



The University of Georgia

University Council
Athens, Georgia 30602

August 21, 2015

UNIVERSITY CURRICULUM COMMITTEE – 2015-2016

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Graduate Student Representative – Ms. June Brawner

Dear Colleagues:

The attached proposal for a new Undergraduate Certificate in Applied Politics and Public Affairs Communications will be an agenda item for the August 28, 2015, Full University Curriculum Committee meeting.

Sincerely,

William K. Vencill, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav



The University of Georgia

School of Public and International Affairs
Office of the Dean

August 5, 2015

TO: Pamela Whitten, Senior Vice President for Academic Affairs and Provost

FROM: Stefanie A. Lindquist 
Dean and Arch Professor of Public and International Affairs

RE: Interdisciplinary Certificate of Applied Politics

I support the curriculum submission for an Interdisciplinary Certificate in Applied Politics, to be offered jointly with the Grady College of Journalism and Mass Communication. This certificate is interdisciplinary and draws upon expertise in the Department of Political Science in SPIA, and in the Department of Advertising and Public Relations in the Grady College. The undergraduate certificate is set to begin in Fall 2016.

The proposed certificate program will educate students to become successful entrepreneurs in the private, public, and non-profit sectors. Because students who seek careers in politics require certain skills, the certificate program—focused as it is on applied skills—will enhance students' career opportunities and enable them to be more successful when they enter the workforce.

In addition to being supported by faculty in the department, the proposal has been reviewed and approved by the SPIA Curriculum Committee.

This certificate has the potential to significantly enhance the educational programs at SPIA and at the Grady College and better prepare students for the workforce. It has my enthusiastic support.



The University of Georgia

School of Public and International Affairs
Department of Political Science

Date: August 5, 2015

To: University Curriculum Committee

From: John A. Maltese, Department Head, Political Science

Re: Proposal for a Certificate in Applied Politics and Public Affairs Communications

I support the attached proposal for an interdisciplinary Certificate in Applied Politics and Public Affairs Communications, a joint endeavor between the Department of Political Science (SPIA) and the Department of Advertising and Public Relations (Grady). This proposal was carefully vetted by a committee within Political Science (Susan Haire, chair; Charles S. Bullock III, James Monogan, and Paul Welch), and the Political Science faculty endorsed the proposal by a vote of 20-0 on April 23, 2015.

This certificate program will foster interdisciplinary education, expand engaged learning opportunities for undergraduates, and provide undergraduate students with the analytical skills and experiential learning opportunities necessary to prepare them for careers in politics and public affairs communications (e.g. campaign management, lobbying, legislative affairs, issue advocacy, grassroots organization, and government relations).



The University of Georgia

Grady College of Journalism and Mass Communication

MEMORANDUM

To: Pamela Whitten, Senior Vice President for Academic Affairs and Provost

From: Charles N. Davis, Dean, Grady College

Date: August 6, 2015

Re: Certificate in Practical Politics and Public Affairs Communications

I support the curriculum submission for an Interdisciplinary Certificate in in Practical Politics and Public Affairs Communications developed jointly with the School of Public and International Affairs. The proposed certificate draws from all of the disciplines in both Grady College and SPIA. The undergraduate certificate is set to begin in Fall 2016.

The proposed certificate program will educate students in the rapidly growing field of public affairs communications, encompassing public relations and public affairs agencies, local, state and federal communications offices and related fields. The certificate will be targeted at the many students majoring in both Grady and SPIA, as well as other interested students in both colleges.

We have 100 percent support from the Grady College faculty and the certificate proposal was unanimously supported at our Spring 2015 faculty meeting upon recommendation by the College Curriculum Committee.

C: Alison Alexander, Associate Dean, Grady College
Robert Grafstein, Associate Dean, SPIA



The University of Georgia

Grady College of Journalism and Mass Communication

Date: August 5, 2015

To: University Curriculum Committee

From: Tom Reichert, Department Head, Advertising & Public Relations *TR*

RE: Proposal for the Certificate in Applied Politics and Public Affairs Communications

The Department of Advertising & Public Relations in the Grady College fully supports the proposal for an interdisciplinary Certificate in Applied Politics and Public Affairs Communications. The departmental vote was unanimous in support of the proposal and it has my complete support as well. The proposal was also unanimously endorsed by the Grady College faculty at a meeting in April 2015.

