

Program Bylaws:	MA in Strategic Communication	Contact:	Doug Hindman
Faculty Reviewer:	Tom Salsbury and Megan Slaker	Review Date:	9/22/2014

Review:

Section I (Objectives) lists the degrees offered and the mission of the program. No reviewer concerns.

Section II (Membership)

- II.A. Faculty with a master's will teach master's level courses, etc. Is this counter to Graduate School Policy? I have not found any statement about this in the Graduate School Policies and Procedures manual.
 - Response: Doug responded that this is not a problem. Provided that the faculty member has the degree to which students are working, there is not a problem with a faculty member who has a master's teach a master's level course.
- II.A.1.a. Typo - delete "degrees in"
 - Response: deleted extra words
- II.A.1.b. The bylaws state that "faculty at other affiliated university sites" may act as Program Director. Is that normal?
 - Question for the Committee
- II.A.4.a. The bylaws state explicitly that no external members will be considered. There are no additional statements about external members. No reviewer concerns.
- II.B.1-3. The bylaws follow the template carefully. No reviewer concerns.
- II.C. The bylaws follow the template carefully. No reviewer concerns.
- The section titled "Discontinuation of Membership" should be labeled "II.D". Currently it is labeled as "II.C", which is the same label as the previous section. The section following II.D Discontinuation of Membership should be changed as well to "II.E. Membership Appeal Process"
 - Response: corrected as suggested

Section IV (Director of Graduate Studies).

- The bylaws do not state how long the director's term will be. In addition, the bylaws do not state how a director may be removed from office. The reviewer suggests combining the current IV.A. and IV.B. into one (IV.A.). Following the Graduate School template, IV.B. will establish the length of the term (e.g. 4 years) and eligibility for re-election, and IV.C. will explain how the director can be removed from office.
 - Response: corrected as suggested

Section V (Committees). The bylaws follow the template. No reviewer concerns.

- V.A.5. The bylaws state that a graduate student representative typically serves one year on the committee. In what cases will the student representative serve more than one year? Possibly change to "A student will serve no more (or at least) than one year on the committee."
 - Doug has not yet seen this suggestion

Section VI (Graduate Student Committees)

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- VI.A. The bylaws state that the program director (Strategic Communication MA Director) will serve as each student's "advisor and committee chair". Does this mean that all MA students in the program have the director as the committee chair?
 - Response: Yes. This is a new program that has really taken off with about 80 students
- Is there a difference between the "advisor" and the "chair" on these committees?
 - Response: Not likely. I understand "advisor" to be a general term and "chair" to be that specific person.
- Depending on the number of students in the program, this seems like a lot to put on one individual. Is there a reason why students cannot choose their advisor or chair?
 - I spoke at length with Doug about this. The reasoning is that because the program is new, faculty are looking (1) for a feedback loop to see how the content in their courses is reflected in the final portfolio and presentation, and (2) for equal distribution of the workload in advising students. (More on this below). The important point is that the program was hoping to strike a balance between program assessment/improvement and equal advising workload.
- VI.B. and VI.C. The Graduate School Bylaw template emphasizes the joint determination of graduate student committees (e.g. students have some voice in the committee makeup). The bylaws for Strategic Communication state that the examination committee is established by the program director and the associate dean of the college. There seems to be no student input on advisory committee.
 - Response: The rationale behind this is that the students' final portfolios are part of the program assessment. How students perform will provide assessment data to analyze for program improvement and help the program to evolve.
- Also, is the examination suited to the student's specific research/scholarly interests, or are the questions and/or is the format the same for all students?
 - Response: The final portfolio contains course products from all the student's courses. In addition, students write a reflective essay and do a presentation. The entire portfolio is reflective of the individual student's career goals – it is applied to those career goals. In this sense, faculty have had input in the final portfolio, and an individual faculty member can see his/her course material reflected in this final work. Students who may not have done particularly well with one course content may shine in another. In that sense, faculty can see a more well-rounded view of the student.

Section VII (Student Representatives)

- VII.B. and VII.C. appear to contradict each other. A program faculty member might be a graduate student (e.g. PhD student) in another program either internal or external to the College of Communication. Does this not violate VII.B. and Graduate School policy in that graduate students are not permitted to serve on the committees of other graduate students?
 - Revised to Read: (B) In accordance with the Policies and Procedures of the Graduate School at WSU, current graduate students in the College of Communication are not permitted to serve on the committees of other graduate students. (C) M.A. in Strategic

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Communication Program faculty who are graduate students in other programs may serve on graduate student committees in Communication if the faculty member holds a degree of comparable level to the degree sought by the candidate.

Sections VIII - XI. The bylaws follow the template carefully. No reviewer concerns.

Summary: Tom and Megan agreed on questions and concerns to pose to the Program contact person. Tom spoke with Doug Hindman Tuesday afternoon on 9/23. Doug was able to address all of Tom's questions. Doug and the Associate Dean of the College made revisions to the bylaws. The reviewers' recommendations were followed. The few remaining comments/recommendations from the reviewers can be posed to the program after the GSC meeting. The reviewers are satisfied with the changes. **We move to approve the bylaws for the MA in Strategic Communication as revised and presented to the committee.**