

**Proposal for a New/Revised
Major, Minor, Emphasis, Certificate**

INSTRUCTIONS:

- Prepare your proposal according to the following outline. (Hand written forms will not be accepted.)
 - Attach the new/current catalog copy with all affected changes clearly noted. List all courses and requirements, indicate new courses, deleted courses and/or course changes.
Note: A form must be submitted for each change.
 - Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures to be added to the agenda. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.
-

I. **Identification of Department(s)/Program(s):** Outdoor/Environmental Journalism Certificate

II. **Is this a New or Revised Proposal?** XXX New Revised

Type of proposal: Major Minor Emphasis XXX Certificate

Title of Proposal: Outdoor, Nature & Environmental Journalism Concentration

III. **Rationale for the proposal:**

a. What research/evidence supports the need for the proposal?

Growing interest and a national commitment to renewable energy, green technologies, sustainability as a lifestyle choice and outdoor recreation point to the need for more background knowledge in these areas for future communicators. A certificate in this field of study will give journalists and writers a credential indicating a specialization and expertise in an expanding social and economic sector of local, state, national and international living.

b. How will it support departmental philosophy/mission and existing curriculum? How will it support the philosophy/mission and existing curriculum of your School/College and the University?

The Certificate's concentration of courses will give students the historical, theoretical and technical knowledge to communicate competently about nature and the environment. It will support the existing mission of the School of Communications by giving students the basis for lifelong learning and for building communication skills in a growing sector of the U.S. and the global economy.

c. List the learning objectives:

- 1.) To introduce students to the best works of scholars and journalists in the area of nature and the environment;
- 2.) To immerse students in the social, political and economic issues related to preserving nature and protecting the environment;
- 3.) To develop skills for outdoor, nature and environmental writing with expository, interpretative and advocacy journalism.

d. How will these outcomes be assessed?

These certificate outcomes will be assessed through regular exams, oral presentations and the production of a variety of writing and journalism assignments.

e. Why is this being proposed?

This certificate is being proposed because of dramatic changes in the U.S. economy; because of a growing student interest in green issues and the environment; because of Webster University's resources with its environmental studies area and existing faculty; because of the unique availability of field experiences related to these courses in the St. Louis area.

f. Will this proposal have an impact on other Webster departments, schools/colleges or campuses (including overseas)? XXX Yes No. If yes, please provide a brief explanation.

This certificate will benefit both the School of Communications and the College of Arts and Sciences by attracting students who will take coursework in both areas of study.

g. What Campus(es) will offer this?

The certificate will be offered in St. Louis initially, although there may be opportunities for replication of the program of study at other locations in the future.

h. Does this proposal require a new course? XXX Yes No. If yes, what course(s)?

JOURN 2350 Outdoor/Nature Journalism
JOURN 2750 Reporting Disaster Stories

The other 4 courses in the 18-credit certificate are existing courses in the journalism area and the courses offered in environmental studies. (Attachment of certificate courses provided with this proposal)

i. Does this proposal require a new prefix? Yes XXX No. If yes, what prefix? _____

Note: A New Course Proposal Form and/or Course Change Form must be submitted with this proposal for any course(s) affected by this change (including those that are converting to the new prefix.)

IV. Staffing Information:

a. What additions or changes in staffing are necessary for this proposal?

No new personnel additions are anticipated. Courses will be taught by existing full time and adjunct professors on the St. Louis campus.

b. How will this be coordinated?

The certificate will be overseen and administrated by a faculty member in the Communications and Journalism Department of the School of Communications.

c. Who will coordinate this program? (name, title and department)

Don Corrigan, Professor of Journalism, Communications and Journalism Department

V. Feasibility information:

a. What are the resources necessary for this proposal? (space, equipment, etc)

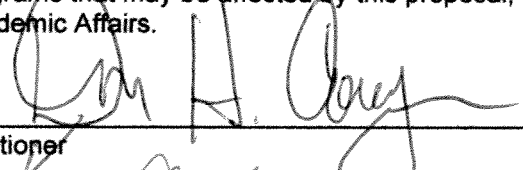



Most personnel, classroom and equipment resources are currently available. The Certificate is not predicated on any dramatic change in existing resources.

b. What are the projections for enrollment and growth for this upon implementation?

This program of study is being replicated at other universities because of the growing interest and national commitment to renewable energy, green technologies, sustainability and passive outdoor recreation experiences. The program coordinator for the certificate has published extensively with books and award-winning articles on nature and the environment and frequently speaks on these issues at high schools, community colleges and at service clubs. The program coordinator hopes to use these experiences and other opportunities for visibility to market this program of study to be offered by Webster University.

VI. Endorsements & Approvals:

Please have the Chair of the Department/Committee, Dean of each School/College and other programs that may be affected by this proposal, review prior to submission to the Office of Academic Affairs.

	10/6/09
_____ Petitioner	_____ Date
	11-9-09
_____ Chair of the Department/Committee	_____ Date
	11-07-09
_____ Dean of the School/College	_____ Date
	12-7-09
_____ Chair of the Curriculum Committee	_____ Date

Distribution:

Academic Affairs
Registrar

Dean, School/College
Chair, Department

Chair, Committee
Academic Advising (UG)