We are excited to propose this interdisciplinary certificate program with the Department of Political Science. We believe this program will serve majors in both departments by enhancing their expertise in political and public affairs communications, and their marketability upon graduation. The certificate is targeted toward undergraduates within both our programs.

Thank you for your consideration.

Tom Reichert, Department Head

I. BASIC INFORMATION

- 1. Institution:** University of Georgia **Date:** August 7, 2015
- 2. School/College:** School of Public and International Affairs (SPIA)
Henry W. Grady College of Journalism and Mass Communication
- 3. Departments:** Political Science (SPIA) and Advertising and Public Relations (Grady)
- 4. Certificate Title:** Applied Politics and Public Affairs Communications
- 5. Level:** Undergraduate
- 6. Proposed starting date for program:** the semester following approval (Spring/Fall 2016)
- 7. Overview: purpose, eligibility, curriculum, implementation**

Purpose: This proposed interdisciplinary certificate will provide undergraduate students with analytical skills, knowledge, and experiential learning opportunities in applied politics and public affairs communications. By integrating hands-on training by practitioners with insights drawn from academic coursework, the certificate will equip students with skills and knowledge needed to succeed in careers related to politics and the dimensions of public affairs communications. It will also serve to introduce students in the program to key players in these fields. The certificate is targeted to undergraduate majors in the School of Public and International Affairs (primarily but not exclusively Political Science - POLS) and the Grady College of Journalism and Mass Communication (primarily but not exclusively Advertising and Public Relations - ADPR) who are interested in pursuing careers in these fields. Based on information from a 2014 survey, 83% of political science students indicated an interest in an applied politics certificate program. A significant number of students are pursuing a dual degree program with majors in Grady and SPIA. This certificate will strengthen existing collaboration between students, faculty, and alumni from these two departments and schools.

Eligibility: Admission is open to majors in SPIA and Grady who meet the following criteria: the completion of 30 hours, including POLS 1101 (American Government), a statistics course (any STAT course, MSIT 3000, BIOS 2010+L), and one upper-division studies course [3000 or above] offered by either the Department of Political Science or the Department of Advertising and Public Relations. For these three courses, the combined GPA must be 3.2 or higher in order to apply. Intended majors in Grady with at least 30 hours may apply; however, admission to the certificate program will be contingent upon being accepted into a Grady major. Applicants must submit an essay explaining their interest in applied politics or public affairs communications.

Curriculum: Certificate students from both colleges will take a core set of courses (6 hours), with additional course requirements that are specific to SPIA (11-15 hours) and others that are specific to Grady (12 hours).

Core set of POLS and ADPR courses taken by SPIA and Grady majors (6 hours):

ADPR 3860 Introduction to Public Affairs Communications (3 hours)*

This course describes the field and the role of public affairs and advocacy in shaping public policy, legislation, and politics. Career opportunities explored include lobbyist, press secretary, campaign manager, pollsters, among others. Relevant topics include politics and media, ethics, advocacy advertising, and elements of historical campaigns.

POLS 4790 Special Topics in American Politics (Introduction to Applied Politics) (3 hours) **

This “launchpad” course will introduce students to substantive issues and knowledge needed to pursue a career in politics and politically oriented advertising and public relations. The instructor (typically the faculty member serving as director of the certificate program) will integrate course materials with guest lectures by a variety of practitioners from politics and public affairs communication.

*A new course application has been entered in CAPA.

**This course will be taught under POLS 4790 until a new course application has been approved in CAPA.

Grady majors enrolled in the certificate program must also take (6 hours); ADPR 3960 (3 hours) and any upper-division POLS course listed below (3 hours):

ADPR 3960 Advanced Public Affairs Communication (3 hours)*

This course provides an in-depth view of public affairs communications practices and careers. Students examine the role and influence of the media (traditional and emerging) in political and advocacy campaigns around issues, policy and legislation, as well as other advocacy tools, including opinion writing, coalition building, activism, and grassroots efforts.

