

Dallas Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond In Writing

Course Number: _____ **or Degree Plan(s):** ORCO - Leadership and Communication Track

Addition of Leadership and Communication (18 hours) track. See the proposal attached.

		o	p	i	o
	Campus-Level Academic Review				
	Change to a Course Include signatures from all program directors/chairs for cross-listed courses. ¹				
1.	Title (description unchanged)	A	A	I	I
2.	Description (not affecting content)	A	A	I	I
3.	Course term(s)	A	A	I	I
4.	Content (change of course outcomes)	A	A	I	A
5.	Number of credit hours	A	A	A	A
6.	Course number within the hundred	A	A	I	I
7.	Course number beyond the hundred	A	A	A	A
8.	Prerequisites	A	A	A	I
9.	Course restriction (e.g., majors only, junior standing)	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A
11.	Cross list course	A	A	A	A
12.	Program/department of record	A	A	A	A
13.	Open or close a course	A	A	A	A
	Change to a Degree Plan				
14.	Educational Program — Revise	A	A	A	A
15.	Educational Program — Adopt or change admission requirements	A	A	A	A
16.	GPA — Revise program or cumulative requirement	A	A	A	A
17.	Minor — Revise	A	A	A	A

	Full Review	U	P	I	VP	S
	Change to Catalog Information (for Campus)					
18.	General requirements for Bachelor's and Associate Degrees	-	-	A	A	I
19.	Policies governing academic probation and suspension	-	-	A	A	I
20.	Requirements for graduating with honors	-	-	A	A	I
	Change to a Degree Plan					
21.	Educational Program — Add or Discontinue ²	A	A	A	A	I
22.	Educational Program — Discontinue (proposed by Senior VPAA)	R	R	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	I
24.	Minor — Discontinue (proposed by Senior VPAA)	R	R	A	A	I
25.	Degree — Add or Discontinue (proposed by Program or College)	A	A	A	A	I
26.	Degree — Discontinue (proposed by Senior VPAA)	R	R	A	A	I

	Change to General Education Requirements for Undergraduates (System)	U	P	I	VP	S	VP	S
27.	Change course outcomes of an included course	A	A	A	A	-	A	I
28.	Add or drop a required course from the General Education Requirements	A	A	-	A	A	A	I
29.	Add or drop a course from a menu within the General Education Requirements	A	A	-	A	-	A	I
30.	Comprehensive revision of General Education Requirements	-	-	-	A	A	A	I

Notes

¹ Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

² For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible. Master's programs must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

³ When a program faculty or dean proposes closing a program, approval routing follows the typical process beginning with the program. A proposal by campus academic administration or senior vice president for academic affairs would follow the "proposed by the Senior VPAA" routing on the chart.

Updated 8/1/2023

Program Director/Department Chair



May 20, 2024

Program Director Signature

Date

Program Director/Department Chair Signature

Date

Dean(s)

Nannette W. glenn, Ph.D.
Nannette W. glenn, Ph.D. (May 20, 2024 16:32 CDT)

May 20, 2024

Signature

Date

Signature

Date

Campus Academic Council

Chair's Signature

Date

University General Education Council

Chair's signature

Date

University Faculty

Dallas Faculty Council Chair's signature

Date

Abilene Faculty Senate Chair's signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

Dallas New Track or Minor Application Instructions

Use this template to propose a new track of an existing degree program or a non-degree plan, which includes a minor. For a new educational program — undergraduate major, graduate degree, or certificate — use the [New Program Application](#).

Process Overview

Step 1: Develop and Refine Proposal

The applicant completes the proposal and submits it to the assistant provost, who requests any revisions necessary to create an accurate, complete picture of the track or minor and ensure that it aligns with institutional policies and processes so that it will be ready to implement upon approval. After the assistant provost is satisfied with revisions, the assistant provost sends the proposal for review to:

1. the library dean's designee for library resources review
2. the SACSCOC liaison for substantive change review

Step 2: Curriculum Approval Process

After all reviews are complete, the assistant provost will return the full proposal to the applicant, who will begin the process outlined on the campus approval chart to add a new track or minor. This includes approval by the program faculty, dean, campus academic council, and senior vice president for academic affairs.

New Track or Minor Application

1. Program Identification

- A. Title of track or minor:** Leadership and Communication
- B. Identify as track or minor:** Track
- C. Home school (and associated degree program, if track):** College of Leadership and Professional Development and Organizational Communication Degree
- D. Developer(s) and credentials:** Dena Counts. Masters in Communication and EdD in Organizational Leadership
- E. Where program will be offered and delivery method:** ACU Dallas. Online courses.
- F. Proposed date of implementation:** Beginning Fall 1, 2024

2. Program Details

1. **Description.** Summarize this course of study in 50 to 200 words.

