



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**New Site Request**

<b>UNIVERSITY:</b>	<b>SDSU</b>
<b>DEGREE(S) AND PROGRAM:</b>	<b>Health Communication Minor</b>
<b>NEW SITE(S):</b>	<b>Online</b>
<b>INTENDED DATE OF IMPLEMENTATION:</b>	<b>2020-2021 Academic Year</b>
<b>CIP CODE:</b>	<b>09.0905</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>School of Communication and Journalism</b>
<b>UNIVERSITY DIVISION:</b>	<b>Arts, Humanities and Social Sciences</b>

**Please check this box to confirm that:**

- The individual preparing this request has read [AAC Guideline 2:11](#), which pertains to new site requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

**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.*

\_\_\_\_\_  
President of the University

2/4/2020

\_\_\_\_\_  
Date

**1. What is the need for offering the program at the new physical site or through distance delivery?**

South Dakota State University (SDSU) requests authorization to offer the Health Communication minor through online delivery. This request responds to the demands that have emerged in recent years from both students and employers. The interdisciplinary applied minor in health communication connects students to the community through practical course projects for community clients. Health communication is one of the fastest-growing and most marketable areas of the communication field. Career opportunities are available in health communication because the jobs are multiplying in health care more quickly than in other industries. According to du Pre (2014), "experts predict a particularly high demand for nurses, allied health professionals, *people qualified to educate the public about health*

issues, and health care administrators<sup>1</sup>.” Furthermore, “The U.S. Bureau of Labor Statistics (BLS) projected that job opportunities for health educators, which includes health communication workers, would grow 10% from 2018 to 2028. The BLS reported that health educators earned a median annual salary of \$54,220 as of May 2018<sup>2</sup>.”

Appropriate and effective communication is crucial to all aspects of health care. Health careers devoted primarily to communication include public relations, marketing, health care administration, human resources, education, community outreach, crisis management, patient advocacy, and many more. The Health Communication minor prepares students to enter these career fields and enhance their communication skills for traditional health-related careers such as nursing, therapy, athletic training, nutrition, etc. Furthermore, “Private companies, such as pharmaceutical manufacturers, and non-profit organizations also hire health communication professionals. Job titles in this field can include health educator, public health journalist and wellness coordinator<sup>2</sup>.”

The proposal for an online Health Communication minor supports SDSU’s Imagine 2023 strategic plan<sup>3</sup>. Specifically, the addition of the online minors helps to “Attain academic excellence” (Goal: “Achieve Excellence through Transformative Education”). To help meet this goal, the proposed online minor will:

- a. “Increase and sustain the number of accredited and certified programs.”
- b. “Develop and grow high-quality and distinct academic programs designed to meet the needs of diverse students and market demands.”
- c. “Increase programs offered which use a diversity of delivery methods, times, (or scheduling) and locations.”
- d. “Promote active and innovative teaching, learning, and advising practices.”
- e. “Incorporate and assess cross-curricular skills into academic and co-curricular endeavors.”

Finally, the College of Arts, Humanities and Social Sciences requires a majority of their students to complete a minor as part of their program. The addition of online minors will support the growing number of online majors available to students. Specifically, the Health Communication minor would enhance the academic portfolio for online students majoring in Human Development and Family Studies, Medical Laboratory Science, Nursing, Psychology, and Sociology. The online minor would also enhance the academic portfolio for students enrolled in on-campus majors at SDSU.

**2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? If “yes,” identify the institutions and programs and explain why authorization is requested.**

No other regental institutions in the state offer online or on-campus minor in Health Communication.

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<sup>1</sup> Du Pre, A. (2014). *Communicating about health: Current issues and perspectives* (4<sup>th</sup> Ed.). New York, NY: Oxford University Press.

<sup>2</sup> (2019). *Health communication: Career information, outlook and requirement*. Retrieved from [https://study.com/articles/Health\\_Communication\\_Career\\_Information\\_Outlook\\_and\\_Requirements.html](https://study.com/articles/Health_Communication_Career_Information_Outlook_and_Requirements.html)

<sup>3</sup> *Imagine 2023: Aspire. Discover. Achieve*. Retrieved from <https://www.sdstate.edu/imagine-2023-aspire-discover-achieve>

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.