POLS upper-division course (3 hours) from the following list:

- POLS 4600 The Legislative Process
- POLS 4660 Southern Politics
- POLS 4605 Politics of Congressional Elections
- POLS 4610/6610 The United States Presidency
- POLS 4515 Campaign Politics
- POLS 4530 American Political Parties
- POLS 4540 Interest Group Politics
- POLS 4510 Public Opinion and American Democracy
- POLS 4520/6520 Electoral Behavior
- POLS 4150 Research Methods in Political Science

*A new course application has been entered in CAPA.

And, any two courses from the following list (6 hours):

- ADPR 5011 Public Relations Internship (1-3 hours)
- ADPR 5940 Topics in Public Affairs Communications (3 hours)*
- ADPR 5120 Crisis Communication (3 hours)
- ADPR 3530 Online Reputation Management (3 hours)
- JOUR 5420/7420 Credibility, the News Media, and Public Trust (3 hours)
- JOUR 3090 Information Gathering (3 hours)

*A new course application has been entered in CAPA.

SPIA majors enrolled in the certificate program must also complete the following sequence (totaling 11-15 hours):

POLS 4150 – Research Methods in Political Science (a special course section focused on tools for applied politics research) (3 hours) and

POLS Internship course series (8-12 hours)

The expectation is that SPIA students will complete the three required courses, POLS 4790 (Special Topics in American Politics: Introduction to Applied Politics), POLS 4150 (Research Methods in Political Science), and ADPR 3860 (Introduction to Public Affairs Communications) prior to the internship course series.

Implementation: Where possible, the certificate program will employ elements of a cohort model so that Grady and SPIA students who are admitted in the same semester also take core courses together. The typical student will complete the certificate requirements within three semesters; all students are expected to have completed the requirements within two academic years of their admission to the program.

Program initiation will begin immediately upon approval of the certificate, with the first applicants being admitted early spring 2016 with coursework beginning fall 2016. Initially, the expected annual number of graduates in each track (Grady, SPIA) is 15; once established, given existing resources, annual enrollment is not expected to exceed 25 in each track.

This certificate will include one new POLS course initially taught as a special topics class and new ADPR courses in public affairs communications initially being taught as special topics classes.

8. Letters of support with signatures (see attachment)

II. Response to the Criteria for All Programs

1. Purpose and educational objectives:

A. The proposed certificate will provide undergraduate students with analytical skills and experiential learning that will better prepare them for careers in politics and public affairs communications. These careers include (but are not limited to) the following fields: campaign management, lobbying, legislative affairs, issue advocacy, grassroots organization, and government relations. This program complements the University's recent initiative to provide students with extraordinary learning opportunities, including those that focus on enhancing interactions with partners in other organizations and "increas(ing) student success and readiness for careers or graduate school." (UGA Office of Senior VP for Academic Affairs and Provost, press release, April 16, 2014).

B. Students who are majors in SPIA or in Grady College and meet the eligibility criteria are welcome to apply. The proposed certificate is interdisciplinary: the Department of Political Science, within the School of Public and International Affairs, and the Advertising and Public Relations Department, within the Grady College of Journalism and Mass Communication, will be responsible for offering the required courses in this certificate program. Once approved, faculty and administrators will finalize organizational arrangements for the certificate program, including the selection of the directors. Given the high level of faculty involvement from both schools in the planning for the certificate program, it is anticipated that the start-up phase will be completed relatively quickly, with applicants admitted spring 2016 to begin their coursework in the fall. We anticipate that students will need 3-4 semesters to complete the program. As a result, we expect that, within five years (2020), the certificate program will have awarded certificates to at least three cohorts of students. With a budget based on existing resources, the proposal expects admission will be limited to approximately 25 students per track per year (50 total).

2. Need for program:

A. This certificate program fosters interdisciplinary education, expands engaged learning opportunities for our undergraduates, and prepares program participants for careers in politics and public affairs communications. Although a substantial number of UGA students double major in Political Science and ADPR, there is not an educational program that provides a foundation for effectively leveraging coursework in politics and public affairs communications that will better prepare our graduates for careers in these fields. Alumni who work in campaign management and issue advocacy have suggested that graduates are more likely to find employment if they have participated in an educational program that links substantive knowledge in an area (e.g., campaign politics, public affairs communications courses) with relevant communication and methodological skills (e.g., polling, quantitative data analysis) and experiential learning (e.g., attending lectures by practitioners, campaign debates, completing an internship for a political campaign or issue advocacy organization).