A course of study in Leadership and Communication encompasses a comprehensive exploration of theories, skills, and practices essential for effective leadership and interpersonal communication in various contexts.

2. Market need. What students will be drawn to this program? What types of careers will they pursue after graduation? What is the job market/outlook like in this area?

- A. There are many types of students who might be interested in a specialization in Leadership and Communication: students who see themselves as leaders, students who have had to take on leadership roles in their work and volunteer organizations, students who want to move up in their organization. The track may more more of a general track in the degree but with that it means it can appeal to a wider swath of students.
- B. Careers that these students might pursue: Manager, HR Management, Consulting, Training, Public Service and Nonprofit Management, to name a few.
- C. The [U.S. Bureau of Labor Statistics](#) (BLS) describes a promising job outlook for Human Resource managers with a 5% rate of growth which is higher than average. Social and Community managers have a 9% growth rate. Training and Development Managers have a 6% growth rate.

3. Estimate total enrollment for each of the first five years.

Year 1: 5
Year 2: 10
Year 3: 15
Year 4: 20
Year 5: 20

3. Rationale and Need for Program

1. Mission fit. How does the course of study fit with the university's mission to educate students for Christian service and leadership throughout the world? How does the course of study fit with the university's current strategic plan or emphases?

- i. Creating Christian leaders to send out into our broken world is a core part of the ACU mission. The track informs leaders in communication strategies that help build their leadership skills.
- ii. Leadership is inherently about understanding and valuing those you lead. ACU's Strategic Plan Goal #3 concerns creating an internal culture that values every individual. The courses in this track help leaders understand themselves and those that they lead in a way that values the uniqueness of followers.

2. **Disciplinary benchmarking. Use the benchmark schools that you named in 2.A.3 to respond, plus any other programs you have reviewed. How does this program curriculum compare to other programs in your discipline? Which Texas universities already offer this program? You may also note other peer institutions that offer the program.**

ACU Online has a BS in Organizational Leadership and an already approved Master's in Organizational Leadership, a new degree from the revised MS in Organizational Development. This track is different than the BS degree in that the BS degree has many courses from different programs. Those courses focus on developing leaders. However, this proposed track focuses more about how to effectively utilize communication strategies to be an effective leader.

UT Austin - Communication degree with Leadership track. Their track only has four courses, a leadership theory course, then a seminar, internship, and capstone.

University of Louisiana at Lafayette - Communication degree with Leadership track. There are six courses in their track: Media and Society, Principles of Organizational Communication, Leadership and Communication, Public Speaking, and Communication Theory.

Michigan State University - Communication Leadership and Strategy. Their required course for the degree are very similar to a normal communication degree: Human Communication, Interpersonal Communication, Organizational Communication, Leadership and Group Communication, etc.

Arizona State University - Organizational Leadership degree. Their degree has a business focus.

Texas A&M offers a Certificate in Leadership and Conflict Management. The courses include: Interpersonal Communication, Gender and Communication, Persuasion, Communication and Conflict, Communication Leadership, and Conflict Management to name a few.

The majority of Texas schools I examined had a course in the subject but not a focused track.

Liberty, Regent, Florida International, and Grand Canyon do not seem to offer primarily Leadership focused bachelors much less a Leadership and Communication focus.

3. **Make a case for why we should maintain all existing tracks in this major (if a track) or note which ones will be closed.**

I am wanting to keep our Organizational Change track and move to Healthcare Administration, the majority of the Healthcare Communication track (all but our Health Communication course). Dr. Hope has agreed with this move. Plus, I am also proposing a Social Media Management track. Thus, the new tracks for the degree would be: Leadership and Communication and Social Media Management. We would keep the Organizational Change track. The Org Change track is where 99% of majors live. With Healthcare Comm (our other track) not attracting majors, we need some other tracks. I

believe the Leadership and Communication track will give students an option of study who are not interested in Org Change.

We have had a challenge with getting majors. By broadening the number of tracks and providing a track that is more general in nature with a focus on a topic that almost anyone can grow in, we hope to attract more students.

4. Curriculum

- 1. Degree plan. List the major requirements as they would appear in the catalog. For undergraduate degree plans, include 74 credit hours of major requirements and electives, and mark which courses are the capstone and writing-intensive courses. Minors are 18 hours with at least 6 hours of upper-division courses.**
- 2.**

Organizational Communication, Leadership and Communication, BS

This program is for online undergraduate students only.

BS, Organizational Communication (ORCO)

General Educaiton Requiements

Please see the General Education section of this catalog.

