## (NEW GRADUATE INITIATIVES)

## PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

☐ **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals.**

- Establishment of new curricular initiative requests; degrees, concentrations, or certificates
- Rename requests; existing degrees, concentrations or certificates
- Disestablishment requests; existing degrees, concentrations or certificates

☐ **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker  online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: Courses link
- For questions regarding proposing new courses, send an email to: courses@asu.edu

☐ **Prepare the applicable proposal template and operational appendix for the proposed initiative.**

- New degree, concentration and certificate templates (contain proposal template and operational appendix) can be found at the Provost's Office Curriculum Development website: Academic Programs link

☐ **Obtain letters or memos of support or collaboration. (if applicable)**

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request

☐ **Obtain the internal reviews/approvals of the academic unit.**

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

**Additional Recommendations -** All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that Graduate Education strongly recommends that academic units establish after the program is approved for implementation.

☐ **Set-up a Graduate Faculty Roster for new PhD Programs** – This roster will include the faculty eligible to mentor, co-chair or chair dissertations. For more information, please go to http://graduate.asu.edu/graduate_faculty_initiative.

☐ **Establish Satisfactory Academic Progress Policies, Processes and Guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

☐ **Establish a Graduate Student Handbook for the New Degree Program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.

**Check Box Directions** – To place an "X" in the check box, place the cursor on the left-side of the box, right click to open the drop down menu, select *Properties*, under *Default value*, select *Checked* and then select *Ok*.

**ARIZONA STATE UNIVERSITY**
**PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE**

This template is to be used only by programs that have received specific written approval from the University Provost's Office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

## DEGREE PROGRAM

**College/School(s) offering this degree:** New College of Interdisciplinary Arts & Sciences

**Unit(s) within college/school responsible for program:** School of Social and Behavioral Sciences

**If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources:** N/A

> **Proposed Degree Name**: Master of Arts (MA) in Social Technologies
>
> **Master's Degree Type:** Master of Arts (MA)
>
> **Proposed title of major:** Social Technologies

**Is a program fee required?  Yes ☐      No ☒**

**Requested effective term:** Fall **and year:** 2015
(The first semester and year for which students may begin applying to the program)

## PROPOSAL CONTACT INFORMATION
(Person to contact regarding this proposal)

**Name:** Greg Wise                                                      **Title:** Professor

**Phone:** 602 543 6646                                      **email:** gregwise@asu.edu

## DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*)

**College Dean name:**  Marlene Tromp

**College Dean Signature** _____ **Date:** __3/6/2014_____

**College Dean name:**
(if more than one college involved)

**College Dean Signature** _____ **Date:** _____

**ARIZONA STATE UNIVERSITY**
**PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE**

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

---

**DEGREE PROGRAM INFORMATION**

**Master's Type:** MA
**(E.g. MS, MA, MAS, PSM, or other)**

**Proposed title of major:** Social Technologies

---

1. **PURPOSE AND NATURE OF PROGRAM:**
   A. **Brief program description –**

   There has been a sea change in the ways in which people use technologies to form new communities, find out about the world, and change it. This master's program is focused on understanding how social technologies are related to different forms of social change in a range of organizational contexts. The program is grounded in social, behavioral, critical, cultural, and design approaches to social technologies, and would prepare students for careers in social media, community management, and cognate fields, as well as for doctoral work in social technologies. Students would leave the program with a thorough grounding in social theory and applied research methods relating to understanding the social uses of interactive environments, networked technologies, and mobile computing.

   B. **Will concentrations be established under this degree program?** ☐ Yes  ☒ No
      (**Please provide additional concentration information in the operational appendix – number 5A**.)

2. **PROGRAM NEED -** Explain why the university should offer this program (include data and discussion of the target audience and market).

   Social Technologies are those technologies that encourage social interaction. Such technologies have an increasing presence in everyday life and impact a number of fields of study and occupations. The MA in Social Technologies degree allows graduates to bring social theory to bear on such technologies to better understand and manage social interactions through technology. These are useful skills for a variety of occupations, including: the management of organizations and groups, especially those that collaborate across distances; community organizing; positions that facilitate interaction with the public and communities; and occupations that engage with communication technologies in their interactions with clients, groups, and the public, such as social media manager. In general, this is a highly desired skill set across a number of positions.

