

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

EP.10.45

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



RECEIVED

APR 01 2010

OFFICE OF THE SENATE

April 1, 2010

Abbas Aminmansour, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Aminmansour:

Enclosed is a copy of a proposal from the Graduate College and College of Liberal Arts and Sciences to establish an M.S. in Health Communication. The degree program will be self-supporting, which limits the use of tuition waivers.

This proposal has been approved by the College of Liberal Arts and Sciences Committee on Courses and Curricula, Dean's Cabinet and Executive Committee on behalf of the Faculty of the College and the Graduate College. It now requires Senate review.

Sincerely,

Kristi A. Kuntz
Assistant Provost

KAK/dkk

Enclosures

c: D. Brashers
D. Dutta
A. Elli
A. Golato
C. Livingstone
M. Lowry
A. Mester

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN



Graduate College
204 Coble Hall, MC-322
801 South Wright Street
Champaign, IL 61820-6210
www.grad.illinois.edu

RECEIVED
MAR 11 2010
OFFICE of the PROVOST

March 3, 2010

Kristi Kuntz
Assistant Provost
Office of the Provost
207 Swanlund, MC-304

Dear Kristi:

Enclosed is the proposal entitled "Establish a Master of Science (MS) with a Major in Health Communication, in the Department of Communication, College of Liberal Arts and Sciences." The Graduate College Executive Committee did vote unanimously to approve it. In addition, the CEEED Committee also reviewed and approved the proposals to offer the existing MA in Communication and MS in Health Communication in an on-line format.

I send it to you now for further review.

Sincerely,

Janet Dixon Keller
Associate Dean, Graduate College

Enclosure

cc: D. Brashers
A. Mester

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Office of the Dean

College of Liberal Arts and Sciences
294 Lincoln Hall
702 South Wright Street
Urbana, IL 61801-3631



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DEC 08 2009

GRADUATE COLLEGE

December 7, 2009

Andrea Golato
Associate Dean
Graduate College
204 Coble Hall MC-322

Dear Dean Golato:

The Committee on Courses and Curricula, Dean's Cabinet, Executive Committee, and the Faculty of the College of Liberal Arts and Sciences has voted to approve the following proposals:

Proposal to Establish a MS in Health Communication

CEED Proposal to Offer the MA in Communication in an Online Format

CEED Proposal to Offer the MS in Health Communication in an Online Format

Please address all correspondence concerning this proposal to me. This proposal is now ready for review by the Graduate College.

Sincerely,

Ann M. Mester
Associate Dean

enclosure

C: Professor Dale Brashers



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Establish a Master of Science (M.S.) with a Major in Health Communication, in the Department of Communication, College of Liberal Arts and Sciences

SPONSOR: Dale E. Brashers, Professor and Head, Communication, phone 217-333-2683, email dbrasher@illinois.edu

COLLEGE CONTACT: Ann Mester, Associate Dean, College of Liberal Arts and Sciences, phone 217-333-6622, email mester@illinois.edu

BRIEF DESCRIPTION: We propose to establish a Master of Science (M.S.) degree with a major in Health Communication. The M.S. will build on existing strengths in the Department of Communication, but will provide a separate degree program for those interested in the association between communication processes and health outcomes. The curriculum will be based on the latest theory and research on health communication. The planned degree program will be offered online initially, and it will be formulated from the most contemporary and exciting models of e-learning pedagogy. As the program develops, a campus-based program may be considered. The program will attract individuals from the disciplines of communication, medicine, nursing, pharmacy, psychology, public health, and veterinary medicine. It will require 32 hours of coursework, including two required courses (CMN 574 Research Methods and CMN 575, which will serve as a capstone course) and electives selected from a list of available courses (see Appendix).

JUSTIFICATION: Health Communication is one of the most rapidly growing areas within the Communication discipline. There are three scholarly journals explicitly dedicated to this area (*Health Communication*, *Journal of Health Communication*, and *Communication and Medicine*) and many others that publish a large volume of health communication research (e.g., *Patient Education and Counseling*, *Social Science and Medicine*). It also was a key focus of the Department of Health and Human Services publication titled *Healthy People 2010* – a document that presented two major goals: (a) increase quality and years of life and (b) decrease health disparities. Health Communication is described in that document as a means for achieving both goals.