Major Requirements

COMO 101 - Introduction to Communication Credit Hours: 3*

COMO 120 - Introduction to Public Speaking Credit Hours: 3*

COMO 225 - Communicating Professional Identity and Eportfolios Credit Hours: 3*

COMO 231- Small Group Communication Credit Hours: 3*

COMO 241 - Interpersonal Communication Credit Hours: 3

COMO 291 - Survey Methods and Research Credit Hours: 3

ORCO 311 - Rhetorical Messaging Credit Hours: 3

COMO 345 - Intercultural Communication Credit Hours: 3*

COMO 475 - Persuasion Credit Hours: 3

COMO 485 - Organizational Communication Credit Hours: 3

APCO 491 - Applied Communication Capstone Credit Hours: 3

* Hours may also fulfill general education requirements and are not included in total major hours.

Total Credit Hours: 24

Leadership and Communication

- **LEAD 214 - Self Assessment in Leadership** Credit Hours: 3
- **ORCO 325 - Harnessing the Power of Emotional Intelligence** Credit Hours: 3

- COMO 408 - Crisis Management in Organizations Credit Hours: 3
- COMO 421 - Leadership and Communication Credit Hours: 3
- LEAD 411 - Decision Making in Organizations Credit Hours: 3
- ORCO 425 - Communication Leadership and Conflict Management Credit Hours: 3

Total: 18 Credit Hours

Electives

Minimum - 24 Credit Hours

Total Major Hours: 66

Other Graduation Requirements

Minimum GPA in major requirements: 2.00

Minimum GPA for graduation: 2.00

Minimum advanced hours: 33

Minimum total hours: 120

Courses numbered 0** do not count in minimum hours required for degree.

- B. Course coordination. Attach a memo or email of support from the department chair of each department outside the home department that will provide a course for the track or minor.**

As the Program Director of the B.S. in Organizational Leadership, I support the use of the LEAD 214 course.

- C. Courses. Create a table with one row for every course, existing and new, included in the track or minor requirements. Create five columns that provide the following information:**
- 1. Rotation and frequency (e.g., fall odd years)**
 - 2. Whether the course is required or on a menu**
 - 3. Which track(s, existing and new) the course serves, if applicable**
 - 4. Current faculty credentialed to teach (everyone who is eligible to teach the course, not just who *will* teach the course)**

Course	Rotation/ Frequency	Required?	Tracks Served	Credentialed Faculty
LEAD 214	Course already runs every other second term.	Required for track.	L&C	Dena Counts, Gae Goodwin, Justin DuBose

ORCO 325	Start Spring 1, 2025. Every third term.	Required for track.	L&C	Dena Counts, Brenda McAdoo, Audrey Lamborn, Garry Bailey
COMO 408	Course already runs every second term.	Required for track.	L&C	Dena Counts, Audrey Lamborn, Krystal Fogle-Felton, Garry Bailey
COMO 421	Course already runs every first term.	Required for track.	L&C	Dena Counts, Audrey Lamborn, Krystal Fogle-Felton, Garry Bailey
ORCO 425	Start Spring 2 2025. Every third term.	Required for track.	L&C	Dena Counts, Audrey Lamborn, Krystal Fogle-Felton, Garry Bailey
LEAD 411	Course already runs every third term.	Required for track.	L&C	Dena Counts, Gae Goodwin, Garry Bailey, Justin DuBose, Jeremy Davis

D. New courses. For each new course included in the program requirements, list the following information. The vice provost will insert a curriculum approval schedule to set deadlines for introducing each new course.

- 1. Proposed subject code and course number**
- 2. Course title and description**
- 3. Existing tracks/programs in which the courses will also be used, if applicable**

ORCO 325 has not yet been developed for Dallas undergrad but has been approved by council. Used in Leadership and Comm track.

ORCO 425 will need to go through council and developed by Dallas. Used by Leadership and Comm track.

ORCO 425 Communication Leadership and Conflict Management. Course provides a communication perspective of leadership methods as applied to conflict resolution strategies.

ORCO 425 is going through council in May of 2024.

5. Required Institutional Support

A. Faculty requirements and availability.

1. **Describe the new track or minor's impact on faculty workload. Your narrative should provide supporting evidence that the number of full-time faculty members will be adequate to support the program.**

ACU Dallas currently runs on an adjunct model. The full-time faculty is Dena Counts. Managing this track will add more workload as far as the hiring of faculty, but we already have a pool of adjuncts who could teach these courses.

