

**SOUTH DAKOTA BOARD OF REGENTS**

**Academic and Student Affairs**

**AGENDA ITEM: 6 – N (1)**

**DATE: March 30 – April 1, 2016**

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**SUBJECT: New Program: SDSU BS in Public Relations**

South Dakota State University (SDSU) requests authorization for a Bachelor of Science in Public Relations. The proposed program would provide skills to students for managing relationships between organizations and their stakeholders and prepare graduates for careers in public relations and marketing communications. The proposed major addresses both economic and societal issues, emphasizes the importance of market research, and includes experiential learning opportunities.

The attached proposal also includes a request for permission to offer the program at the University Center-Sioux Falls (UC-SF). That request is on hold pending discussions with UC-SF partner institutions.

The Board approved the Intent to Plan in [April 2015](#) with the following conditions:

- 1. The university will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.*
- 2. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program, will outline how each will be obtained in the curriculum and will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies.*
- 3. The university will not request new state resources and the program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.*

(Continued)

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**RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR**

I move to approve SDSU's proposal for a BS in Public Relations as described in Attachment I for on campus delivery in Brookings.

### **University Mission and Priorities**

The proposed program fits with SDSU's statutory mission in SDCL 13-58-1 to "*provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, human science, nursing and pharmacy, and other courses or programs as the Board of Regents may determine.*" The proposed major also supports SDSU's strategic plan, IMPACT 2018.

### **System Strategic Goals**

The proposed major supports the South Dakota Board of Regents' Strategic Plan 2014-2020 priorities to grow the number of undergraduate degrees awarded, increase retention rates, grow the number of experiential learning opportunities, and contribute to economic development.

### **Workforce Need, Student Demand, Projected Graduates**

The Bureau of Labor Statistics projects public relations specialists' employment growth of 12% between 2012 and 2022. Similarly, market research analysts are projected to grow 32% from 2012 to 2022, much faster than the average for all occupations. No standalone major in Public Relations exists at any school in the Regental system. SDSU anticipates graduating 30 students per year from the program after full implementation.

### **Development**

SDSU retained Dr. Michel Haigh from Penn State University to assess the proposed curriculum. In addition, SDSU closely reviewed the curriculum at Penn State University as a model for the intent to plan. The proposal requires the creation of two new courses.

### **Board Policy**

SDSU is not requesting any exceptions to Board Policy.

### **Off Campus and Distance Delivery**

SDSU is not requesting authorization to deliver the program off campus at this time. SDSU intends to request authorization to offer the program at the University Center-Sioux Falls after discussions with partner institutions.

### **Budget and Resources**

SDSU does not request any new State resources to implement or maintain the proposed program and will fund the program through reallocation of existing resources.

**South Dakota Board of Regents  
New Undergraduate Degree Program**

<b>University:</b>	<b>South Dakota State University</b>
<b>Major:</b>	<b>Public Relations</b>
<b>Existing or New Major (s):</b>	<b>New</b>
<b>Degree:</b>	<b>Bachelor of Science (B.S.)</b>
<b>Existing or New Degree (s):</b>	<b>Existing</b>
<b>Intended Term of Implementation</b>	<b>Fall 2016</b>
<b>Proposed CIP code:</b>	<b>09.0902</b>
<b>University Department</b>	<b>Journalism and Mass Communication</b>
<b>University Division</b>	<b>College of Arts and Sciences</b>

**University Approval**

To the Board 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

February 10, 2016

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after the Executive Director's review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

**1. What are the purposes of the proposed program?**

South Dakota State University (SDSU) requests authorization to offer a Bachelor of Science (B.S.) degree in Public Relations. Public relations involves managing relationships between organizations and their stakeholders. The Public Relations major will prepare students for careers in public relations and marketing communications, a growing career area nationally and in South Dakota. The new major addresses both economic and societal issues, emphasizes the importance of market research, and includes experiential learning opportunities.

SDSU offered a B.A. and B.S. degree in Journalism and Mass Communication with a specialization in Advertising from the 1980s until 2012. In 2012 SDSU received permission from the Board of Regents to offer a major in Advertising. Public relations is one of the three emphases in the current Advertising major. Approximately 40 percent of Advertising majors graduate with the public relations emphasis. A Public Relations major will strengthen these students' career preparation, allowing a more focused curriculum and enhance recognition of their career track.

