



Memorandum

To: Faculty Senate
Seton Hall University

From: Katia Passerini, Ph.D.
Katia Passerini
Provost and Executive Vice President

Re: Public Relations Track in the MA in Communication
2021-FS-13

Date: July 7, 2021

We are in receipt of *2021-FS-13*, approving the proposal for a Public Relations Track in the Master of Arts degree in Communication within the College of Communication and the Arts. The Faculty Senate approved this track at its June 7 meeting.

This proposes that the Master of Arts degree in Communications would be changed so that students could have three rather than two areas of study from which to choose, responding to a preference by both students and faculty that the major offer flexibility. Assistant Dean Ryan Hudes reports graduate applications in Communication have been asking about the existence of a PR track. This track has been created based on the pre-existing Public Relations Certificate using four pre-existing and approved masters level courses. Students would satisfy 12 of their 36 credits by taking these four courses.

Notably, this expansion in the existing Master of Arts in Communication was supported by the Communication Department and by a stakeholder vote by the fulltime faculty member in Museum Programs, approved by the Educational Policy Committee, supported by the faculty of the College of Communication and the Arts, approved by Dean Deirdre Yates, and the APC before being approved by the Faculty Senate. Assistant Dean Hudes explained a review of the budget revealed the proposed expansion does not present an increase in the budget because it can be supported by the faculty already teaching in Communications and will require no other resources; in particular, within the commitment levels below, the department asserts there will be no need for a program director, no graduate assistance, and marketing can occur using resources already designated to the Master of Arts in Communication.

According to Dean Hudes, the program is projected to have an entering cohort of 5 in Fall 2022, 12 in Fall 2023, 15 in Fall 2024, 19 in Fall 2025, and to 22 by Fall 2026. My approval is conditioned upon the track meeting various targets at the completion of years three and five (AY 2024 and AY 2026). In year three (Fall

2023), the track must have at least 12 entering students. In year five (Fall 2025), the track must have at least 22 entering students, and at the conclusion of that academic year must meet at least a 60% positive direct margin. If any of these benchmarks are not met, then the track will be automatically sunsetted. In addition, in the event of any substantial deviations from the financial plan, I may determine an accelerated review process during the first five years to evaluate earlier action or interventions, including a possibility of suspending the program until enrollment is sustainable. Meanwhile, the proposed catalogue description should be shared, and the new designation should be entered into Banner.

I thank the faculty and administration of the College of Communication and the Arts on their hard work on this program, as well as the Faculty Senate for their efforts. I look forward to the success of this exciting, revitalized program.