B. Additional information

1. Program initiation: spring 2016
2. Full implementation: We will recruit students and complete application decisions during spring 2016; admitted students will begin coursework fall 2016
3. First certificates will be awarded: summer/fall 2017
4. Estimated initial annual number of graduates: 15-17 (per track)
5. Projected future trends, annual number will be capped at 25 (per track)

3. Evidence of student demand for program sufficient to sustain reasonable enrollments.

Based on current SPIA enrollment estimates, there are 609 political science majors and 831 international affairs majors at UGA. One hundred-twelve of SPIA majors are also majors in Grady. In a 2014 survey of undergraduate political science majors, 46% of 127 respondents indicated that they were “very interested,” and 37% reported that they were “moderately interested,” in a certificate that would focus on applied politics. Also, in summer 2015, all 10 slots in the new Grady in Washington, D.C. program were immediately filled. The program requires both an internship and public affairs communications course.

Minority student enrollments in the certificate are expected to be similar to the proportion of minority students enrolled in SPIA and Grady.

4. Proposed curriculum and program of study.

A.(1a) Eligibility criteria and application process:

To be admitted, a student must have completed 30 hours, including POLS 1101, a statistics course (any STAT course, MSIT 3000, BIOS 2010+L), and one upper-division studies course in ADPR or POLS [3000 or higher]. For these three courses, the combined GPA must be 3.2 or higher. Intended majors in Grady with at least 30 hours may apply; however, admission to the certificate program will be contingent upon being accepted into a Grady major. As part of the application, a student must submit an essay (of not more than 500 words) to explain his or her interest in obtaining this certificate.

A.(1b) Curriculum (core courses for Grady and SPIA majors; Grady requirements; SPIA requirements). Sample programs of study are included in the appendix.

Core courses for Grady and SPIA majors (6 hours):

POLS 4790 Special Topics in American Politics (Introduction to Applied Politics) (3 hours)*

This “launchpad” course will introduce students to substantive issues and knowledge needed to pursue a career in politics and politically oriented advertising and public relations. The instructor (typically the faculty member

serving as director of the certificate program) will integrate course materials with guest lectures by a wide range of practitioners from politics and public affairs communication.

ADPR 3860 – Introduction to Public Affairs Communications (3 hours)**

This course describes the field and the role of public affairs and advocacy in shaping public policy, legislation, and politics. Career opportunities explored include lobbyist, press secretary, campaign manager, pollsters, among others. Relevant topics include politics and media, ethics, advocacy advertising, and elements of historical campaigns.

*This course will be taught under POLS 4790 until a new course application has been entered and approved in CAPA.

**A new course application has been entered in CAPA.

In addition to the core courses, Grady Majors enrolled in the certificate must take the following courses (12 hours):

ADPR 3960 Advanced Public Affairs Communication (3 hours)*

This course provides an in-depth view of public affairs communications practices and careers. Students examine the role and influence of the media (traditional and emerging) in political and advocacy campaigns around issues, policy and legislation, as well as other advocacy tools, including opinion writing, coalition building, activism, and grassroots efforts.

*A new course application has been entered in CAPA.

And, one of the following POLS courses (3 hours):

POLS 4600 The Legislative Process

POLS 4660 Southern Politics

POLS 4605 Politics of Congressional Elections

POLS 4610/6610 The United States Presidency

POLS 4515 Campaign Politics

POLS 4530 American Political Parties

POLS 4540 Interest Group Politics

POLS 4510 Public Opinion and American Democracy

POLS 4520/6520 Electoral Behavior

POLS 4150 Research Methods in Political Science

And, two courses from the following list (6 hours):

ADPR 5011 Public Relations Internship (1-3 hours)

ADPR 5940 Topics in Public Affairs Communications (3 hours)*

ADPR 5120 Crisis Communication (3 hours)*

ADPR 3530 Online Reputation Management (3 hours)*

JOUR 5420/7420 Credibility, the News Media, and Public Trust (3 hours)

JOUR 3090 Information Gathering (3 hours)

*A new course application has been entered in CAPA.

In addition to the core courses, SPIA Majors enrolled in the certificate must take the following courses (11-15 hours):

POLS 4150 Research Methods in Political Science (3 hours)

A special section of this course will be offered and tailored towards research skills and methods associated with applied politics. For example, students will learn how to design survey research and analyze existing survey datasets. After taking this course, students will be prepared to carry out the original research project that is part of the capstone academic requirement associated with the internship – 3 hours.