No other universities in the regental system offer a major in Public Relations. The University of South Dakota does offer a Media and Journalism major – Strategic Communications Specialization that combines Advertising, Public Relations and Digital Media. Black Hills State University offers an emphasis in public relations under the Mass Communication major and a Corporate

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Communication major.

Students continuously express a desire for a major rather than an emphasis in public relations. This is consistent with national trends. According to the most recent national Journalism and Mass Communication Annual Enrollment Survey, distributed by the Cox Center for International Mass Communication Research at the University of Georgia, approximately one-quarter of all students in journalism and mass communication programs are enrolled in and graduate with degrees in Public Relations. This holds true over the last five annual national surveys.<sup>1</sup>

Public relations as a stand-alone program is specialized to meet the high demands of the job of a public relations practitioner. Practitioners create, analyze, execute and evaluate communication strategies that can be applied in many industries and organizations, such as education, government, health care, public policy, small business, and the military.

SDSU does not request new State resources.

#### *Workforce Demand for Graduates*

The Bureau of Labor Statistics<sup>2</sup> projects public relations specialists' employment growth of 12 percent between 2012 and 2022. During that time period, an additional 27,400 jobs will need to be filled. Because of its promising outlook, the public relations specialist profession claimed the No. 85 spot on the 2014 US News and World Report list of Best Jobs<sup>3</sup>.

Employment of market research analysts is projected to grow 32 percent from 2012 to 2022, much faster than the average for all occupations<sup>4</sup>. Employment growth will be driven by an increased use of data and market research across all industries, to understand the needs and wants of customers and to measure the effectiveness of marketing strategies. This new degree includes an emphasis in market research. Because of its promising outlook, the marketing research analyst profession claimed the No. 15 spot on the 2014 US News and World Report list of Best Jobs<sup>5</sup>.

According to the Bureau of Labor Statistics, South Dakota is one of the top five states with the highest concentration of jobs and location quotients for public relations, which demonstrates a friendly climate for public relations specialists. It has a location quotient of 2.38<sup>6</sup> (a quotient greater than one indicates the occupation has a higher share of employment than average). The Intent to Plan for this new major included testimonials from several South Dakota business professionals who address the need for Public Relations majors.

#### *University Mission and Priority*

The University's mission is to "provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering,

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<sup>1</sup> [http://www.grady.uga.edu/annualsurveys/Enrollment\\_Survey/Enrollment\\_2012/Enroll12Merged.pdf#page=12](http://www.grady.uga.edu/annualsurveys/Enrollment_Survey/Enrollment_2012/Enroll12Merged.pdf#page=12)  
(Table 12)

<sup>2</sup> <http://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

<sup>3</sup> <http://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs?page=9>

<sup>4</sup> <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

<sup>5</sup> <http://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs?page=2>

<sup>6</sup> <http://data.bls.gov/cgi-bin/print.pl/oes/current/oes273031.htm>

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*human science, nursing and pharmacy, and other courses or programs as the Board of Regents may determine.” (SDCL 13-58-1)*

Furthermore, Board-approved programs currently include “*baccalaureate programs in the agricultural sciences, aviation, education, engineering and technology, human sciences, humanities and liberal arts, nursing, performing and visual arts, pharmaceutical sciences, physical and biological sciences, and social sciences.*” (Board Policy 1:10:2)

A major in Public Relations supports the South Dakota Board of Regents Strategic Plan 2014-2020:

*Goal 1: Student Success*

- Grow the number of undergraduate and graduate degrees awarded.
- Increase first-year and overall retention rates of current Department students by more closely aligning curriculum with student career goals.

*Goal 2: Academic Quality and Performance*

- Review academic degree programs for quality, responsiveness, and productivity.
- Promote high standards for student learning, quality instruction, and research.
- Grow the number of students participating in experiential learning.

*Goal 3: Research and Economic Development*

- Contribute to economic development through technology transfer & incubation of new commercial ventures.

A major in Public Relations also supports South Dakota State University’s strategic plan, IMPACT 2018<sup>7</sup>, especially:

*Goal 1: Academic Excellence*

- Promote academic excellence through quality programs, engaged learners and an innovative teaching and learning environment.