2. **If program delivery requires a faculty hire, provide an expected salary range and forecast potential faculty availability.**
3. **If the plan includes part-time instructors, include total cost per year for adjunct pay.**

Only ORCO 425 is totally new and ORCO 325 is newly being offered to ACU-D students. It is proposed that these two new courses run every third term. Thus, we would need 4 instructors in a year. If we have an average of 10 students in each course, the cost is 4 x \$1,340 for a year - \$5,360.

- B. **Impact on existing programs. Identify any existing programs/majors from which the new program would draw students and estimate enrollment effects on existing programs in the home department or other departments.**

At ACU Dallas, we do have a BS in Organizational Leadership, which I lead. I would argue that the BS in Organizational Leadership has more business-focused (Management) courses. This new track is differentiated from the BS in Org Leadership because of the focus on communication strategies throughout the Org Comm degree. Plus, the track has courses that are not offered in other programs.

This new track might also be considered as similar to the BS in Management. However, that degree is still business heavy with courses in Accounting, International Business, Analytics, and Marketing, to name a few. There is room for both majors because our major fills a niche that focuses on the communication practices of leaders, especially in areas that are unique to our field (Communication, Conflict Management, etc.)

We might draw majors from the other degrees. However, I would anticipate that we would also get more new majors because this degree is not as business heavy.

- C. **Staff requirements. Indicate need for new staff (providing expected salary range and forecast suitable applicant availability) and evaluate effect on existing loads of current staff who will serve the program.**

N/A

- D. Library resources. Identify discipline-specific library resources necessary to serve the requirements of the program. These may be existing holdings and services and new ones.**

Because many of these courses are already in Abilene and Leadership is a common field of study, I would anticipate that the library already has the resources we need.

- 1. Describe how faculty and students will access information electronically and on site, and explain how they will receive instruction about how to do this.**

ACU-D already has things in place to assist students.

- 2. Describe requirements to support students in their access to and use of learning resources.**

- E. Physical resources. Identify needs for classroom, lab, and office space and impacts on existing space use. List necessary equipment. Provide costs for any construction or equipment.**

N/A

- F. Scholarships. Will the unit provide any unique scholarships to students in the program?**

N/A

- G. Recruiting. To whom should the degree be marketed? What additional recruiting beyond general recruiting to the university will be needed, and what costs will we incur?**

Anyone interested in how to motivate and lead others as well as has an interest on how leadership should work within an organization would be a good fit for this degree.

- H. Additional cost to deliver track or minor. Total expenses from sections A to H. Clarify which expenses are one-time and which are ongoing.**

\$5,360 Ongoing - Adjunct Faculty

Stop here and submit to the assistant provost. Section 6 is not required for all applications, and you will only need to complete it if requested by the SACSCOC liaison.

6. Additional Information Required if Requested

- 1. Employment demand and career possibilities.**
 1. Identify jobs that graduates would be qualified to pursue.
 2. Use official databases to establish the job market for graduates of the program. Use the U.S. Bureau of Labor Statistics and Texas Workforce Commission; other sources that may be helpful are authorities on regional

labor markets (e.g., metropolitan Chambers of Commerce) and current industry reports.

3. Use the [crosswalk document provided by IPEDS](#) to take your previously identified CIP code and find the associated occupations in the [Standard Occupational Classification](#) system provided by the Bureau of Labor Statistics. Use the associated SOC number to find entry-level and mean wages in that field in Texas from the Texas Workforce Commission ([Texas Wages](#) — Wages by Workforce Development Area).
2. Student support services. Describe specific programs, services, and activities that will support students enrolled in the program. Some examples of academic support services are teaching and resource centers, tutoring, academic advising, counseling, disability services, diversity and inclusion offices, teaching laboratories, career services, testing centers, student life, and information technology.
3. Describe financial resources available to support the new program, including a budget for the first year of the program; projected revenues, expenditures, and cash flow; amount of resources going to external institutions or organizations contracted to provide support services for the program; the operational, management, and physical resources available for the change.
4. Provide contingency plans in the event required resources do not materialize.

Approvals

The proposal aligns with institutional policies and processes, and the campus is prepared to support the proposed track or minor as presented.



May 14, 2024

Vice Provost, Dallas

Date

The library has sufficient resources to support the track or minor, or the comments below outline additional acquisitions required and their associated costs.



May 14, 2024

Associate Dean of the Library

Date

Comments, if needed:

This proposal does not require additional review for institutional accreditation purposes, or I have worked with the faculty to gather the information necessary to notify SACSCOC or gain its approval.



May 14, 2024

SACSCOC Liaison

Date

When all signatures are complete, attach an Approval Chart for Curriculum Changes, conduct the program faculty vote to approve the new track or minor, and continue the approval process as specified by the approval chart.

