/Office/Department/Address: _____

Action Requested:

- NEW Program Code (new major/concentration, etc.)
 NEW Subject Code
 Change of existing code
 Type (subject, program, etc): _____

Old: _____

New: _____

OTHER: _____

II. CODE REQUEST

Academic program code preferences for consideration:

NEW Program Code Effective Term (semester/year): Fall 2011
 Major: COM Major Description: Communication Is this major financial aid eligible? YES NO
 Is the major code being used the same way at other UH campuses? YES NO Comment: _____
 Does the same or similar major code exist in Banner? YES NO If YES, please list code: _____

Concentration (if applicable): _____ Concentration Description: _____
 Is the concentration code being used the same way at other UH campuses? YES NO
 Does the same or similar concentration code exist in Banner? YES NO If YES, please list code: _____
 Attach concentration to program code? YES NO

Level: Undergraduate Graduate First-Professional Other: _____
 Degree/Certificate: Academic Subject Certificate
 College: UN Department: LBART

If requesting a program name change, will current students be grandfathered in under the old program name? YES NO

If requesting a program name change, will the old code be available for:

Recruitment?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:	_____
Admissions?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:	_____
General Student?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:	_____
Academic History?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:	_____

NEW Subject Alpha/Code Effective Term (semester/year): _____
 Code: _____ Description: _____
 College: _____ Department: _____
 Does the same or similar subject code exist in Banner? YES NO If YES, please list code: _____
 Is the subject code being used the same way at other UH campuses? YES NO

**University of Hawai'i
Code Request Form**

OTHER:

Please briefly describe your request and explain why you are requesting the codes:

III. SUPPORTING DOCUMENTATION

Please attach the required supporting documentation. See *Guide to Academic Program Actions and Approval* at:
http://www.hawaii.edu/vpaa/cms/guide_to_acad_prog_121006.pdf

- BOR minutes from _____ (date) meeting with supporting documentation provided to BOR
- Memo from campus Chancellor
- Signed memo from UH President
- None required according to the Guide to Academic Program Actions and Approval
- Other: _____

IV. CAMPUS VERIFICATION

The appropriate parties (faculty, administrators, registrar) have been consulted.

Ralph Kam
Name of Requestor (print or type)


Signature

April 7, 2011
Date

Send completed form with supporting documentation to:

Institutional Research Office • 1633 Bachman Place • Sinclair Annex 2, Room 4 • Honolulu, HI 96822
Fax: 808-956-9870 Phone: 808-956-7532

For Internal Use Only:

Appropriate Documentation Received: YES NO

Approval Status:

- Major code: YES NO
- Concentr. code: YES NO
- Program code: YES NO
- Subject code: YES NO

NOTES:


Entered into SMAPRLE/SOACURR: _____
Entered into STVMAJR: _____
Entered into STVSUBJ: _____
Other: _____

Code processing completion date: _____
Copies sent to: _____



UNIVERSITY of HAWAII*
HONOLULU
COMMUNITY COLLEGE

TO: Linda K. Johnsrud, Vice President for Academic Planning and Policy

FROM: Mike Rota, Chancellor 

DATE: April 7, 2011

SUBJECT: Banner Codes for Honolulu Community College Academic Subject Certificates

Please generate Banner codes for the Academic Subject Certificate in Psychology and the Academic Subject Certificate in Communication for Honolulu Community College. The Code Request forms have been attached.

University of Hawai'i Honolulu Community College
CURRICULUM ACTION PROPOSAL
Modify a Program

✓ ask kara for electronic version

Program Name: Associate in Arts (Liberal Arts)	Proposer: Kara Kam-Kalani	Effective Term: Fall 2011
Division: University College		
Department: Humanities and Social Sciences		

PROPOSAL SUMMARY (Include reasons for modifying program.):

This proposal would add an Academic Subject Certificate in Communication to the Associate in Arts (Liberal Arts). This academic credential is designed to provide students with an extension of the AA degree and is included on student transcripts.

SIGNATURES

YES NO This Proposal Requires BOR Approval

Authorization/Date: _____

Proposal:

Initiator / Date

Division Chair / Date

Program Dean / Date

Approval:

Division Curriculum Committee Chair / Date

Committee on Programs & Curricula Chair / Date

Vice-Chancellor of Academic Affairs / Date

Chancellor / Date

FEB 22 2011

University of Hawai'i Honolulu Community College
CURRICULUM ACTION PROPOSAL
Modify a Program

Program Name: Associate in Arts (Liberal Arts)	Effective Term: Fall 2011
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Instructions:

1. Complete only items being modified. Continue overflow text under "Additional Information".
2. Attach photocopies of all Catalog pages affected with changes marked.
3. If the Program Modification requires Course changes, attach the applicable Course Modification forms together as a package.

COMPLETE ONLY ITEMS TO BE MODIFIED:

	EXISTING DATA	PROPOSED DATA	
PROGRAM DATA	Program Name, Alpha		
	Program Description:		
	Program SLO:		
	Prerequisite:	Completion of ENG 22/60 or ESL 22. MKD	
	Recommended Prep:		
	Requirement:		
	Certificate/Degree:		
	Course Addition:		
	Course Deletion:		
	Credits		
	Course Sequence:	(Attach)	(Attach)
	Minimum Credits Required:		
	Other:		Academic Subject Certificate in Communication

YES NO Does this proposal affect other Programs and/or Courses? (If "Yes" continue below.)

YES NO Were the affected Programs/Departments consulted and notified of the proposed changes?

Describe impact on other Programs and/or Courses:
 None.