*Goal 4: High-Performing University*

- Secure human and fiscal resources to ensure high performance through enhanced financial, management and governance systems. [Note: Recent hiring of talented faculty in key areas, such as data analysis and data visualization, places the Department in a strategic position to offer a strong Public Relations major.]

## **2. Rationale**

### **A. What is the rationale for the curriculum?**

Communication is a foundation skill in public relations. Well-planned, effectively handled communications are essential to the success of organizations in today’s changing world. The proposed curriculum includes coursework that encompasses a wide variety of communication skills — audience and market research, data analysis, design, print and video editing, writing, and others.

In addition, the strategic management of public relations is a four-step process that includes

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<sup>7</sup> <http://www.sdstate.edu/impact2018>

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research, planning, implementation, and evaluation. The curriculum addresses all four steps, and it contains critically important experiential learning, including a required internship, so students can apply what they learn in class.

The Department selected the Pennsylvania State University Public Relations major as a model (1) because it was recently developed following an intensive review of current degree programs and consultation with media professionals and (2) because of ready access to a Penn State advertising/public relations faculty member familiar with the Department.

The Department has been continuously accredited since 1948 by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), so it has extensive experience in establishing curriculum that meets the needs of students and their employers upon graduation. This new major will continue to maintain and uphold national accreditation standards.

**B. Demonstrate that the curriculum is consistent with current national standards.**

ACEJMC evaluates the following 12 professional values and competencies. Appendix A depicts how required courses in the proposed curriculum for the Public Relations major address these competencies.

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in

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which they work.

Three aspects of the curriculum for the Public Relations major make it distinctive. First, in addition to the required 400-hour internship, students gain hands on experience via a capstone campaign course (PUBR 442-442L: Integrated Marketing Communications and Campaigns Studio) and other courses that create material for actual clients via applied and service learning projects.

Second, cutting edge elements of constantly changing social media are incorporated into various classes throughout the curriculum rather than a stand-alone class. Third, specific coursework in data analysis (PUBR 270: Data Analysis in Mass Communications and ADV 411-411L: Media Analytics and Studio), a key skill for marketing research analysis, give students an edge compared to other current ACEJMC-accredited public relations programs. The Department also offers courses that include the increasingly important concept and skill of data visualization.

**C. If a new degree is proposed, what is the rationale?**

This is not a new degree. SDSU is already authorized to deliver a B.S. degree.

**D. Summary of the Degree Program**

<i>Bachelor of Science in Public Relations</i>	Credit Hours	Credit Hours	Percent
System General Education Requirements	30		
Institutional Graduation Requirements	5		
Subtotal, Degree Requirements		35	29%
Major Requirements	32		
Major Electives	9		
Subtotal, Program Requirements		41	34%
College of Arts & Sciences Requirements **		4	3%
Electives **		40	34%
Degree Total	120	120	100%

\*\*Electives are taken as needed to complete any additional degree requirements, including the college requirement to complete a minor outside of the major prefix or a second major.

**System General Education Requirements**

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ENGL	101	Composition 1 (SGR 1)	3	No
ENGL	201	Composition II (SGR 1)	3	No
SPCM	101	Fundamentals of Speech (SGR 2)	3	No
ECON or ECON	201 or 202	Principles of Microeconomics (SGR 3) or Principles of Macroeconomics (SGR 3)	3	No
		Student Choice (SGR 3)	3	No

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MCOM	151	Student Choice (SGR 4) or Intro to Mass Communication ( <i>recommended</i> ) (SGR 4)	3	No
		Student Choice (SGR 4)	3	
		Mathematics (SGR 5)	3	No
		Natural Sciences (SGR 6)	3	No
		Natural Sciences (SGR 6)	3	
		Subtotal	30	

### Institutional Graduation Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
MCOM	109	First Year Seminar (IGR 1)	2	No
		Student Choice (IGR 2)	3	No
		Subtotal	5	