The experience of health and illness is shaped by people's personal background, social networks, cultural context, and community affiliations. Communication processes are a link between various facets of health and illness and personal, social, cultural, and institutional factors. For example, social networks and the social support they can provide are associated with mortality, morbidity, recovery, and coping with illness. Communication constructs and maintains networks and is one of the chief means through which information, aid, and emotional support are sought and provided. Substantial evidence suggests that (a) the quality of interactions with health care providers affects health outcomes, provider-patient relationships, and patients' satisfaction and (b) interventions to improve provider-patient interactions can improve communication skills and health outcomes (both mental and physical).

Beliefs about health and illness are another example of how communication links health experiences and outcomes with individual and cultural factors. Patient labels, metaphors, beliefs, and explanatory models shape health behavior. These cognitive schemas may vary from one individual to another and from one cultural group to another. Interpersonal communication is one way cultural ideas are passed on, both through explicit instruction, socialization, and everyday talk about experiences. Mass communication also shapes our beliefs, through the images and information that are presented (e.g., media influences on body image and eating disorders) and through mass media campaigns designed to change health behaviors and attitudes (e.g., anti-smoking or organ donation messages). Cultural discourses related to managing health and illnesses circulate through mass and interpersonal communication, in interactions with health care agencies and providers, and in personal life as well.

Health Communication is an attractive option for health professionals seeking advanced credentials, or people wanting to enter a health-related profession, such as human relations and communication skills training in health care organizations, patient education, pharmaceutical sales, or public health. There are health communication branches at Centers for Disease Control and Prevention (e.g., the National Center for Health Marketing) and the National Institutes of Health (e.g., the National Cancer Institute's Health Communication and Informatics Research Branch), that would employ individuals with this degree. One recent addition to our faculty, Professor Marian Huhman, was hired from the CDC this year. She has been contacted often about opportunities at the CDC that would be ideal for graduates from a master's degree in Health Communication program. The M.S. also could serve as background for students who are considering applying to doctoral programs in communication or related areas.

The University of Illinois at Urbana-Champaign is positioned uniquely to offer this degree program. We have a nationally recognized health communication program and faculty – the most recent study by the National Communication Association ranked the Department as 4th nationally among health communication programs. Faculty members and graduate students have been funded by and

reviewed grants for the National Institutes of Health (NIH), including the National Institute of Mental Health, the National Institute of Nursing Research, the National Cancer Institute; as well as the CDC, William T. Grant Foundation, National Science Foundation, among others. Our faculty members study the relationship between communication and health in interpersonal (e.g., doctor-patient communication, social networks and social support), organizational (e.g., health delivery systems and communication patterns), and mediated contexts (e.g., health campaigns, the influence of media on health attitudes and behaviors). They are all engaged in cutting-edge research that addresses major societal challenges.

No online master's degree programs in Health Communication currently exist among major research institutions. Although Boston University recently has developed the first online program in Health Communication, their faculty and program are much less well-known than ours. In addition, their focus is more on public relations and advertising than our program will be. Therefore, we will be the first major research program in health communication to develop online education offerings.

The degree will be a M.S. for several reasons. First, the coursework will draw primarily from social science theory and research. Second, other similar social science disciplines across the UIUC campus offer M.S. degrees (e.g., Bioinformatics, Community Health, Educational Organization and Leadership, Human and Community Development, Library and Information Science, Psychology, Special Education, and so on). Fourth, other health communication programs across the country (e.g., Boston University, University of Iowa, Tufts University) also offer the M.S. degree. Fifth, the M.S. will be more attractive to health professionals who might apply to the degree program (e.g., people interested in Health Scientist positions at the CDC).

Admissions. We anticipate a large demand for the program. We have had many requests each year for an online program from health care professionals (including nurses, physicians, allied health professionals) and others. We also get many applicants to our Communication master's degree program who are interested in health communication. Many of those individuals might apply to the online master's degree program if it were available.

An admissions committee of three members will be appointed each year from the graduate faculty of the Department of Communication. One faculty member will serve as director of the program and as advisor to the M.S. students.

Structure of the Program. Students will complete 32 hours of courses, including two required courses that represent 8 hours of the degree (Research Methods and Capstone Experience). Elective courses will be offered for two or four hours, depending on the course, so students will likely take six to eight hours each semester (six hours is required to receive federally supported financial aid). Most

courses will be offered for 4 hours (as is the custom in our face-to-face program), but we also will offer 2-hour courses of special topics that are more narrow and specialized than the 4-hour courses. This will enable students to include more variety in their programs and to take either 6 or 8 hours in a semester. Some students will want to take 6 hours to have sufficient enrollment for financial aid, but that will not be too burdensome for the working adult.