Internship courses (8-12 hours) [From course numbers listed below.]

A student, in consultation with the certificate director, will identify an internship area of interest and propose the academic courses to be taken in conjunction with the internship. Students will intern full time (35-40 hours) over the course of the academic term (a minimum of 10 weeks) in one of these areas: legislative affairs, a lobbying firm, an issue advocacy organization, a polling organization, or on a campaign. Students will enroll in a 4-hour course associated with the internship performance, evaluated on an S/U basis with feedback from the on-site supervisor. During the internship semester, students must also enroll in a four-hour course in which they undertake an original research project and paper (for a total of 8 hours). Students have the option of enrolling in a third course (for a total of 12 hours): the analytical weekly essays course (in which student applies knowledge from coursework to analyze observations) or preparing a second research paper. Academic work will be supervised by the SPIA certificate director or a regular member of the faculty designated by the certificate director.

Legislative Internship –

POLS 5100 Legislative Internship (4 hours, S/U)

POLS 5101 Legislative Internship Research (4 hours, graded, original research project and paper)

POLS 5102 Legislative Internship Analytical Essays (4 hours, graded, analytical weekly essays in which student applies knowledge from certificate coursework to analyze reflections or a second research paper)

Lobbying/Issue Advocacy/Polling Internship –

POLS 5110 Lobbying Internship (4 hours, S/U)

POLS 5111 Lobbying Internship Research (4 hours, graded, original research project and paper)

POLS 5112 Lobbying Internship Analytical Essays (4 hours, graded, analytical weekly essays in which student applies knowledge from certificate coursework to analyze reflections or a second research paper)

Campaigns Internship –

POLS 5120 Campaign Internship (4 hours, S/U)

POLS 5121 Campaign Internship Research (4 hours, graded, original research paper)

POLS 5122 Campaign Internship Analytical Essays (4 hours, graded, analytical weekly essays in which student applies knowledge from certificate coursework to analyze reflections or a second research paper)

Although there are master's programs in campaign management and other aspects of applied politics and public affairs communication, there are no comparable undergraduate degree programs. To the best of our knowledge, there are no comparable undergraduate certificate programs at other USG, peer or aspirant institutions. Program accreditation is not available.

5. Faculty resources

This interdisciplinary program will draw on the expertise of full-time faculty from Advertising and Public Relations and the Department of Political Science. An advisory body for the program will include faculty from both departments.

Faculty more directly involved in the proposed program:

Grady faculty expected to be involved in the proposed program:

Carolyn Caudell Tieger Professor of Public Affairs Communications. Once determined and hired, the person who holds this professorship will have a major role in the certificate program.

[Michael Cacciatore](#) (Assistant Professor), PhD University of Wisconsin. Issue coverage, risk communication, media framing.

[Itai Himelboim](#) (Associate Professor), PhD University of Minnesota. Political and international communication, and the role of social media in news.

[Barry Hollander](#) (Professor), PhD University of Florida. Political communication, public opinion, and news effects.

[Glen Nowak](#) (Professor and Director of the Center for Health and Risk Communication), PhD University of Wisconsin. Media relations, crisis and risk communication.

[Bryan Reber](#) (Professor and C. Richard Yarbrough Professor in Crisis Communication Leadership), PhD University of Missouri. Crisis communication, public relations.

[Tom Reichert](#) (Professor and Georgia Athletic Association Professor), PhD University of Arizona. Politics and media, political advertising, and persuasion.

[Karen Russell](#) (Associate Professor and Jim Kennedy New Media Professor), PhD University of Wisconsin. Public relations, social media, online reputation management.

[Lynne Sallot](#) (Professor and Josiah Meigs Distinguished Teaching Professor), PhD University of Florida. Public relations, crisis communication, and public affairs.

[Spencer Tinkham](#) (Professor), PhD University of Illinois. Political advertising and methodology.

SPIA faculty expected to be involved in the proposed program (These faculty are those who regularly teach in American politics, with scholarly expertise in areas associated with this certificate program.):

[Scott H. Ainsworth](#) (Professor), PhD Washington University in St. Louis. Interest Groups and Lobbying, Congressional-Executive Relations, U.S. Congress.

