

1. Overview

A. Provide a brief description of the new certificate.

The certificate in risk communication will combine the strengths of two schools within New College, SBS and MNS. Risk communication stems from the need to name, understand and manage physical and social risks as we are faced with increasingly challenging decisions concerning stressed social and environmental infrastructures. Proficiency in risk communication requires understanding the complex interfaces of physical, biological, psychological and social systems. The certificate will prepare students for a range of diverse careers in risk management, crisis communications and public affairs. Specifically, students will develop expertise suited to work as risk-management specialists and environmental advocates, preparing them to translate complex scientific ideas and analyses into information that can be evaluated meaningfully by all members of society

B. This proposed certificate (check one):

- Is cross disciplinary; or
- Is certified by a professional or accredited organization/governmental agency; or,
- Clearly leads to advanced specialization in a field; or,
- Is granted to a program that does not currently have a major.

C. Why should this be a certificate rather than a concentration or a minor?

It requires coursework from multiple disciplines and therefore does not lend itself to drawing from a single major body of courses like a concentration or minor would.

D. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The certificate will be affiliated with both the communication degree program in SBS and the BS in environmental science program in MNS. It should increase the professional preparation of communication students who study complex dynamics of bio-social-communication systems, while introducing those who study environmental science to the role and importance of communication in constructing environmental issues, making environmental policy decisions, and communicating scientific research outcomes.

E. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

The certificate connects science, environmental issues, and public risk/health in order to better situate students as producers and consumers of science communication, risk communication, and crisis communication.

F. Projected enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	10	25	50

2. Support and Impact

A. Faculty governance

Provide a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

Attached

B. Other related programs

Identify other related ASU programs and outline how the new certificate will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

There are no competing programs that examine environmental studies, risk, and communication. Proposed certificate complements existing degrees in sustainability because it develops risk, crisis communications, and public affairs in the environmental arena while ensuring students are conversant with environmental science assumptions, methodologies, ethics, etc.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Competence understanding and producing communication about environmental science discovery and findings

Capability to understand and model environmental risk assessments and communicate environmental information effectively and ethically to diverse audiences

Effective public relations and public affairs knowledge and skills

Crisis analysis and communication skills

B. Admissions criteria

List the admissions criteria for the proposed certificate. If they are identical to the admission criteria for the existing major and degree program under which this certificate will be established, please note that here.

Admission criteria for the proposed certificate are identical to program admission criteria. However, eight units counting towards certificate credit must be unique units not already being counted towards BA or BS degree requirements.

C. Curricular structure

Provide the curricular structure for this certificate. Be specific in listing required courses and specify the total minimum number of hours required for the certificate.

Required certificate courses				
Prefix	Number	Title	Is this a new Course?	Credit Hours
BIO	130	Introduction to Environmental Science OR ENV 201 - Fundamentals of Environmental Science (for ENV or LSC majors)	No	3
COM	415	Risk Communication	Yes	3
<i>Section sub-total:</i>				6
Elective certificate courses (Complete three courses)				
Prefix	Number	Title	Is this a new Course?	Credit Hours
COM	414	Crisis Communication	No	3
COM	454	Rhetorical and Critical Approaches to Public Relations	No	3
IAS	340	Bioethics	No	3
IAS	407	Environmental Philosophy and Policy	No	3
IAS	409	Eco-Community Ethics	No	3
<i>Section sub-total:</i>				9

Other certificate requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable	Credit Hours
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0

Section sub-total:

Total minimum credit hours required for certificate 15

D. Minimum residency requirement

How many hours of the certificate must be ASU credit? 15, 12 of which are upper division

E. New Courses

Provide a brief course description for each new course.

Risk communication introduces students to theories and practices of risk assessment with an emphasis on environmental risk. Students will learn how risks are modeled in expert and popular accounts of diverse environmental hazards. Students will study communications used to shape public understandings of risks and will analyze risk formulations promoted by other stakeholders.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda.

4. Administration and Resources
A. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

Admission and student advisement will be handled with routine advising and by referral to one of two faculty advisors, one in MNS and one in SBS.

B. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

No new resources needed

C. Primary Faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
New Hire	Assistant Professor, SBS	Risk Communication in Human Health
Majia Nadesan	Professor, SBS	Risk Communication
Jeff Kassing	Professor, SBS	Environmental Communication
Lara Ferry	Associate Professor, MNS	Environmental Science
Becky Ball	Assistant Professor, MNS	Environmental Science
Beth Polidoro	Assistant Professor, MNS	Environmental Science

5. Additional Materials

- A. Complete and attach the Appendix document.
- B. Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX

OPERATIONAL INFORMATION FOR UNDERGRADUATE CERTIFICATES

(This information is used to populate the Degree Search/catalog website.

