SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

Substantive Program Modification Form

UNIVERSITY: SDSU
CURRENT PROGRAM TITLE: Speech Communication Minor
CIP CODE: 09.0101
UNIVERSITY DEPARTMENT: Communication Studies & Theatre
UNIVERSITY DIVISION: Arts & Sciences

University Approval
To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Dennis D. Hedge
Vice President of Academic Affairs or President of the University
5/5/2017

1. This modification addresses a change in:
☐ Total credits required within the discipline
☐ Total credits of supportive course work
☐ Total credits of elective course work
☒ Program name
☐ Existing specialization
☐ CIP Code
☐ Other (explain below)

2. Effective date of change: 8/15/2017

3. Program Degree Level:
☐ Associate
☐ Bachelor’s
☒ Master’s
☐ Doctoral

4. Category:
☐ Certificate
☐ Specialization
☐ Minor
☒ Major

5. If a name change is proposed, the change will occur:
☒ On the effective date for all students
☐ On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: Communication Studies

6. Primary Aspects of the Modification:

<table>
<thead>
<tr>
<th>Existing Curriculum</th>
<th>Proposed Curriculum (highlight changes)</th>
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<tbody>
<tr>
<td>Pref.</td>
<td>Num.</td>
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<td>Curriculum remains the same</td>
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7. Explanation of the Change:

SDSU requests to change the name of the minor from Speech Communication to Communication Studies. This change would be effective immediately for all students. The request to change the name of the minor is needed to bring the program in line with the current discipline standards. A google search of Speech Communication Minor brings up a very short list of programs which
illustrates how dated this current major name is.

Also, the use of term Speech Communication is outdated and does not accurately describe or reflect the type of work that is being done in the department or discipline. In 1997, the disciplines governing body changed its name from the Speech Communication Association to the National Communication Association. This change was based on a multitude of issues arising from an increasingly complex society and the influence of the electronic age. More so, the change in name provides a more reflective perspective of the important work that we do which is well beyond teaching public speaking/speech. It was at this same time that many other universities made the move to change the name of their program as well.