[Brittany H. Bramlett](#) (Honors Teaching Fellow), PhD University of Maryland. American Politics, Political Behavior, and Political Cognition.

[Charles S. Bullock III](#) (Richard B. Russell Professor and Josiah Meigs Distinguished Teaching Professor), PhD Washington University in St. Louis. Southern Politics, Legislative Politics.

[Jamie L. Carson](#) (Professor), PhD Michigan State University. Congressional Politics, U.S. Presidency.

[Paul-Henri Gurian](#) (Associate Professor), PhD University of North Carolina Chapel Hill. Presidential Nominations, Campaign Politics.

[Audrey A. Haynes](#) (Josiah Meigs Distinguished Teaching Professor), PhD The Ohio State University. Presidential Nominations and Elections, Media.

[M.V. Hood III](#) (Professor), PhD Texas Tech University. Southern Politics, Redistricting and Congressional Elections, American Politics and Policy.

[Ines Levin](#) (Assistant Professor), PhD California Institute of Technology. Elections, Public Opinion, Civic Engagement.

[Michael S. Lynch](#) (Assistant Professor), PhD Washington University in St. Louis. American Politics, Political Institutions, Spatial Voting Theory.

[Anthony Madonna](#) (Associate Professor), PhD Washington University in St. Louis. American Political Institutions, Congressional Politics.

[Jamie Monogan](#) (Assistant Professor), PhD University of North Carolina at Chapel Hill. Political Methodology, State Politics and Policy, American Political Behavior.

[Keith Poole](#) (Professor), PhD University of Rochester. Congressional Behavior, Political Polarization.

Total faculty: 22

6. Resources needed to support the program.

Existing computer equipment, instructional equipment, and research support services are currently sufficient, given expected renovations to Baldwin Hall. A computer classroom with statistical software installed is available in Candler Hall for the SPIA required course on research methods. Student access to data, including survey and polling data, is currently sufficient through ICPSR and other resources in the public domain.

Staff will provide administrative support for admissions, academic advising to students enrolled in the certificate, and coordination of speakers/events associated with the certificate. Assistance will also be needed in Political Science to help develop relationships with organizations that will sponsor interns, assist students with the internship placement process, and work with agency supervisors during the course of the internship.

For the SPIA portion of the certificate program, a director will be selected from the current tenure-track political science faculty. It is expected that the Carolyn Caudell Tieger Professor of Public Affairs Communications will direct the Grady portion of the certificate program. That person will do so from offices in the Journalism building.

7. Physical facilities

Courses will be taught in facilities on campus. Baldwin Hall is scheduled for renovation. Once renovated, office space will be allocated for the Program Director (SPIA-track) and staff assistant. The existing laboratory classroom in Candler is sufficient for the SPIA research methods course offering.

8. Expense to the institution

Expense to Grady (all personnel costs)*

First Year	Second Year	Third Year
\$15,000	\$30,000	\$30,000

*Estimates of expense to Grady based on cost of teaching a course to be \$7,500. First year includes two courses with 100 percent enrollment by certificate students. Second and third years includes those two courses plus electives.

Expense to SPIA

	First Year	Second Year	Third Year
Personnel	\$32,250	\$49,125	\$56,625
Operating Costs	\$10,000	\$10,000	\$10,000
Library Acquisitions	0	0	0
Total	\$192,250	\$84,125	\$91,625

Narrative for Expense to SPIA:

Personnel costs: Estimates based on costs of instruction for courses with 100 percent certificate students as well as courses with 25 percent certificate students. Each year also includes \$6,000 for administrative support estimated as a pro rata share of a position in SPIA that is responsible for experiential learning. First, second, and third years also include costs for instruction associated with internship supervision and advising by faculty director (2 courses in first year; 3 courses in second year; 4 courses in third year).

First Year - (1 course with 100% certificate students; 2 courses with 25%)

Second Year - (2 courses with 100% certificate students; 3 courses with 25%)

Third Year - (2 courses with 100% certificate students; 3 courses with 25%)

Cost of teaching a course is estimated to be \$7,500

Operating Costs:

This estimate includes costs for office equipment, papers, supplies, copying, promotional activity, processing of applications.