Coursework. Many of the courses that will become a part of the program already have been developed for face-to-face classroom settings, have been taught many times, and are quite popular and successful. There may be semesters in which both online and face-to-face versions of a course are being offered, but the online version will be restricted to graduate students. We have begun to work with the design team at Academic Outreach to develop online versions of these courses. We plan to have 3 courses available for the first students enrolled (e.g., Fall, 2010), and 3 courses available for the following semester (e.g., Spring, 2011). See the Appendix for a proposed schedule of development for the first two years. We will continue to develop courses over the next two years that can be placed in rotation.

Courses initially will be developed and taught by faculty members. In the future, we also may hire adjunct faculty members to teach courses, but they will always be directed by a tenure track faculty member in the department.

The advisor for the program will work with students in the admission process and in advising for each semester to help them identify deficiencies in preparation and ensure that the students know what is required as background for a set of courses or requirements.

Required Coursework. We will require two courses: (a) research methods and (b) capstone experience. The research methods course will explore the variety of methods used in health communication research, including designs that are quantitative (e.g., using data from experimental or survey designs), qualitative (e.g., using data from observations, interviews, or interaction), or rhetorical (e.g., using texts or speeches as data). The goals of the research methods course will be to develop skills needed (a) to read original research articles and (b) to conduct research. This course will be an online version of our current CMN 574.

The capstone course in the M.S. in Health Communication will integrate knowledge and skills from prior coursework and experiential learning. This course will enable the student to demonstrate broad mastery of material for the promise of future employment opportunities and career advancement. More specifically, the goal of the capstone course is to integrate and demonstrate the cognitive, affective, and psychomotor learning acquired in previous coursework and experience in the form of a capstone project. For the capstone project, students will apply their knowledge and skills to a health or healthcare issue of their choice by (a) conducting original or replicated research, (b) conducting an

organizational intervention in a health care setting, (c) designing or conducting a media campaign, or (d) implementing another project of the student and instructor's choosing. This course will be developed as CMN 575.

BUDGETARY AND STAFF IMPLICATIONS:

- a. **Additional staff and dollars needed.** Funds to start the program have been committed from Academic Outreach (e.g., course development stipends for faculty, advertising for the program) and LAS Online. Academic Outreach charges a fee for online courses that enables them to provide these services. Academic Outreach has online instruction design teams and technical assistance that are available for the program. They also pay faculty members to develop courses. The online M.S. in Health Communication ultimately will be a tuition-supported program; therefore, we anticipate additional funds from that revenue stream for future faculty hires and administrative support to the program as demand/enrollment increases.
- b. **Internal reallocations (e.g., change in class size, teaching loads, student-faculty ratio, etc.).** Faculty members will be allowed to teach on-load or off-load for these courses (e.g., a faculty member could teach in the summer). In addition, we will diversify our teaching staff with revenue from the program. For example, we have graduates from our doctoral program who will be excellent teachers for the online master's degree.
- c. **Effect on course enrollment in other units and explanations of discussions with representatives of those departments.** This program should not diminish enrollment in other programs, because students in this program will be interested in online education, primarily will be off-campus, and there are no other health/communication programs currently offered online on this campus. It also should not overburden other departments because of demand on their courses. Students could choose to take electives from outside the Department of Communication. Those would most likely be in other online programs that have complementary content – however, those programs can choose whether they admit students from other degree programs into those classes (e.g., depending on their capacity). For example, Human Resource Education (HRE) allows students outside their program to enroll in classes. Possible courses in HRE that would be relevant to our students include:

HRE 490: Clinical Performance Assessment
HRE 532: Strategic Human Resource Development
HRE 411: Curriculum in Medical Education
HRE 590: Leadership in Health Profession Education.

As more online programs develop on campus, additional opportunities for outside courses likely will become available for students who wish to have elective coursework.

- d. **Impact on the University Library.** Academic Outreach has arrangements in place for library use for online programs. The library currently subscribes to

the appropriate journals and owns the appropriate books for students in the proposed M.S. program. Dean Paula Kaufman will provide a letter of support for the program.