   Currently, ASU graduate students interested in such technologies can cobble together courses from across the university to serve their needs, but there is not a cohesive curriculum that provides a solid core of social theory applicable to social technologies and an understanding of how to apply this theory to research and influence social change.

3. **IMPACT ON OTHER PROGRAMS -** Attach any letters of collaboration/support from impacted programs. (see Checklist coversheet).

   A memo of support from the Dean of the Walter Cronkite School of Journalism and Mass Communication is attached. Also attached is a memo of support from the Co-Director of the Consortium for Science, Policy, and Outcomes. We also have the support of the director of the

Professional Science Masters (PSM) in Science and Technology Policy and the PhD in Human and Social Dimensions of Science and Technology program (see attached email) and are exploring collaborations between the MA in Social Technologies and those programs and avoiding unnecessary duplication. We believe that the MA in Social Technologies as complementing and supporting both of these programs and will not directly compete with either.

In addition, we examined programs in the following units and have concluded that there will be no impact on their programs.

*School of Arts Media and Engineering*
They have the MA in Digital Culture. However, this is a degree that is production and design based ("geared towards practitioners of design and the arts who have an interest in software and system development"), with an emphasis on performance and the experience of media. None of the courses listed (https://webapp4.asu.edu/programs/t5/majorinfo/ASU00/HIDGCMA/graduate/false) are anything close to what we are offering. Our approach is more conceptual, grounded in social and behavioral science approaches. These two programs (Digital Culture and Social Technologies) would appeal to quite different students.

*ASU Herberger Institute Digital Culture Initiative*
The Initiative is a BA program, not an MA. Its website states that it draws on perspectives in the arts, design, engineering, science, and humanities (but not behavioral or social sciences). Also, the emphasis is on digital technologies, rather than social technologies more generally.

*School of Human Evolution and Social Change*
Their current MA programs are in Global Health and Museum Studies. I don't see any program here (BA, MA, or PhD) that addresses issues of Social Technologies.

*Fulton Schools of Engineering*
Obviously, most programs are from an Engineering perspective, which is quite different than our approach. They do have a Concentration within the MA in Applied Ethics on Science, Technology, and Ethics. But this program addresses a different set of applied questions than those addressed by Social Technologies.

*College of Technology and Innovation*
There is an MS in Information Technology, but this is a technology skill-based curriculum and would appeal to a different student that Social Technologies.

4. **PROJECTED ENROLLMENT -** How many new students do you anticipate enrolling in this program each year for the next five years? Please note, The Arizona Board of Regents (ABOR) requires nine masters and six doctoral degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

| 5-YEAR PROJECTED ANNUAL ENROLLMENT | | | | | |
|---|---|---|---|---|---|
| **Please utilize the following tabular format.** | **1st Year** | **2nd Year** (Yr 1 continuing + new entering) | **3rd Year** (Yr 1 & 2 continuing + new entering) | **4th Year** (Yrs 1, 2, 3 continuing + new entering) | **5th Year** (Yrs 1, 2, 3, 4 continuing + new entering) |
| Number of Students Majoring (Headcount) | 10 | 20 | 29 | 36 | 41 |

5. **STUDENT LEARNING OUTCOMES AND ASSESMENT:**

A. **List the knowledge, competencies, and skills** students should have attained by graduation from the proposed degree program. (You can find examples of program Learning Outcomes at (http://www.asu.edu/oue/assessment.html).

1. Students should be able to articulate the relationship of social change to technology.

2. Students should demonstrate the ways in which collaboration and community can be encouraged by certain kinds of sociable technologies, and how such systems fail.

3. Students should make nuanced ethical professional choices based on solid grounding in the history and ethical problems of technology implementation and use.

4. Students shall demonstrate the ability to compare and choose an appropriate research modality and framework, including not just traditional social science research methodologies, but design research, usability studies, action research, and so on.