Costs of the certificate program will be absorbed internally by SPIA and Grady. No additional institutional funding is needed to implement the program.

No student support is required for undergraduates in the certificate program.

9. Commitments of financial support

An effective program can be run without additional resources. Office and classroom space to administer the program has already been earmarked for use. As noted above, enrollment will be capped given current resources. Expansion of the program would depend on funds made available as a result of gifts made by donors or other sources of funding external to the University.

10. Provisions must be made for appropriate administration of the program within the institution and for the admission to and retention of students in the program in keeping with accepted practice.

Administration. Responsibility for administration of the certificate program will be shared by the Grady and SPIA directors of the certificate program, the associate deans for SPIA and Grady, in consultation with the department heads and faculty of the Departments of Political Science and ADPR.

Admission. Eligibility for participation in the Certificate Program is limited to majors in Grady or SPIA. To be admitted, a student must have completed 30 hours, including POLS 1101, a statistics course (see specific list above), and one upper-division course in ADPR or POLS [3000 or higher]. For these three courses, the combined GPA must be 3.2 or higher. Intended majors in Grady with at least 30 hours may apply; however, admission to the certificate program will be contingent upon being accepted into a Grady major. As part of the application, a student must submit an essay (of not more than 500

words) to explain his or her interest in obtaining this certificate. The eligibility criteria are designed to ensure that students will be academically successful, given the academic rigor and experiential demands of the program.

Retention. Regular advising (at least once each semester) by certificate directors and staff will ensure that students fulfill certificate requirements in a timely fashion. SPIA majors are expected to undertake a full-time internship. Those students are responsible for applying for an internship with an office or agency. Program staff will work with students to assist them with appropriate placements. Staff will also provide general information to students to encourage careful financial planning for the internship semester. Students will not be allowed to enroll in an internship if they are no longer in good academic standing.

Other administrative issues. Once a student has been accepted for an internship, program staff will work with the University's Office of Legal Counsel to design an agreement to be entered into with that office to ensure compliance with state and federal law.

Appendix: Supplemental materials

Sample Program of Study

GRADY TRACK

Semester 1:

ADPR 3860 – Introduction to Public Affairs Communications (3 hours)*

This course describes the field and the role of public affairs and advocacy in shaping public policy, legislation, and politics. Career opportunities explored include lobbyist, press secretary, campaign manager, pollsters, among others. Relevant topics include politics and media, ethics, advocacy advertising, and elements of historical campaigns

Semester 2:

ADPR 3960: Advanced Public Affairs Communications (3 hours)*

This course provides an in-depth view of public affairs communications practices and careers. Students examine the role and influence of the media (traditional and emerging) in political and advocacy campaigns around issues, policy, and legislation, as well as other advocacy tools, including opinion writing, coalition building, activism, and grassroots efforts.

POLS 4790 Special Topics in American Politics (Introduction to Applied Politics) (3 hours)

This “launchpad” course will introduce students to substantive issues and knowledge needed to pursue a career in applied politics. The instructor (typically the SPIA faculty member serving as director of the certificate program) will integrate course materials with guest lectures by a wide range of practitioners from politics and public affairs communication.

Semester 3:

One POLS upper-division course (3 hours) from the following list:

- POLS 4600 The Legislative Process
- POLS 4660 Southern Politics
- POLS 4605 Politics of Congressional Elections
- POLS 4610/6610 The United States Presidency
- POLS 4515 Campaign Politics
- POLS 4530 American Political Parties
- POLS 4540 Interest Group Politics
- POLS 4510 Public Opinion and American Democracy
- POLS 4520/6520 Electoral Behavior
- POLS 4150 Research Methods in Political Science

One course from the following list (3 hours):

- ADPR 5011 Public Relations Internship (1-3 hours)
- ADPR 5940 Topics in Public Affairs Communication (3 hours)*
- ADPR 5120 Crisis Communication (3 hours)
- ADPR 3530 Online Reputation Management (3 hours)
- JOUR 5420/7420 Credibility, the News Media, and Public Trust (3 hours)
- JOUR 3090 Information Gathering (3 hours)

Semester 4:

One course from the following list (3 hours):

- ADPR 5011 Public Relations Internship (1-3 hours)
- ADPR 5940 Topics in Public Affairs Communication (3 hours)*
- ADPR 5120 Crisis Communication (3 hours)
- ADPR 3530 Online Reputation Management (3 hours)
- JOUR 5420/7420 Credibility, the News Media, and Public Trust (3 hours)
- JOUR 3090 Information Gathering (3 hours)

*A new course application has been entered in CAPA.