Additional Information:

PROPOSAL TO ESTABLISH AN
ACADEMIC SUBJECT CERTIFICATE
IN COMMUNICATION

This proposal calls for the establishment of an Academic Subject Certificate (ASC) in Communication. The ASC in Communication would enhance the value of the Associate of Arts (Liberal Arts) degree. It will also provide coursework supporting students declaring a Communication or Speech major within the College of Arts and Sciences at the University of Hawaii at Manoa, or a Communication or Advertising and Public Relations major at Hawaii Pacific University.

Background

~~Psychology is the second most popular major at the University of Hawaii at Manoa.~~

The proposed Academic Subject Certificate finds support in the strategic planning documents at the University of Hawaii system, University of Hawaii Community Colleges system and Honolulu Community College levels.

This proposal helps achieve Goal 2 of the University of Hawaii System Strategic Plan, Goal B of the Community Colleges Strategic Plan (Functions as a Seamless State System), and Goal B of the Honolulu Community College strategic plan.

The proposal meets Goal 2, Objective 2, of the University of Hawaii System Strategic Plan to: "To support Hawai'i's economy, workforce development, and improved access and flow of education in Hawai'i from preschool through a lifetime of learning by building partnerships within the University and with other public and private educational, governmental, and business institutions." The proposal supports the objective's action strategy to: "Involve faculty in the development of an efficient articulation process based on trust among faculties and on student outcomes and competencies across all campuses; maximize opportunities for students to enroll and transfer among campuses in order to achieve their educational objectives in a timely manner."

An action strategy for Goal B of the University of Hawaii Community Colleges Strategic Plan is to "Increase the educational capital of the state by increasing the participation and completion of students, particularly low-income students and those from underserved regions," especially "Increase by 3% per year the number of students who successfully progress and graduate, or transfer to baccalaureate institutions, while maintaining the percentage of transfers who achieve a first year GPA of 2.0 or higher at the transfer institution."

The proposal also works towards Goal B of Honolulu Community College's strategic Plan to "increase by 3% per year the number of students who successfully progress and graduate (3,607 degrees by 2015)."

Other Academic Subject Certificates in Communication

No other community college offers an Academic Subject Certificate in Communication.

Honolulu Community College Academic Subject Certificate

Honolulu Community College currently offers sufficient courses to provide an academically rigorous certificate.

The Academic Subject Certificate in Communication (see below) would require 22-24 credits.

HONOLULU COMMUNITY COLLEGE

COMMUNICATION

ACADEMIC SUBJECT CERTIFICATE

Program Description : Honolulu Community College offers its students the opportunity to study Communication in a program leading to an Academic Subject Certificate in Communication.

This academic credential is included on student transcripts and can be the first step toward employment in a variety of professional and academic fields related directly or indirectly to Communication.

To receive this credential, the student must complete courses in Communication, Journalism, Public Relations and Speech. A grade of "C" or higher must be earned for all courses required in the certificate and a grade of "B" or higher in COM 201.

Program Student Learning Outcomes

Upon successful completion of the Academic Subject Certificate in Communication, the student will be able to:

- Describe the human communication process, its purposes, functions and modes.
- Demonstrate knowledge of verbal and nonverbal codes.
- Explain the role and dynamics of communication in relationships, groups, and organizations.
- Analyze the processes and identify the pitfalls of interethnic and intercultural communication, including interactions in Hawai'i, Oceania and Asia.
- Describe the role of mass and public communication systems in modern societies.
- Identify and explain the functions and methods of telecommunication in a global society.
- Express clearly in writing ideas and opinions about communication theories, based on

critical analyses of readings and other sources of data.

- Demonstrate some familiarity with lesser known media in Hawai'i such as Hawai'i Public Radio, Hawai'i Public TV, and Olelo, as well as Web news and journals.
- Describe the major communication processes and the developments that changed the way in which information is exchanged.
- Explain how changes in the way people communicate have affected the ways in which societies/communities organize and define themselves.
- Define and explain the importance of agenda setting, gatekeeping, value transmission, news hole, news criteria in mass media.
- Identify the major factors involved in the development of the print, radio/music, television and film industries, including technological development, landmark government legislation and court decisions, key personalities.
- Explain the impact each of the major media industries has made on American society.
- Identify the main models of ownership and control of communications media.
- Identify some of the largest media companies and their owners, as well as legal and/or ethical issues arising from this ownership structure.
- Identify visual and other techniques used to persuade or sell in TV news, films, videos and magazines.
- Describe the ways the advertising industry uses technology and research to target audiences for consumer goods and political candidates.
- Explain how public relations operates and its role in our society today.
- Explain how the American legal system attempts to balance First Amendment rights with the rights of the private individual in the areas of libel, privacy, fair trial and copyright.
- Describe the ethical codes, laws, and regulations that govern the major media industries and identify the government agencies that oversee the media.
- Apply the Society of Professional Journalists' Code of Ethics to the handling of news on campus and in the community.
- Describe some of the cultural and social changes occurring globally because of international distribution of newspapers, satellite broadcasts and the web.
- Describe media convergence in the 21st century and its impact on society.

Course Requirements

~~Certificate Prerequisite: Completion of ENG 22/60 or ESL 23~~ MCD

Core Requirements		
JOUR 150	The Media and Society	3
COM 201	Introduction to Communication	3
SP 151	Personal and Public Speech	3
SP 251	Principles of Effective Speaking	3
JOUR 205	Newswriting	3
JOUR 230	Public Relations	3

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<i>Electives</i>		
JOUR 206	News Editing (3)	
JOUR 285	Newspaper Laboratory (1-3)	
SP 253	Argumentation and Debate (3)	
SP 290	Interviewing (3)	
SP 170 [UHM]	Introduction to Nonverbal Communication (3)	
SP 181 [UHM, KCC]	Introduction to Interpersonal Communication (3)	
SP 185 [UHM]	Multicultural Communication Skills (3)	

		4-6
	Minimum Credits Required	22-24