### College of Arts and Sciences Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
		Natural Sciences (10+) Satisfying coursework must include: <ul style="list-style-type: none"> <li>• at least two classes with laboratory components</li> <li>• at least two different prefixes</li> </ul> <i>(MATH and STATS courses do not count toward the Science requirement. 6 credits of SGR 6 are counted toward this goal.)</i>	4+	No
		One declared minor outside of the major prefix OR a second major OR a teaching specialization. The minor may be a traditional minor within one department or it may be interdisciplinary involving more than one department. The minor can be in a different college. The minor must be declared no later than the student's third semester of enrollment. **	--	No
		Capstone course within major: PUBR 442-442L Integrated Marketing Communication and Campaigns Studio (Major Requirement)	--	No
		33 Upper Division Credits (300-400 level coursework inside and outside of the major) **	--	No
		Subtotal	4	

\*\*Electives are taken as needed to complete any additional degree requirements, including the college requirement to complete a minor outside of the major prefix or a second major.



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### Major Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ADV	411-411L	Media Analytics and Studio	3	No
MCOM	210-210L	Basic Newswriting and Lab	3	No
MCOM	220-220L	Introduction to Digital Media and Lab	3	No
MCOM	270	Data Analysis in Communication	3	Yes
MCOM or ADV	416 or 476	Mass Media in Society (G) or International and Ethnic Advertising (G)	3	No
MCOM	430	Media Law	3	No
MCOM	494	Internship	2	No
PUBR <sup>1</sup>	243	Public Relations Principles	3	No
PUBR	345	Public Relations Writing	3	Yes
PUBR <sup>2</sup>	442-442L	Integrated Marketing Communication and Campaigns and Studio	3	No
PUBR <sup>3</sup>	472	Media Research and Planning	3	No
		Subtotal	32	

<sup>1</sup> New prefix, currently ADV 243

<sup>2</sup> New prefix, to be cross-listed with ADV, capstone course

<sup>3</sup> New prefix, to be cross-listed with ADV

### Major Electives

Students are required to take 9 credits from the list below.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ADV	371-371L	Advertising Copy and Layout and Studio	3	No
ADV	372-372L	Advertising Media Strategies and Lab	3	No
MCOM	212	Writing for Social Media	3	Yes
MCOM	225-225L	Social Media Design and Lab	3	No
MCOM	265-265L	Basic Photography and Lab	3	No
MCOM	316	Magazine Writing and Editing (AW)	3	No
MCOM	331-331L	Video Production and Lab	3	No
MCOM	339-339L	Publication Design and Lab	3	
MCOM	340-340L	Broadcast Announcing and Performance and Lab	3	No
MCOM	359-359L	Mobile Media Design and Applications and Lab	3	No
MCOM	365-365L	Advanced Photography and Lab	3	No
MCOM	492	Topics (Public Relations in a University Setting)	3	No
PUBR	491	Independent Study	1-3	Yes
SPCM	201	Interpersonal Communication	3	No
SPCM	410	Organizational Communication	3	No

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SPCM	440	Health Communication	3	No
SPCM	441	Health Communication Research Methods	3	No

### 3. Student Outcomes & Demonstration of Individual Achievement

#### A. What specific knowledge and competencies, including technology competencies, will all students be able to demonstrate before graduation?

See Appendix A and the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) values and competencies in 2B above.

Competency 12 states: “Apply tools and technologies appropriate for the communications professions in which they work.” For majors in the Department, including Public Relations, the predominate technology tool kit involves extensive Adobe Creative Cloud software — Acrobat, Illustrator, InDesign, Photoshop, Premiere Elements or Premiere Pro. Students’ competency in the appropriate tools is assessed initially in coursework and closer to graduation in the capstone course and internship portfolio.

#### B. What national instruments (examinations) are available to measure individual student achievement in this field?

There are no national examinations in Journalism and Mass Communication or its related fields (advertising, public relations, etc.).

#### C. How will mastery by individual students be demonstrated? Describe the specific examinations or processes to be used. This is to include external measures. What will be the consequences for students who do not demonstrate mastery?

The Department uses four main methods to assess an individual student’s mastery.