Sample Program of Study

SPIA TRACK

Includes only courses that count towards the certificate. Because the capstone experience involves an internship, SPIA majors will be working with the director/staff early on to identify potential areas of interest for an internship and may decide to take other courses (e.g., legislative process) that might be useful to the internship.

Semester 1:

ADPR 3860 – Introduction to Public Affairs Communications (3 hours)

This course describes the field and the role of public affairs and advocacy in shaping public policy, legislation, and politics. Career opportunities explored include lobbyist, press secretary, campaign manager, pollsters, among others. Relevant topics include politics and media, ethics, advocacy advertising, and elements of historical campaigns

Semester 2:

POLS 4790 Special Topics in American Politics (Introduction to Applied Politics) (3 hours)

This “launchpad” course will introduce students to substantive issues and knowledge needed to pursue a career in applied politics. The instructor (typically

the SPIA faculty member serving as director of the certificate program) will integrate course materials with guest lectures by a wide range of practitioners from politics and public affairs communication.

POLS 4150 Research Methods in Political Science (3 hours)

A special section of this course will be offered and tailored towards research skills and methods associated with applied politics. For example, students will learn how to design survey research and analyze existing survey datasets. After taking this course, students will be prepared to carry out the original research project that is part of the capstone academic requirement associated with the internship.

Semester 3:

Internship semester (12 hours) -

Students would intern full time (35-40 hours) over the course of the academic term (a minimum of 10 weeks, if summer, this would be the extended session). Although this “sample” semester is for 12 hours, a student could enroll in 8 hours (but no less than 8 hours). The student cannot take the performance S/U class alone; s/he must enroll in at least one academic course.

Legislative Internship – for example, interning in a congressional office

POLS 5100 Legislative Internship (4 hours, S/U) – based on performance

POLS 5101 Legislative Internship Research (4 hours, graded, original research project and paper)

POLS 5102 Legislative Internship Analytical Essays (4 hours, graded, analytical weekly essays in which student applies knowledge from certificate coursework to analyze reflections or a second research paper)

New Course Proposal Descriptions

ADPR

Introduction to Public Affairs Communications (ADPR 3860 – 3 hours)

This course describes the field and the role of public affairs and advocacy in shaping public policy, legislation, and politics. Career opportunities explored include lobbyist, press secretary, campaign manager, pollsters, among others. Relevant topics include politics and media, ethics, advocacy advertising, and elements of historical campaigns.

Advanced Public Affairs Communications (ADPR 3960 – 3 hours)

This course provides an in-depth view of public affairs communications practices and careers. Students examine the role and influence of the media (traditional and emerging) in political and advocacy campaigns around issues, policy and legislation, as well as other advocacy tools, including opinion writing, coalition building, activism, and grassroots efforts.

Topics in Public Affairs Communications (ADPR 5940 – 3 hours)

This course is designed to synthesize and integrate many of the conceptual and practical approaches to the study and application of public affairs communications. Emphasis is on critical thinking, analytical processes, and acquisition of specialized knowledge pertaining to the course topic.

*New course application has been entered in CAPA. All three ADPR courses have been approved at the department and college level.

POLS

Introduction to Applied Politics (POLS 5030 – 3 hours)

This “launchpad” course will introduce students to substantive issues and knowledge needed to pursue a career in applied politics. The instructor (typically the SPIA faculty member serving as director of the certificate program) will integrate course materials with guest lectures by a wide range of practitioners from politics and public affairs communication.



The University of Georgia®

Grady College of Journalism and Mass Communication

Date: August 5, 2015

To: University Curriculum Committee

From: Janice Hume, Department Head, Journalism *JH*

RE: Proposal for the Certificate in Applied Politics and Public Affairs Communications

The Department of Journalism in the Grady College supports the proposal for the interdisciplinary Certificate in Applied Politics and Public Affairs Communications. We have agreed to offer two courses --- JOUR 3090 and JOUR 5420 -- as electives in the Grady track of the certificate program. We will offer seats to students in the certificate program as availability and demand allow.