- e. **Impact on computer use, laboratory use, equipment, etc.** Students will be off campus and relying mostly on their own computer resources. Courses will be housed on the Academic Outreach servers, with assistance from their computer support staff.

DESIRED EFFECTIVE DATE: Fall, 2010

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Communication

www.communication.illinois.edu

Head of the Department: Dale Brashers
Director of Graduate Studies: John Caughlin
244 Lincoln Hall
702 South Wright Street
Urbana, IL 61801
(217) 333-2683
communication@illinois.edu

Major: Health Communication

Degrees Offered: M.S.

Graduate Degree Programs

The Department of Communication offers a Master's Degree with a major in Health Communication.

Admission

Applications are accepted throughout the year. An application must include official transcripts from every post-secondary institution the applicant has attended; at least three letters of recommendation, preferably from recommenders in academic or professional positions; and a statement of purpose. Students whose native language is not English must present their official scores on the Test of English as a Foreign Language (TOEFL) examination as part of their applications. A minimum score of 611 on the paper-based test, 254 on the computer-based test, or 103 on the Internet-based test (iBT) is required. Detailed information about admissions and financial aid can be found on the department's website.

Degree Requirements

*For additional details and requirements refer to the department's Graduate Handbook and the Graduate College Handbook.

Master of Science

Required Courses:	Non-thesis option – Required Hours
Required hours (CMN 574, CMN 575)	8
Elective hours	24 min
Independent Study Hours (min/max applied toward degree):	max 4
Total Hours	32
Minimum Hours Required Within the Unit:	28
Minimum 500-level Hours Required Overall:	12 (8 in CMN)
Other Requirements:*	
Minimum GPA:	2.75

CLEARANCES:

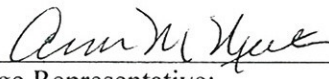
Signatures:



Unit Representative:

5-3-09


Date:



College Representative:

12/9/09

Date:



Graduate College Representative:

03/09/10

Date:

Provost Representative:

Date:

Educational Policy Committee Representative:

Date:

Appendix

Required Course List

CMN 574	Communication Research Methods	(Professor Sally Jackson)
CMN 575	Capstone Individual Study	(Assorted Faculty Members)

Elective Course List

CMN 413	Advanced Small Group Communication	(Professor Scott Poole)
CMN 421	Persuasion Theory and Research	(Professor Brian Quick)
CMN 427	Children and the Media	(Professor Barbara Wilson, Professor Kristen Harrison)
CMN 428	Media and the Human Body	(Professor Kristen Harrison)
CMN 435	Advanced Interpersonal Communication	(Professor John Caughlin)
CMN 462	Interpersonal Health Comm	(Professor Dale Brashers)
CMN 463	Organizational Health Comm	(Professor John Lammers)
CMN 464	Health Communication Campaigns	(Professor Brian Quick)
CMN 465	Social Marketing for Health & Behav. Change	(Professor Marian Huhman)
CMN 474	Workplace Communication Technology	(Professor Michelle Shumate)
CMN 529	Argumentation and Decision Making	(Professor Scott Jacobs)
CMN 529	Persuasion in Health Contexts	(Professor Brian Quick,
CMN 529	Health Care Provider–Patient Communication	(Professor John Lammers)
CMN 529	Communication Technology and Health Care	(Professor Scott Poole)
CMN 529	Management of Nonprofit Organizations	(Professor Michelle Shumate)
CMN 529	Health Informatics and Health Literacy	(Professor Dale Brashers)
CMN 530	Family Communication Theory	(Professor John Caughlin)
CMN 564	Adv Health Communication Campaigns	(Professor Brian Quick)
CMN 565	Communication and Uncertainty in Health Care	(Professor Dale Brashers)

Schedule of Course Development

Year 1 Fall	CMN 574	Research Methods	4 hours
	CMN 462	Interpersonal Health Communication	4 hours
	CMN 530	Family Communication Theory	2 hours
Spring	CMN 421	Persuasion Theory and Research	4 hours
	CMN 413	Advanced Small Group Communication	4 hours
	CMN 564	Communication and Uncertainty in Health Care	2 hours
Year 2 Fall	CMN 463	Organizational Health Communication	4 hours
	CMN 464	Health Communication Campaigns	4 hours
	CMN 529	Argumentation and Decision Making	2 hours
	(some courses from year 1 will also be offered)		
Spring	CMN 474	Workplace Communication Technology	4 hours
	CMN 428	Media and the Human Body	4 hours
	CMN 564	Adv Health Communication Campaigns	2 hours
	CMN 575	Capstone Individual Study	
	(some courses from year 1 will also be offered)		