1. *Assessment test.* Faculty created this departmental examination. One section tests grammar and usage. The other section covers core MCOM classes and the specializations (advertising, broadcast journalism, news-editorial journalism and, to be added, public relations). The assessment goal is a minimum score of 70 percent mastery.
2. *Capstone projects.* Students in each specialization must take a capstone course that includes a capstone project. (Note: For broader program assessment, media professionals examine a random sample of capstone projects and evaluate them on a scale that uses the ACEJMC competencies.)
3. *Internship.* Every student in the Department must complete a 400-hour internship. Professional supervisors assess the work of each student using a scale aligned with ACEJMC competencies. Students must submit a portfolio that is graded.
4. *Senior Exit Survey.* In the first section of this survey, the Department asks students to self-rate how well their classes prepared them for each of the 12 ACEJMC competencies. A second section asks students’ opinion of core classes. This data provides useful information to complement the first three methods.

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Students must earn a “C” or better in all major courses. If students do not exhibit mastery of pertinent ACEJMC competencies at the “C” level in the capstone course or their internship, they will not graduate and must retake the course or complete another internship.

**4. What instructional approaches and technologies will be used to teach courses in the program?** *This refers to the instructional technologies used to teach courses and NOT the technology applications students are expected to learn.*

The following approaches and technologies will be used:

- Lecture (using modern classroom technology, primarily in Yeager Hall)
- Laboratory and studio based learning (individual and small groups) Note: The dominate instructional approach in the Department for skills classes (such as MCOM 210-210L Basic Newswriting and Lab) is lecture and corresponding hands on lab. In the curriculum for the Public Relations major, 35% of the required courses and 80% of the ADV and MCOM elective courses combine these approaches.
- Experiential learning — applied and service learning (class projects for clients), field based learning (internship), integrative learning (capstone project), and scholarly activity (independent study, undergraduate research projects).
- Field trips to media outlets, professional meetings (i.e., South Dakota Advertising Federation)
- Desire2Learn classroom management software
- Online and hybrid course delivery

**5. Did the University engage any developmental consultants<sup>8</sup> to assist with the development of the curriculum? Were any professional or accrediting associations consulted during the development of the curriculum? What were the contributions of the consultants and associations to the development of curriculum?**

The Department retained Dr. Michel Haigh, associate professor of advertising and public relations in the College of Communication at The Pennsylvania State University, to assess the proposed curriculum. Dr. Haigh serves on ACJEMC site visit teams to evaluate public relations curricula. In 2011, she was selected for the Scripps Howard Leadership Academy that “trains the next generation of leaders in journalism and mass communication.” In 2012, Dr. Haigh was recognized as a Plank Fellow, a program for public relations educators sponsored by The Plank Center for Leadership in Public Relations at the University of Alabama.

A South Dakota native, Dr. Haigh is a SDSU undergraduate alumnus with a double major in agricultural communication and communication studies.

The Department included the Public Relations major curriculum at Penn State as a model in the

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<sup>8</sup> Developmental consultants are experts in the discipline are hired by the university to assist with the development of a new program (content, courses, experiences, etc). Universities are encouraged to discuss the selection of developmental consultants with Board staff.

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Intent to Plan. The Department committee adapted this curriculum to existing courses and then met with Dr. Haigh. She provided valuable input to fine-tune the curriculum on (1) what has been effective at Penn State, (2) the critical importance in the accreditation process for a specific class in Public Relations Writing, and (3) what courses should be required versus those that should be electives.

**6. Are students in the program expected to be new to the university, redirected from other programs or both? Complete the table and explain how the estimates were developed.**

Approximately 40 percent of current SDSU Advertising majors (around 30 new freshmen and 24 graduates each year) complete the Public Relations emphasis (thus, 12 new freshman and 10 graduates of the Advertising total) and will likely select the new major. Under “Continuing students,” the total reflects 40 percent of current Advertising majors switching to the Public Relations major Fall 2016 (then finishing over the new three fiscal years) and the average number of incoming freshmen who previously would have entered as Advertising majors.

Due to the projected rapid growth of the field and resulting demand for public relations practitioners, the University estimates 5 to 35 new students will enroll each year in the major. The University also anticipates that 2 to 4 students from other majors will select this new major.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY 16	FY 17	FY 18	FY 19
Students new to the university	5	14	25	35
Students from other university programs	2	3	4	4
Continuing students	56	46	36	26
= Total students in the program (fall)	63	63	65	65
Program credit hours (major courses)**	787	828	980	1290
Graduates		17	24	30

\* 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. The same numbers are used in Appendix B – Budget.