5. Students will demonstrate knowledge of critical/cultural approaches to social technologies.

6. Students will demonstrate knowledge of social network(ing) theory.

B. **Describe the plans and methods to assess** whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (http://www.asu.edu/oue/assessment.html).

Student Learning Outcomes will be assessed through both direct and indirect measures.

For the direct measure of each outcome, we will analyze the capstone projects. The assessment committee will apply rubrics in order to review each of the learning outcomes. Each rubric will allow the committee to rate each project on that learning outcome as exceeding expectations, meeting expectations, approaches expectations, and falls far below expectations. The performance criterion for each measure will be that 75% of student projects will meet or exceed expectations on that measure.

The indirect measure for each outcome will be based on an exit survey of program graduates. For each learning outcome, the performance criterion for that measure would be that 75% of exit survey respondents will report that the MA in Social Technologies contributed "Quite a Bit" or "Very Much" to their ability to meet that outcome (for example, their ability to articulate the relationship of social change to technology).

6. **ACCREDITATION OR LICENSING REQUIREMENTS (if applicable):** Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

None.

7. **FACULTY, STAFF, AND RESOURCE REQUIREMENTS:**
A. **Faculty**
i. **Current Faculty -** List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty members who will teach in the program.

Greg Wise, Professor, PhD, Cultural Studies and Technology, Director and Core Faculty
Alex Halavais, Associate Professor, PhD, Social Media, Core Faculty
Jeff Kassing, Professor, PhD, Organizational Dissent, Sport and Social Media
Hazel Kwon, Assistant Professor, PhD, Social Media, Online Collective Behaviors, Core Faculty
Lindsey Mean, Associate Professor, PhD, Identity and Diversity, Media and Discourse

Majia Nadesan, Professor, PhD, political economy, bio-politics Core Faculty
Judd Ruggill, Assistant Professor, PhD, digital media, theory of games, Core Faculty
Suzanne Vaughn, Associate Professor, PhD, Institutional Ethnography
Vince Waldron, Professor, PhD, family communication, workplace communication

    **ii.**     **New Faculty -** Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

        Within the first three years, as the program grows, we will need a new tenure track faculty line in Politics and Social Technologies.

    **iii.**     **Administration of the program -** Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

        The degree will be under the supervision of a Program Director and advised by a Graduate Committee. The Graduate Committee and Director will review applications for admission. All new students will be advised by the Program Director until they create their Plan of Study and identify a faculty advisor and committee. The graduate faculty of the program will meet biannually to establish course offerings for the upcoming year, to discuss curricular and program needs, and other matters as they arise.

        A small core of classes will be offered in frequent rotation, with electives offered as faculty schedules permit. Multiyear planning will ensure that electives will be offered each semester.

        Staff support will be provided by Janis Lacey and Tosha Ruggles who currently also support other MA programs in the College.

**B. Resource requirements needed to launch and sustain the program:** Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc.

    The program will be able to launch with current resources.

**8.**   **COURSES:**
    A.   Course Prefix(es): Provide the following information for the proposed graduate program.
        **i.**     Will a new course prefix(es) be required for this degree program?
                        Yes ⊠ No
        **ii.**     If yes, complete the **[Course Prefixes / Subjects Form](#)** for each new prefix and submit it as part of this proposal submission.

    B.   **New Courses Required for Proposed Degree Program:** Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

        **The following are required core and capstone courses for the new degree program:**

        STC 505 Theories of Social Technology. 3 hours. Reviews key theoretical perspectives on social technology from social and behavioral perspectives.

        STC 510 Applied Social Technology. 3. Provides case-based examples of assessing, planning, and executing social technology projects in various contexts.

        STC 585 Capstone Project in Social Technology [6 hours]. Directed project in social technology. This is a single, six-credit course that is taken in a student's last semester.

        **The following are elective courses to be developed for the new degree program:**

STC 520 Advocacy and Social Technology.  3. Examines the potential for social technology in advocating for social change.

STC 530 Technology and Collaboration. 3. Examines the history, theory, and practice of technologies used to collectively create, make decisions, and work in concert, with focus on small group and interpersonal collaboration.