Please consider the student audience in creating your text.)

A. **Proposed Certificate Name:**

Risk Communication Certificate

B. **Description (150 words maximum)**

The certificate in risk communication combines the strengths of two schools within the New College of Interdisciplinary Arts and Sciences: the School of Social and Behavioral Sciences and the School of Mathematical and Natural Sciences. The rising importance of the field of risk communication stems from the need to name, understand and manage physical and social risks as we are faced with increasingly challenging decisions concerning stressed social and environmental infrastructures. Proficiency in risk communication requires understanding the complex interfaces of physical, biological, psychological and social systems. The certificate will prepare students for a range of diverse careers in risk management, crisis communications and environmental public affairs. Specifically, students will develop expertise suited to work as risk-management specialists and environmental advocates, preparing them to translate complex scientific ideas and analyses into information that can be evaluated meaningfully by all members of society.

C. **Contact and Support Information**

Building Name, code and room number: (Search ASU map)	FAB S105
Program office telephone number: (i.e. 480/965-2100)	602/543-6058
Program Email Address:	sbsadvising@asu.edu
Program Website Address:	https://newcollege.asu.edu/college-degree-programs/minors-certs

D. **Program Requirements:** Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

The certificate in risk communication requires 15 credit hours, 12 of which must be upper division. Eight credit hours must be unique credit hours not already being counted towards the students' BA or BS degree requirements in communication or environmental science. To earn the certificate a "C" or better must be earned in each upper-division course.

Required Certificate Courses:

BIO 130 Introduction to Environmental Science, SQ (4) or ENV 201 Fundamentals of Environmental Science (3) (for ENV or BIO Majors)
COM 415 Risk Communication (3)

Elective Certificate Courses (complete three courses):

COM 414 Crisis Communication (3)
COM 454 Rhetorical and Critical Approaches to Public Relations (3)
IAS 340 Bioethics, HU (3)
IAS 407 Environmental Philosophy and Policy, L or HU (3)
IAS 409 Eco-Community Ethics, HU (3)

E. **Additional Admission Requirements** If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

Students wishing to pursue the risk communication certificate should consult an academic advisor in the unit offering that certificate to ensure that the appropriate set of courses is taken and required paperwork submitted.

F. **Delivery/Campus Information Delivery:**

On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.


G. **Campus/Locations:**

Indicate **all** locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe West Other:



To: Robert E. Page, Jr.
University Provost

From: Marlene Tromp 
Dean, New College of Interdisciplinary Arts and Sciences

Subject: Risk Communication Certificate

Date: April 1, 2015

I support the attached proposal to establish the undergraduate Risk Communication Certificate.

The proposed certificate has been reviewed and received faculty approval through appropriate governance procedures in our School of Mathematical and Natural Sciences and the School of Social and Behavioral Sciences.

Both Schools have the resources to deliver this certificate in a manner that will not adversely affect the offering of core courses in these Schools.

New College of Interdisciplinary Arts and Sciences
Office of the Dean

Mailing Address: PO Box 37100, Phoenix, AZ 85069-7100
Street/Shipping Address: 4701 W. Thunderbird Road, Glendale, AZ 85306-4908
Voice: (602) 543-7000 Fax: (602) 543-4565 Web: <http://newcollege.asu.edu>

Date: March 27, 2015

To: Majia Nadesan, Professor
School of Social & Behavioral Sciences

Lara Ferry, Associate Professor/Associate Director
School of Math & Natural Sciences

From: Roger L. Berger, Director and Professor *Roger L. Berger*
School of Mathematical and Natural Sciences

Re: Certificate in Risk Communication

This memo confirms that the School of Mathematical and Natural Sciences has agreed to contribute to and partner with the School of Social and Behavioral Sciences in the delivery of the Certificate in Risk Communication. We believe that this certificate will be a useful opportunity for some of our majors in Environmental Science and Biology.

The program is supported by the MNS faculty and can be mounted without a substantial impact on our existing programs.

