



**1. Overview**

- A. Provide a brief description of the new certificate.  
 The Hugh Downs School of Human Communication has designed specific courses that offer students a concentration in the area of civil communication. Students are provided specific training in dialogue based methods of civility, application of critical civil communication skills in public spheres, and civil and productive modes of argumentation. This specialization would provide students with the ability to recognize, competently practice, and facilitate the ever increasing demand for civil discourse in society and workplace organizations. Our foundational courses provide the opportunity for interdisciplinary collaboration and community engagement.
- 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 is very specific and would be beneficial for people who work or deal with organizations or for students who are seeking employment in a specific field.
- 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.  
 In the Hugh Downs School we are seeking to increase the numbers of individuals who can engage in civil communication when there are disagreements or conflicts. We already teach mediation classes to assist those interested in negotiation and conflict and this certificate will add to our ability to assist individuals to become better trained as facilitators.
- E. Demand  
 Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).  
 Given the number of mass murders in the US and the heated debates that individuals find themselves in, we have discovered as we have developed an effective way of engaging in civil dialogue. We have been working on the facilitated dialogue process now for the past three years and have perfected it to the point that we've been asked to facilitate for the legislature committees in the state; for civic groups; religious organizations; and in public venues for 'hot' topics. We have brought our facilitation program to NAU; have worked with the Sandra Day O'Connor house and with various community groups including some departments on this campus.
- F. Projected enrollment  
 What are enrollment projections for the first three years?

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr. 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	10	30	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.

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.)  
none

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>).

1. To understand the necessity for civility in communication.
2. To understand the value of facilitating civil communication through dialogue in polarized controversies.
3. To become acquainted with and be able to apply the technique of Civil Dialogue (CD) both as a pedagogical tool and as a research method.
4. To competently be able to model civility.
5. To research how civility can be introduced to a variety of contexts.

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.

Same as major/minor for Communication.

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
COM	222	Argumentation	No	3
COM	225	Public Speaking	No	3
COM	327	Civil Communication	Yes	3
(Select one)				
<i>Section sub-total:</i>				9

**Elective certificate courses**

Prefix	Number	Title	Is this a new Course?	Credit Hours
COM	312	Communication, Conflict and Negotiation	No	3
COM	319	Persuasion and Social Influence	No	3
COM	321	Rhetorical Theory and Research	No	3
COM	341	Social Contexts for Performance	No	3
COM	421	Rhetoric of Social Issues	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

Section sub-total:

**Total minimum credit hours required for certificate      18**

**D. Minimum residency requirement**

How many hours of the certificate must be ASU credit? 9

**E. New Courses**

Provide a brief course description for each new course.

COM 327 Civil Communication (3):

This course offers a theoretical understanding of civil communication and methods for applying civil communication practices in a variety of contexts.

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.)?

Advising staff will do initial admissions to certificate and advising. Lead faculty will work with advising team to retain students and follow progress.

**B. Enrollment projections**

What are enrollment projections for the next three years?

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr. 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	10	30	50

**C. 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.

None, the faculty are already employed by the unit.

**D. 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.

<b>Name</b>	<b>Title</b>	<b>Area(s) of Specialization as they relate to proposed certificate</b>
Daniel Brouwer	Assoc. Professor	Public sphere theory.
Clark Olson	Full academic professional	Civil dialogue facilitation
Jennifer Linde	Senior Lecturer	Civil dialogue facilitation and performance studies faculty
Belle Edson	Assoc. Academic Professional	rhetorical theory/persuasion

**5. Additional Materials**

- Complete and attach the Appendix document.
- Provide one or more model programs of study (if appropriate).
- 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:** Civil Communication

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

The Hugh Downs School of Human Communication has designed specific courses that offer students a concentration in the area of civil communication. Students are provided specific training in dialogue based methods of civility, application of critical civil communication skills in public spheres, and civil and productive modes of argumentation. This specialization provides students with the ability to recognize, competently practice and facilitate the ever increasing demand for civil discourse in society and workplace organizations. Our foundational courses provide the opportunity for interdisciplinary collaboration and community engagement.

C. **Contact and Support Information**

Building Name, code and room number: ( <i>Search ASU map</i> )	STAUF 412 A
Program office telephone number: ( <i>i.e. 480/965-2100</i> )	480/965-5095
Program Email Address:	communication@asu.edu
Program Website Address:	<a href="http://humancommunication.clas.asu.edu/">http://humancommunication.clas.asu.edu/</a>

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

The certificate requires 18 credit hours.

Required courses:

COM 222 Argumentation (3)

COM 225 Public Speaking (3)

COM 327 Civil Communication (3)

Elective courses (9 credits):

COM 312 Communication, Conflict and Negotiation (3)

COM 319 Persuasion and Social Influence (3)

COM 321 Rhetorical Theory and Research (3)

COM 341 Social Contexts for Performance (3)

COM 421 Rhetoric of Social Issues (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 admitted to study at Arizona State University are eligible to pursue the requirements of a certificate. In order to be admitted to the university, complete the Office of Admission online application. Please contact the Hugh Downs School of Human Communication for additional information.

