



OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

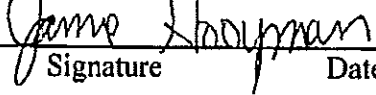
Sponsoring Institution (s): Northwest Missouri State University
Name of Institution (Campus or off-campus residential center in the case of multi-campus institutions).

Program Title: Communication
Degree/Certificate: BA/BS
Institution Granting Degree: Northwest Missouri State University
Delivery Site(s): Northwest-Kansas City -- Gladstone, MO
Mode of Program Delivery: on-site delivery

Geographic Location of Student Access: 6889 North Oak Trafficway, Gladstone, MO

CIP Classification: 090101 (Please provide CIP code)
Implementation Date: Fall, 2017
Semester and Year
Cooperative Partners: [Click here to enter text.](#)

AUTHORIZATION

Dr. Jamie Hooyman		11-30-16
Name/Title of Institutional Officer	Signature	Date
Dr. Jamie Hooyman	660-562-1277	
Person to Contact for More Information	Telephone	



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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	15	30	35	40	45
Part Time	5	8	15	15	15
Total	20	38	50	55	60

Please provide a rationale regarding how student enrollment projections were calculated:

Student projections are based on a consistent flow of inquiries from community college students expressing interest in the program. Growth patterns of other programs delivered by Northwest at the same location were also considered.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Employment of public relations specialists is projected to grow 6 percent from 2014 to 2024, about as fast as the average for all occupations. The need for organizations to maintain their public image will continue to drive employment growth. Candidates can expect strong competition for jobs at advertising and public relations firms and organizations with large media exposure. The major also includes curriculum on social media/branding, which over 90% of all businesses in the United States utilize today.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Northwest Missouri State University
Program Name Communication: Public Relations
Date 11/29/16

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

This program is designed to cater to students who have completed or are near completing core (general education) requirements through a Community College system; however, no formal completion requirement prior to admission will be enforced.

- Characteristics of a specific population to be served, if applicable.
As noted, the program caters to community college students who wish to pursue a Bachelor's degree after completing an Associates degree. Northwest Core requirements can be completed on-line in instances where students still need to complete a portion of the core curriculum (i.e., general education requirements).

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Policies regarding requirements for assignment of teaching will be consistent with those implemented on the Northwest Campus.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Initially, this program will rely on adjunct instructors with mentoring from full time faculty who teach at the Maryville campus. Our goal is to grow program enrollment to a point that would support the assignment of at least one full time faculty for this program that would be permanently assigned to the Northwest Kansas City program for advising and instruction.



- Expectations for professional activities, special student contact, teaching/learning innovation.
Adjunct instructors will will participate in regular training sessions regarding course development and delivery. Furthermore, full time faculty from the Maryville campus will collaborate with adjuncts to ensure curricular consistency across both locations and adherence to approved curricular structure and content. Northwest Kansas City staff will provide direct technical and logistical support to both instructors and students.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
50
- Percent of full time and part time enrollment by the end of five years.
80% of students in this program are expected to pursue the degree full time. Inevitably, some students will not be able to pursue their course work full time; however, it is expected that the vast majority of students will be enrolled full time and the program is designed to accommodate full times students.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Students entering the program with an associates degree and attending full time should complete their degree in two years. At the three year mark, our first cohort of 15 full time students and a second cohort of an additional 15 full time students should have completed the program (n = 21 graduates by the end of year 3). At the three year mark, total active students should be at approaching 40 (2 cohorts of 20, with some part time). By the 5th year, we hope to obtain a total student FTE of 40. In all, we are targeting 45 graduates by the 5 year mark based upon a prediction of 70% completion rate.
- Special skills specific to the program.
none
- Proportion of students who will achieve licensing, certification, or registration.
none
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Students within this program will be expected to achieve at or above the 50th percentile on the general education assessment exam.