STC 540 Critical/Cultural Approaches to Social Technology. 3. Reviews key theories from cultural studies and critical perspectives on technology.

STC 545 Games as Social Technology. 3. Explores how games as networked and collaborative technologies facilitate community formation, interaction, and development.

STC 535 Networked Social Technologies. 3. Surveying human and social behaviors from the perspective of networks.

STC 537 Community Informatics. 3. Examines the ways in which communities form, manage themselves, and improve through the use of networked technologies.

STC 547 Political Economy of Social Technology. 3. Reviews social technology from the perspective of economics and institutions.

STC 525. Politics and Social Technology. 3. Concerns the political implications of social technology.


# APPENDIX
## OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS
(This information is used to populate the Graduate Programs Search/catalog website.)


1. **Provide a brief** (catalog type - no more than 150 words) **program description.**

There has been a sea change in the ways in which people use technologies to form new communities, find out about the world, and change it. The MA in Social Technologies program is focused on understanding how social technologies are related to different forms of social change in a range of organizational contexts.  The program is grounded in social, behavioral, critical, cultural, and design approaches to social technologies, and prepares students for careers in social media, community management, and cognate fields, as well as for doctoral work in social technologies. Students leave the program with a thorough grounding in social theory and applied research methods relating to understanding the social uses of interactive environments, networked technologies, and mobile computing.


2. **Campus(es) where program will be offered:**
   *(Please note that Office of the Provost approval is needed for ASU Online campus options.)*

   ☐    **ASU Online only (all courses online)**

   **All other campus options (please select all that apply):**

   ☐    Downtown          ☐    Polytechnic
   ☐    Tempe             ☒    West

   ☐    **Both** on-campus **and** ☐ ASU Online **(*) -** (Check applicable campus from options listed.)

(*) Please note: Once students elect a campus option, students will not be able to move back and forth between the on-campus (in-person) or hybrid options and the ASU Online campus option.

3.   **Admission Requirements:**

**Degree**: Minimum of a Bachelor's or master's degree in a closely related field from a regionally accredited College or University.  Related fields may include communication, sociology, political science, media studies, or anthropology.

**GPA:** Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 hours of a student's first bachelor's degree program. Minimum of 3.00 cumulative GPA (scale is 4.0 = A) in the applicable Master's degree.

**English Proficiency Requirement for International Applicants:** The English proficiency requirements are the same as the Graduate Education requirement. (see Graduate Education requirement http://graduate.asu.edu/admissions/international/english_proficiency):  ☒ **Yes**   ☐ **No**

If applicable, list any English proficiency requirements that are supplementary to the Graduate Education requirement.

**Foreign Language Exam:**
Foreign Language Examination(s) required?  ☐Yes ☒No

If yes, list all foreign languages required:  N/A

**Required Admission Examinations:** ☐**GRE** ☐**GMAT** ☐**Millers Analogies**  ☒ **None required**
(Select all that apply.)

**Letters of Recommendation:** ☒Yes ☐No

4.   **Application Review Terms (if applicable Session):** Indicate all terms for which applications for Admissions are accepted and the corresponding application deadline dates, if any:

☒ Fall (regular)          Deadline (month/year):  7/2015
☐ Session B               Deadline (month/year):

☒  Spring (regular)       Deadline (month/year):  12/2015
☐ Session B               Deadline (month/year):

☐ Summer I    Deadline (month/year):

☐ Summer II   Deadline (month/year):

5.   **Curricular Requirements:**
(Please expand tables as needed. Right click in white space of last cell. Select "Insert Rows Below")