From: "Gallagher, Tanya Montaleone" <tmgallag@ad.uiuc.edu>
 To: "Brashers, Dale E" <dbrasher@illinois.edu>
 Date: Tue, 28 Apr 2009 18:50:22 -0500
 Subject: RE: Master's degree in Health Communication
 Thread-Topic: Master's degree in Health Communication
 Thread-Index: AcnFtsfaqxh8CkMxRSqOgxpvkm+4tACpLiKw
 Accept-Language: en-US
 X-MS-Has-Attach:
 X-MS-TNEF-Correlator:
 acceptlanguage: en-US
 X-Spam-Score: 0
 X-Spam-Details: rule=cautious_notspam policy=cautious score=0 spamscore=0 ipscore=0 phishscore=0
 bulkscore=0 adultscore=0 classifier=spam adjust=0 reason=mlx engine=5.0.0-0811170000 definitions=main-
 0904280201
 X-Spam-OrigSender: tmgallag@ad.uiuc.edu
 X-Spam-Bar:

Dale:

Thank you very much for sharing your proposal for a Master of Science degree in Health Communication. This is an important complement to the degree offerings in health in the College of Applied Health Sciences and will enrich the campus offerings in health. I fully support its development. We look forward to opportunities to collaborate with you in this effort.

Best regards,
 Tanya Gallagher, Dean
 College of Applied Health Sciences

-----Original Message-----

From: Dale Brashers [mailto:dbrasher@illinois.edu]
 Sent: Saturday, April 25, 2009 10:02 AM
 To: tmgallag@illinois.edu
 Subject: Master's degree in Health Communication

Dear Tanya:

The Department of Communication is developing a Master of Science degree in Health Communication to be delivered online (see attached draft of a proposal for that degree). This is a program that we feel has great potential (a) to draw on the strengths of our department, (b) to align us even more closely with the campus strategic initiatives, and (c) to attract students from across the country who might not be able to relocate to Champaign-Urbana to complete a degree. We have been encouraged by the Provost's office, the deans of LAS, and Academic Outreach to pursue this degree program.

I hope to include your support for this program with our proposal. I believe it will not compete with any of your programs in Applied Health Sciences, and that it will help us to continue building alliances between the colleges of LAS and AHS. As a side note, I've also had conversations with Professor Buchner about how our course work in Health Communication and his in Public Health might connect for our respective degrees. I think there are many such opportunities for us to work together across units.

Please let me know if you have any questions. And if you are able to provide an email to accompany our proposal, that would be greatly appreciated.

My best regards,

Dale

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

University Library

Office of the University Librarian
230 Main Library, MC-522
1408 West Gregory Drive
Urbana, IL 61801



11 May 2009

Dr. Dale E. Brashers
Head, Department of Communication
244 Lincoln Hall
MC-456

Dear Dr. Brashers:

Thank you for giving the University Library the opportunity to review the College of Liberal Arts and Science's proposal to the Senate Committee on Educational Policy to establish an online Master of Science (M.S.) with a Major in Health Communication. Based upon the proposal reviewed, we understand that the program will provide a separate degree for those interested in the association between communication processes and health outcomes. While it is difficult to predict the actual materials needed to support new programs, our subject specialist for Applied Health Studies feels as though online education will have a relatively low impact on existing material and human resources. She is committed to monitoring the new program's development should it be approved. One change that you should be aware of is that the University Library's support for Academic Outreach is slated to be embedded within the Library's Central Reference Department in the fall of 2009. While there are some details to be worked out, the Library remains committed to providing its users with the resources and services that are essential to their academic needs, regardless of distance or location. Given that this is a new program, I would suggest that its coordinator begin working with the University Library as the degree gets off the ground in order to ensure that the program receives the support that we can provide.

Upon review of the proposal materials that you provided to the University Library on April 30th, 2009, the University Library does not believe that there will be an immediate impact on its operations. However, if there are additional services or materials required as the program develops, we will be happy to discuss securing the requisite resources with the program sponsors.

Sincerely,

Paula Kaufman
Juanita J. and Robert E. Simpson
Dean of Libraries and
University Librarian

c: Thomas Teper
Mary Beth Allen
Beth Woodard