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:

## Julie Ramsden

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**From:** Paul LePore  
**Sent:** Tuesday, October 22, 2013 9:59 AM  
**To:** curriculumplanning@asu.edu  
**Cc:** Jenny Smith; Paul LePore  
**Subject:** Undergraduate Certificate in Civil Communication  
**Attachments:** Proposal\_to\_Establish\_an\_Undergrad\_Certificate\_4-4 rev.doc; Letter for Support for Civil Communication Certificate.docx

Please accept the enclosed proposal to establish an Undergraduate Certificate in Civil Communication.

Thank you.

PL

**PAUL C. LEPORE, Ph.D.**

Associate Dean

**College of Liberal Arts and Sciences**

Foundation Building, Suite 110

Arizona State University | P.O. Box 876605 | Tempe, Arizona 85287-6605

480.965.6506 | Fax: 480.965.2110 | e-mail: [paul.lepore@asu.edu](mailto:paul.lepore@asu.edu)

**ASU College of Liberal Arts and Sciences** — *Transforming learning, discovery and lives*

 **HUGH DOWNS SCHOOL**  
*of HUMAN COMMUNICATION*

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**A R I Z O N A   S T A T E   U N I V E R S I T Y**

TO: CLAS Curriculum Committee

FROM: Angela Trethewey, Director

RE: Certificate in Civil Communication

DATE: September 17, 2013

I fully and enthusiastically support the development of an undergraduate certificate in civil communication. This certificate addresses a very real and pressing need in our contemporary world, namely the ability to engage in civil, thoughtful, and productive dialogue about the central issues that we face as a society.

We have faculty who are experts in this area, drawing on their training in rhetoric, performance studies, conflict transformation, and communication theory and practice. We also have students who are very interested in honing their public communication knowledge and skills.

For those reasons and on behalf of the faculty in the Hugh Downs School, I support this certificate.



**From:** [Angela Trethewey](#)  
**To:** [Jenny Smith](#)  
**Subject:** FW: Civil Communication Certificate  
**Date:** Tuesday, November 05, 2013 4:21:37 PM

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Hi Jenny,

And Fred has indicated that his unit is supportive, as well.

Thanks!

AT

Angela Trethewey  
Professor and Director  
The Hugh Downs School of Human Communication  
College of Liberal Arts and Sciences  
Arizona State University  
480.965.5095 (o)  
480.965.4291 (f)  
<http://humancommunication.clas.asu.edu/content/angela-trethewey>

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**From:** Belle Edson  
**Sent:** Tuesday, November 05, 2013 3:03 PM  
**To:** Angela Trethewey  
**Subject:** FW: Civil Communication Certificate

FYI for the provost. Belle

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**From:** Frederick Corey  
**Sent:** Tuesday, November 05, 2013 2:19 PM  
**To:** Jeffrey Kassing; Belle Edson  
**Subject:** RE: Civil Communication Certificate

Belle,

The School of Letters and Sciences supports this program, too. It looks great.

Fred

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**From:** Jeffrey Kassing  
**Sent:** Tuesday, November 5, 2013 2:18 PM  
**To:** Belle Edson; Frederick Corey  
**Subject:** Re: Civil Communication Certificate  
**Importance:** High

Hi Belle,

This looks like a great certificate. We have no issues with it.

Best,

Jeff

Jeffrey W. Kassing  
Professor/Director School of Social & Behavioral Sciences  
New College of Interdisciplinary Arts & Sciences  
Arizona State University  
(602) 543-6631  
[jkassing@asu.edu](mailto:jkassing@asu.edu)

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**From:** Belle Edson <[bedson@asu.edu](mailto:bedson@asu.edu)>  
**Date:** Tuesday, November 5, 2013 10:05 AM  
**To:** Frederick Corey <[FREDERICK.COREY@asu.edu](mailto:FREDERICK.COREY@asu.edu)>, Jeff Kassing <[jkassing@asu.edu](mailto:jkassing@asu.edu)>  
**Subject:** Civil Communication Certificate

Hi Fred and Jeff,

The Hugh Downs school has proposed this certificate and we have been asked by the Provost office to let you know that this has been approved by CLAS and that we are seeking your 'approval' as well. Some of the students who may choose this may take some of their coursework at your institution. If you could drop me a note that you approve this and also if you have questions please drop me a note with any questions that you have. Best, Belle

Belle A. Edson, PhD  
Associate Instructional Professional  
Director of Undergraduate Studies and Core Courses  
The Hugh Downs School of Human Communication  
480-965-8264