SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Site Request

UNIVERSITY:	SDSU
DEGREE(S) AND PROGRAM:	**Health Communication Minor**
NEW SITE(S):	**Online**
INTENDED DATE OF IMPLEMENTATION:	**2020-2021 Academic Year**
CIP CODE:	**09.0905**
UNIVERSITY DEPARTMENT:	**School of Communication and Journalism**
UNIVERSITY DIVISION:	**Arts, Humanities and Social Sciences**

Please check this box to confirm that:

☒ The individual proposing this program has read AAC Guideline 2:11

issues, and health care administrators[1]." Furthermore, "The U.S. Bureau of Labor Statistics (BLS) projected that job opportunities for health educators, which includes health

3. **Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.**

Students will either be new to the university (taking the minor to enhance or supplement a degree program at another institution) or current SDSU students who want to complete the minor online. Students and professionals like the flexibility of online programs that allow them to continue to live and work anywhere. The University does not anticipate that the minor will have much impact on the enrollments in the face-to-face, on-campus courses. The online minor is expected to attract three to five students per year.

| | **Fiscal Years*** | | | |
	1st	**2nd**	**3rd**	**4th**
Estimates	FY 21	FY 22	FY 23	FY 24
Students new to the university	3	3	5	5
Students from other university programs	2	5	8	10
=Total students in the program at the site	5	11	20	30
Program credit hours (major courses)**	24	72	87	108
Graduates	0	0	2	10

 *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. Use the same numbers in Appendix B – Budget.

4. **What is the perceived impact of this request on existing programs in the Regental system?**

Delivering the Health Communication minor online is not expected to negatively impact enrollment in SDSU' face-to-face, on-campus courses as most of the courses are currently offered online. Additionally, the University does not anticipate negative impacts at other regental institutions.

5. **Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.**

Minor in Health Communication	Credit hours	Credit hours currently available from this university online	Credit hours currently available from other universities available online	Credit hours currently available online	Credit hours new to this university
Minor Requirements	12	12	3	9	0
Electives	6	6	0	6	0
Total, Requirements for the Minor	18	18	0	15	0

All of the courses for the minor in Health Communication are offered on the SDSU main campus in Brookings. Three of the four core courses have been offered online. SPCM 422 Persuasion will be offered online every other year in the fall semester, beginning in fall 2021.

Requirements for Health Communication Minor: 18 Credits

Required Coursework
- SPCM 201 - Interpersonal Communication (COM) [SGR #3] Credits: 3
- SPCM 422 - Persuasion (COM) Credits: 3
- SPCM 440-540 - Health Communication (COM) Credits: 3
- SPCM 441-541 - Health Communication Campaigns Credits: 3

Electives
Select six credits from the list. Choose one HLTH course and one additional course from prefixes ADV, MCOM, PUBR, or SPCM. Credits: 6
- ADV 370 - Advertising Principles (COM) Credits: 3
- HLTH/ HSC 200 - Complementary and Integrative Health Care[4] Credits: 3

8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.

None.

9. Cost, Budget, and Resources related to new courses at the site: 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 operations and maintenance, facilities, etc., needed to implement the proposed minor. *Complete Appendix B Budget using the system form.*

A budget is not provided as all courses are currently being taught. No additional resources are needed.