**7. If program accreditation is available, identify the organization and explain whether accreditation is required or optional, the resources required, and the University’s plans concerning the accreditation of this program.**

The South Dakota State University Department of Journalism and Mass Communication has been continuously accredited since 1948 by the Accrediting Council on the Education in Journalism and Mass Communication (ACEJMC). The Department was most recently accredited in 2012 for its undergraduate degrees and 2014 for its online Master in Mass Communication.

The next ACEJMC accreditation visit will be during the 2016-2017 school year. The Department will add the Public Relations major to be reviewed along with the existing accredited majors in Advertising and Journalism (broadcast emphasis and news-editorial emphasis).

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**8. Does the University request any exceptions to any Board policy for this program?**

None

**9. Program Delivery**

**A. Does the University request authorization to deliver this entire program at any off-campus locations?**

Yes. Sioux Falls University Center. The department now offers the journalism major at UC-Sioux Falls. Consequently, the five core courses required in the first two years for all of the majors are available either at UCSF or online. The additional public relations coursework will be phased in as student need for the courses arises.

**B. Does the University request authorization to deliver this entire program by distance technology?**

No

**C. Include off-campus tuition and site or delivery costs in the next section and in Appendix B.**

None

**10. Costs, Budget and Resources**

**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 O&M, facilities, etc needed to implement the proposed major. Address off-campus or distance delivery separately.**

A program budget is provided in Appendix B.

The Department will reallocate existing courses to support the new major and is not applying for external resources or new State resources or increased student fees. The Department received \$5,000 from the Office of Academic Affairs in FY 15 to propose and develop the Public Relations major.

**Appendix A**  
**Individual Student Outcomes and Program Courses**

Individual Student Outcome *Required courses for Public Relations major	Program Courses that Address the Outcomes											
	ADV 411- 411L*	ADV 476*	MCOM 210- 210L*	MCOM 220- 220L*	MCOM 270*	MCOM 416*	MCOM 430*	MCOM 494*	PUBR 243*	PUBR 343*	PUBR 442- 442L*	PUBR 472*
Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;		X	X			X	X	X	X	X		
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;	X	X				X	X	X	X	X		
Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.		X	X			X	X	X	X	X	X	X
Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.		X				X	X	X	X	X		
Understand concepts and apply theories in the use and presentation of images and information;	X	X		X	X		X	X	X	X	X	
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;	X	X	X	X		X	X	X	X	X	X	X
Think critically, creatively and independently;	X	X	X	X	X	X	X	X	X	X	X	X
Conduct research and evaluate information by methods appropriate to the communications professions in which they work;	X	X	X		X	X	X	X	X	X	X	X

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Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;	X	X	X	X	X	X	X	X	X	X	X	X
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;	X	X	X	X	X	X	X	X	X	X	X	X
Apply basic numerical and statistical concepts;	X	X	X		X	X		X	X	X	X	X
Apply tools and technologies appropriate for the communications professions in which they work.	X	X		X	X	X		X	X	X	X	X

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**Appendix B**

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**1. Assumptions**

		1st FY17	2nd FY18	3rd FY19	4th FY20
<i>Headcount &amp; hours from proposal</i>					
Fall headcount (see table in proposal)		63	63	65	65
Program FY cr hrs, State-Support		787	828	980	1,290
Program FY cr hrs, Self-Support		33	37	47	56
Faculty, Regular FTE	See p. 2	1.13	1.13	1.13	1.13
Faculty Salary & Benefits, average	See p. 2	\$80,728	\$80,728	\$80,728	\$80,728
Faculty, Adjunct - number of courses	See p. 2	0	0	0	0
Faculty, Adjunct - per course	See p. 2	\$1,000	\$1,000	\$1,000	\$1,000
Other FTE (see next page)	See p. 2	0.00	0.00	0.00	0.00
Other Salary & Benefits, average	See p. 2	\$8,622	\$8,622	\$8,622	\$8,622