Students will either be new to the university (taking the minor to enhance or supplement a degree program at another institution) or current SDSU students who want to complete the minor online. Students and professionals like the flexibility of online programs that allow them to continue to live and work anywhere. The University does not anticipate that the minor will have much impact on the enrollments in the face-to-face, on-campus courses. The online minor is expected to attract three to five students per year.

	Fiscal Years*			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<i>Estimates</i>	FY 21	FY 22	FY 23	FY 24
Students new to the university	3	3	5	5
Students from other university programs	2	5	8	10
=Total students in the program at the site	5	11	20	30
Program credit hours (major courses)**	24	72	87	108
Graduates	0	0	2	10

\*Do not include current fiscal year.

\*\*This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

4. What is the perceived impact of this request on existing programs in the Regental system?

Delivering the Health Communication minor online is not expected to negatively impact enrollment in SDSU’ face-to-face, on-campus courses as most of the courses are currently offered online. Additionally, the University does not anticipate negative impacts at other regental institutions.

5. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.

	Credit hours	Credit hours currently available from this university online	Credit hours currently available from other universities available online	Credit hours currently available online	Credit hours new to this university
<b>Minor in Health Communication</b>					
Minor Requirements	12	12	3	9	0
Electives	6	6	0	6	0
<i>Total, Requirements for the Minor</i>	18	18	0	15	0

All of the courses for the minor in Health Communication are offered on the SDSU main campus in Brookings. Three of the four core courses have been offered online. SPCM 422 Persuasion will be offered online every other year in the fall semester, beginning in fall 2021.

## **Requirements for Health Communication Minor: 18 Credits**

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### Required Coursework

- SPCM 201 - Interpersonal Communication (COM) [SGR #3] Credits: 3
- SPCM 422 - Persuasion (COM) Credits: 3
- SPCM 440-540 - Health Communication (COM) Credits: 3
- SPCM 441-541 - Health Communication Campaigns Credits: 3

### Electives

Select six credits from the list. Choose one HLTH course and one additional course from prefixes ADV, MCOM, PUBR, or SPCM. Credits: 6

- ADV 370 - Advertising Principles (COM) Credits: 3
- HLTH/ HSC 200 - Complementary and Integrative Health Care<sup>4</sup> Credits: 3
- HLTH/ HSC 443 - Public Health Science Credits: 3
- HLTH 475 - Principles of Community Health Education Credits: 3
- MCOM 219 - Social Media Strategies Credits: 3
- MCOM 359-359L - Mobile Media Design and Applications and Lab Credits: 3
- PUBR 243 - Public Relations Principles (COM) Credits: 3
- SPCM 401-501 - Advanced Interpersonal Communication (COM) Credits: 3
- SPCM 498 - Undergraduate Research/Scholarship (COM) Credits: 1-4 (3 credits required)

## **6. How will the university provide student services comparable to those available for students on the main campus?**

An academic advisor will be assigned to those distance students in the minor. They will connect with the students using e-mail, phone, Skype, Zoom, and numerous other technologies as they communicate. A student services facilitator is housed in Continuing and Distance Education and is available to assist students in connecting to necessary resources online and on campus. Finally, online tutoring support is available through Smarthinking (Pearson Education) and student services such as disability services accommodations will be available to students upon request.

Library support services will be available to students through a variety of means:

- Students can contact librarians for research assistance. The Librarian provides on-line research guides and is available for consultations with faculty and students.
- Distance Library Services include book and article delivery for materials owned by the library. Students may request materials not held by the library through interlibrary loan.
- SDSU students have on-line access to research databases such as Web of Science, EBSCOhost MegaFILE, and JSTOR.

## **7. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).**

None.

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<sup>4</sup> The course title for HLTH/HSC 200 will be updated in a minor course modification effective fall 2020. The title will change to Integrative Holistic Healthcare.

- 8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.**

None.

- 9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.**

A budget is not provided as all courses are currently being taught. No additional resources are needed.