- Placement rates in related fields, in other fields, unemployed.
Campus placement rates for the public relations program have traditionally been at 95% or higher. Our expectation that the Kansas City program will achieve this same level of success (95% overall placement rate).
- Transfer rates, continuous study.
Because the program is for students who have already succeeded within the college setting and who have a specified career goal, we don't expect transfer rates to be high. The program is susceptible to interruptions to continuous study (based on observations with other similar programs). The student population to be served often work full time or otherwise long hours to support their academic expenses. For some, a 12 hour load is difficult. Advisement will be critical in helping them navigate the academic and financial landscape.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
Currently, the Communication program at Northeast Missouri State University does not hold a specialized accreditation. There is one that is available through the Public Relations Society of America, but it is something that would not add value to our student experience.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
Satisfaction rates reported by NWMSU psychology alumni in the past have indicated high satisfaction with curriculum and advising. Analogous surveying methods will be used at the KC center and similar results are expected.
- Expected satisfaction rates for employers, including timing and method of surveys.
Employer satisfaction surveys will be developed specifically for the Kansas City Center program and administered 3 to 6 months after students report employment.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Northwest Missouri State University has made a significant investment to ensure the success of programs delivered at the Northeast Kansas City location in Gladstone. The development of a state of the art learning facility and the full staffing of this facility provide

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the framework for successful program delivery. In addition, the curriculum to be delivered has been vetted through traditional curricular checks and balances and has been implemented successfully at Northwest's Maryville campus. Faculty and staff are committed to replicating the quality of this program at the Gladstone location.



PROGRAM STRUCTURE FOR PUBLIC RELATIONS

A. Total credits required for graduation: 124

B. Residency requirements, if any: none

C. General education: Total credits: 50

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
77101	3	University Seminar
1 course	3	ORAL COMMUNICATION (e.g., fundamentals of oral communication).
2 courses	6	WRITTEN COMMUNICATION (comp I, comp II)
1 course	3	MATHEMATICAL REASONING (general statistics required for psych majors)
1 course	3	DIGITAL LITERACY (foundations of computing, IT and culture)
1 course	3	GLOBAL EXPERIENCES (the eastern world, peoples & cultures of the world)
1 course	3	WESTERN EXPERIENCES (western civ I, western civ II, professional ethics)
1 Course	3	AMERICA HISTORY (the U.S. to 1877, the U.S. since 1877)
1 Course	3	POLITICAL SCIENCE (Intro to American govt. and politics)
1 Course	3	LITERATURE (introduction to literature)
1 Course	3	FINE ARTS (art appreciation, enjoyment of music, theatre appreciation)
2 Courses	6	SOCIAL AND BEHAVIORAL SCIENCES
1 Course & lab	4	LIFE SCIENCES (plant science, general biology)
1 Course & lab	4	PHYSICAL SCIENCES (chemistry, physics, geology, earth science)

D. Major requirements: Total credits: 60

Required Courses

	Communication Core	15
<u>COM 29260</u>	Public Relations Techniques	3
<u>COM 29310</u>	Communication Research Methods	3
<u>COM 29360</u>	Principles of Public Relations	3
<u>COM 29460</u>	Public Relations Problems: Cases, Concepts, and Campaigns	3
<u>COM 29469</u>	Internship in Public Relations	1 to 3
<u>COM 29498</u>	Senior Capstone	3

Cognate Courses

<u>MMED 20130</u>	Professional Media Writing	3
<u>MMED 20333</u>	Social Media Strategies	3
<u>ENGL 10315</u>	Writing for the Professions	3
	OR	
<u>ENGL 10430</u>	Writing for the Online Age	3
	OR	
<u>ENGL 10512</u>	Publication Skills	3
<u>MKTG 55330</u>	Principles of Marketing	3

Six hours from the following according to student's area of emphasis (6):

<u>COM 29420</u>	Crisis Communication	1 to 3
<u>COM 29402</u>	Current Topics in Communication	3

Nine hours from the following to support the student's area of emphasis (9):

<u>MMED 20230</u>	Introduction to Advertising	3
<u>MMED 20303</u>	Introduction to Web Publishing	3
<u>MMED 20304</u>	Advertising Case Studies	3
<u>COM 29336</u>	Nonverbal Communication	3
<u>COM 29341</u>	Argumentation and Debate	3
<u>COM 29432</u>	Organizational Communication	3
<u>ACCT 51201</u>	Accounting I	3
<u>MGMT 54313</u>	Principles of Management	3
<u>MKTG 55332</u>	Promotion	3
<u>MKTG 55333</u>	Consumer Behavior	3
<u>MKTG 55432</u>	Marketing Research	3
	Other courses as approved by advisor	

E. Free elective credits: 14

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

None

G. Any unique features such as interdepartmental cooperation:

This program is to be delivered at the Northwest Kansas City location. It is identical to the existing BS in Public Relations offered on-site at the Maryville campus.