**2. Budget**

<i>Salary &amp; Benefits</i>					
Faculty, Regular		\$90,819	\$90,819	\$90,819	\$90,819
Faculty, Adjunct (rate x number of courses)		\$0	\$0	\$0	\$0
Other FTE		\$0	\$0	\$0	\$0
S&B Subtotal		\$90,819	\$90,819	\$90,819	\$90,819
<i>Operating Expenses</i>					
Travel		\$0	\$0	\$0	\$0
Contractual Services		\$0	\$0	\$0	\$0
Supplies & materials		\$0	\$0	\$0	\$0
Capital equipment		\$0	\$0	\$0	\$0
OE Subtotal		\$0	\$0	\$0	\$0
<b>Total</b>		<b>\$90,819</b>	<b>\$90,819</b>	<b>\$90,819</b>	<b>\$90,819</b>

**3. Program Resources**

SELF-support tuition/hr, net of HEF	UG	\$297.45	\$297.45	\$297.45	\$297.45
Self-support tuition revenue	hrs x amt	\$9,816	\$11,006	\$13,980	\$16,657
STATE-support tuition/hr, net of HEFF	UG	\$115.76	\$115.76	\$115.76	\$115.76
State-support tuition revenue	hrs x amt	\$91,103	\$95,849	\$113,445	\$149,330
Program fee, per cr hr (if any)	\$0.00	\$0	\$0	\$0	\$0



South Dakota State University  
 New Program: Bachelor of Science in Public Relations

Delivery fee, per cr hr (if any)	\$0.00	\$0	\$0	\$0	\$0
University redirections		\$0	\$0	\$0	\$0
Community/Employers		\$0	\$0	\$0	\$0
Grants/Donations/Other		\$0	\$0	\$0	\$0

**Total Resources** **\$100,919** **\$106,855** **\$127,425** **\$165,988**

**Resources Over (Under) Budget** **\$10,100** **\$16,036** **\$36,606** **\$75,169**

*Provide a summary of the program costs and resources in the new program proposal.*

Estimated Salary & Benefits per FTE	Faculty	Other
Estimated salary (average) - explain below	\$63,101	\$0
University's variable benefits rate (see below)	0.1427	0.1427
Variable benefits	\$9,005	\$0
Health insurance/FTE, FY16	\$8,622	\$8,622
<i>Average S&amp;B</i>	\$80,728	\$8,622

Explain faculty used to develop the average salary & fiscal year salaries used. Enter amount above.

The FY17 salaries of 6 people in the Journalism and Mass Communication department were averaged.

Explain adjunct faculty costs used in table:

0 courses per year to be taught by adjuncts at \$0,000 per course.

Explain other [for example, CSA or exempt] salary & benefits. Enter amount above.

Summarize the operating expenses shown in the table:

Summarize resources available to support the new program (redirection, donations, grants, etc).

South Dakota State University  
New Program: Bachelor of Science in Public Relations

*State-support: Change cell on page 1 to use the UG or GR net amount.*

<b>Self-Support Tuition, HEFF &amp; Net</b>	<b>FY16</b>			
	<b>Rate</b>	<b>HEFF</b>	<b>Net</b>	
Undergraduate	\$325.25	\$27.80	<b>\$297.45</b>	<i>Change cell on page 1</i>
Graduate	\$431.25	\$42.16	<b>\$389.09</b>	
Externally Supported	\$40.00			

*State-support: Change cell on page 1 to use the UG or GR net amount for your university.*

<b>State-Support Tuition, HEFF &amp; Net</b>	<b>FY16</b>			
	<b>Rate</b>	<b>HEFF</b>	<b>Net</b>	
UG Resident - BHSU, DSU, NSU	\$139.00	\$27.80	<b>\$111.20</b>	<i>Change cell on page 1</i>
UG Resident - SDSU, USD	\$144.70	\$28.94	<b>\$115.76</b>	<i>to point to your net</i>
UG Resident SDSMT	\$151.00	\$30.20	<b>\$120.80</b>	
GR Resident - BHSU, DSU, NSU	\$210.80	\$42.16	<b>\$168.64</b>	<i>Change cell on page 1</i>
GR Resident - SDSU, USD	\$219.35	\$43.87	<b>\$175.48</b>	<i>to point to your net</i>
GR Resident - SDSMT	\$224.65	\$44.93	<b>\$179.72</b>	

Variable Benefits Rates

University	FY16	
BHSU	14.27%	<i>Change the benefits rate cell in the table on page 2 to point to the rate for your university.</i>
DSU	13.84%	
NSU	14.00%	
SDSM&T	13.87%	
SDSU	14.06%	
USD	13.99%	