Date: March 18, 2015

To: Majia Nadesan, Professor
School of Social & Behavioral Sciences

Lara Ferry, Associate Professor/Associate Director
School of Math & Natural Sciences

From: Jeffrey Kassing
Director, School of Social & Behavioral Sciences

Re: Program Endorsement

This memo confirms that SBS has agreed to contribute to and partner with the School of Math & Natural Sciences in the delivery of the Certificate in Risk Communication.

The program has received faculty support from SBS and can be mounted without a substantial impact on our existing programs.

We look forward to establishing this degree and affording the students the opportunity to study in this important interdisciplinary area.

**New College of Interdisciplinary Arts and Sciences
Division of Social and Behavioral Sciences**

Mailing Address: PO Box 37100, Phoenix, AZ 85069-7100
Street/Shipping Address: 4701 W. Thunderbird Road, Glendale, AZ 85306-4908
(602) 543-6058 Fax: (602) 543-6004
newcollege@asu.edu
<http://newcollege.asu.edu>

From: [Lara Ferry](#)
To: [Stacey Kimbell](#)
Cc: [Majia Nadesan](#); [Jeffrey Kassing](#)
Subject: Fwd: Request for Impact Statement for Certificate in Risk Comm
Date: Tuesday, June 16, 2015 10:54:12 AM

Here is one.

Begin forwarded message:

From: Patrick Kenney <pkenney@asu.edu>
Subject: RE: Request for Impact Statement for Certificate in Risk Comm
Date: June 16, 2015 at 10:52:25 AM MST
To: Lara Ferry <Lara.Ferry@asu.edu>, Duane Roen <Duane.Roen@asu.edu>
Cc: Jeffrey Kassing <jkassing@asu.edu>, Majia Nadesan <Majia@asu.edu>

This is fine with CLAS. Thx, Pat

Patrick J. Kenney
Vice Provost and Dean
College of Liberal Arts and Sciences
Arizona State University

From: Lara Ferry
Sent: Tuesday, June 16, 2015 10:06 AM
To: Duane Roen; Patrick Kenney
Cc: Jeffrey Kassing; Majia Nadesan
Subject: Request for Impact Statement for Certificate in Risk Comm

Good Morning Drs. Roen and Kenney-

I am writing to request an impact statement regarding the Certificate in Risk Communication being developed within New College. This is a program jointly developed by the School of Mathematical and Natural Sciences (MNS) and the School of Behavioral Sciences (SBS). I attach below the proposal for your reference, as well as endorsements from both schools and the college.

If you would kindly share with me either your support or your concerns by June 30, I would be most grateful.

Thank you,

Lara Ferry

Lara Ferry, PhD

Associate Director & Professor, School of Mathematical & Natural
Sciences

Honors Faculty, Barrett The Honors College

Arizona State University

Mailing Address (letters): PO Box 37100, MC 2352 • Phoenix, AZ 85069-
7100

Shipping Address (packages): 4701 W. Thunderbird Rd., FAB N137 •
Glendale, AZ 85306-4908

Office: FAB N153 • (602) 543-2817

Website: <http://morphology.asu.edu>

From: [Lara Ferry](#)
To: [Stacey Kimbell](#)
Cc: [Jeffrey Kassing](#); [Majia Nadesan](#)
Subject: Fwd: Request for Impact Statement for Certificate in Risk Comm
Date: Tuesday, June 16, 2015 1:27:37 PM

Here is the second. We are good to go.

Begin forwarded message:

From: Duane Roen <Duane.Roen@asu.edu>
Subject: RE: Request for Impact Statement for Certificate in Risk Comm
Date: June 16, 2015 at 12:28:01 PM MST
To: Lara Ferry <Lara.Ferry@asu.edu>, Patrick Kenney <pkenney@asu.edu>
Cc: Jeffrey Kassing <jkassing@asu.edu>, Majia Nadesan <Majia@asu.edu>

Lara,

This looks like an exciting program.

The College of Letters and Sciences is happy to support this certificate.

Please let me know if there is anything else that I can do to be helpful.

Best,
Duane

Duane Roen
Dean, College of Letters and Sciences
Dean, University College
Arizona State University | Undergraduate Academic Services Building, Room 228
Box 871901 | Tempe, AZ 85287-1901
Voice: 480-727-6513 | Fax: 480-727-6344 | Email: duane.roen@asu.edu

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Sent: Tuesday, June 16, 2015 10:06 AM
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Cc: Jeffrey Kassing; Majia Nadesan
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Lara Ferry, PhD

Associate Director & Professor, School of Mathematical & Natural
Sciences

Honors Faculty, Barrett The Honors College

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