**5A.   Will concentrations be established under this degree program?** ☐ Yes X No
**5B.    Curricular Structure:**

| Required Core Courses for the Degree | | | Credit Hours |
|---|---|---|---|
| (Prefix & Number) | (Course Title) | (New Course?) Yes or No? | (Insert Section Sub-total) 6 |
| STC 505 | Theories of Social Technology | Y | 3 |
| STC 510 | Applied Social Technology | Y | 3 |

| Elective or Research Courses *(as deemed necessary by supervisory committee)* *Students choose 21 credit hours from the list below.* *[Attached are memos from the directors of the MACS and MAIS programs supporting the inclusion of their courses in our curriculum. COM and SOC are offered by the School of Social and Behavioral Sciences, which is the unit that will house the MA in Social Technologies]* | | | Credit Hours |
|---|---|---|---|
| **(Prefix & Number)** | **(Course Title)** | **(New Course?) Yes or No?** | **(Insert Section Sub-total)** **21** |
| **Research Methods\* --Required** (Students choose from one of the following: MAS 501, JHR 500, CMN 505, or CMN 506 or other course with approval of program director) | | N | 3 |
| STC 545 | Games as Social Technology | Y | 3 |
| STC 520 | Advocacy and Social Technology | Y | 3 |
| STC 540 | Critical/Cultural Approaches to Social Technology | Y | 3 |
| STC 530 | Technology and Collaboration | Y | 3 |
| STC 547 | Political Economy of Social Technology | Y | 3 |
| STC 525 | Politics and Social Technology | Y | 3 |
| MAS 513 | Sociology of Everyday Life | N | 3 |
| STC 535 | Networked Social Technologies | Y | 3 |
| STC 537 | Community Informatics | Y | 3 |
| CMN 557 | Communication and Technology | N | 3 |
| CMN 570 | Communication and Advocacy in Social Context | N | 3 |
| COM 459 | Social Media Networks | N | 3 |
| SOC 419 | Organizations and Technological Change | N | 3 |
| **Culminating Experience** *E.g. - Capstone course, applied project, **thesis** (**masters only** – 6 credit hours) or **dissertation** (**doctoral only** – 12 credit hours) as applicable* | | | **Credit Hours (Insert Section Sub-total)** **6** |
| **STC 585 Capstone Project in Social Technology** | | | **6** |
| | | | |
| **Other Requirements** *E.g. - Internships, clinical requirements, field studies as applicable* | | | **Credit Hours (Insert Section Sub-total)** |
| | | | |
| | | | |
| **For doctoral programs** – *when approved by the student's supervisory committee, will this program allow 30 credit hours from a previously awarded master's degree to be used for this program? If applicable, please indicate the 30 credit hour allowance that will be used for this degree program.* | | | |
| **Total required credit hours** | | | **33** |

- List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.)**.**

- Omnibus numbered courses cannot be used as core courses.
- Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval. Courses that are new, but do not yet have a new number can be designated with the prefix, level of the course and X's (e.g. ENG 5XX or ENG 6XX).

**6. Comprehensive Exams:**

**Master's Comprehensive Exam (when applicable), please select the appropriate box.**

Not Applicable, as we have a Capstone.

**(Written comprehensive exam is required)**

☐ Oral comprehensive exam is required – in addition to written exam

☐ No oral comprehensive exam required - only written exam is required

**7. Allow 400-level courses:** ☒ **Yes** ☐ **No** (No more that 6-credit hours of 400-level coursework can be included on a graduate student plan of study.)

**8. Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs): 1 (this is a Capstone, not a Thesis)

**9. Keywords** (List all keywords that could be used to search for this program. Keywords should be specific to the proposed program.)

Social Technology, Social Media, Technology and Society

**10. Area(s) of Interest**

**A.** Select **one (1)** primary area of interest from the list below that applies to this program.

| | |
|---|---|
| ☐ **Architecture & Construction** | ☐ **Interdisciplinary Studies** |
| ☐ **Arts** | ☐ **Law & Justice** |
| ☐ **Business** | ☐ **Mathematics** |
| ☒ **Communication & Media** | ☐ **Psychology** |
| ☐ **Education & Teaching** | ☐ **STEM** |
| ☐ **Engineering & Technology** | ☐ **Science** |
| ☐ **Entrepreneurship** | ☐ **Social and Behavioral Sciences** |
| ☐ **Health & Wellness** | ☐ **Sustainability** |
| ☐ **Humanities** | |

**B.** Select **one (1)** secondary area of interest from the list below that applies to this program.

| | |
|---|---|
| ☐ **Architecture & Construction** | ☐ **Interdisciplinary Studies** |
| ☐ **Arts** | ☐ **Law & Justice** |
| ☐ **Business** | ☐ **Mathematics** |
| ☐ **Communications & Media** | ☐ **Psychology** |
| ☐ **Education & Teaching** | ☐ **STEM** |
| ☐ **Engineering & Technology** | ☐ **Science** |
| ☐ **Entrepreneurship** | ☒ **Social and Behavioral Sciences** |
| ☐ **Health & Wellness** | ☐ **Sustainability** |
| ☐ **Humanities** | |

**From:** Stacey Kimbell [mailto:kimbell@asu.edu]
**Sent:** Thursday, March 06, 2014 11:10 AM
**To:** curriculumplanning@asu.edu
**Cc:** Greg Wise; Patrick Bixby; Tosha Ruggles
**Subject:** MA in Social Technologies Proposal

Attached please find the documentation for the New College MA in Social Technologies, as approved by Dean Marlene Tromp.

Thank you,

**Stacey Kimbell**
Executive Assistant to the Dean
New College of Interdisciplinary Arts & Sciences
Arizona State University
Vox:  (602) 543-6150  Fax:  (602) 543-4565

Reply    Reply All    Forward

# Re: Seeking Memo of Support for New MA Program

## Clark Miller

To:      Greg Wise

Friday, March 07, 2014 2:30 PM

You replied on 3/19/2014 9:16 AM.

Hi Greg,

Thanks for the additional information about your courses and the orientation of your program. In general, it looks like a strong program. I am happy to support it. I look forward to building valuable collaborations among our various degree programs.

If you'd be interested in considering using the HSD prefix (human and social dimensions of science and technology), rather than creating a new one, I'd be happy to chat. There might be real advantages to having all of our courses located in the same place in the catalog, rather than further proliferating the number of places students have to look to find similar courses. It could also be valuable in establishing a strong precedent for establishing an outpost of the HSD PhD on the West campus. I know we haven't figured out how to do that so far, but having students located at West working on PhDs around social technologies has the potential to be exciting.

Best,

Clark

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**From:** Greg Wise <Greg.Wise@asu.edu>
**Date:** Friday, February 21, 2014 at 10:23 AM
**To:** Clark Miller <clark.miller@asu.edu>
**Subject:** RE: Seeking Memo of Support for New MA Program

Hi Clark,
Good to hear from you! And I absolutely agree with the need for coordination, cooperation, and differentiation. I think that these programs will work together quite well and definitely complement each other, and I look forward to collaborating with you.

I think there is clear differentiation between the programs: the MA in STP has policy as its focus, and globalization; the MA in Social Tech is more conceptually oriented and emphasizes community and advocacy. We see the MAST as preparing students for positions including: the management of organizations and groups, especially those that collaborate across distances; community organizing; positions that facilitate interaction with the public and communities; and occupations that engage with communication technologies in their interactions with clients, groups, and the public, such as social media manager. So I think our recruitment

Reply     Reply All     Forward

# Re: MAIS

## Sharon Kirsch

To:        Greg Wise

Wednesday, March 19, 2014 3:38 PM

You replied on 3/19/2014 4:28 PM.

Hi Greg,

It would be fine for you to add MAS 500 and MAS 513 to the curriculum of the new MA Program in Social Technologies. You might consider MAS 501: Methods of Interdisciplinary Inquiry, which we offer each fall, in place of MAS 500, which we don't (or haven't to my knowledge) offered.

What does the memo need to say beyond support the addition of these courses?

Best,
Sharon
--
**Sharon J. Kirsch, Ph.D.**
Assistant Professor of English and Rhetorical Studies
Director, M.A. in Interdisciplinary Studies
Barrett Honors Faculty
School of Humanities, Arts and Cultural Studies
**Arizona State University | New College of Interdisciplinary Arts and Sciences**
sharon.kirsch@asu.edu | 602-543-6049

---

**From:** Greg Wise <Greg.Wise@asu.edu>
**Date:** Wednesday, March 19, 2014 9:05 AM
**To:** Sharon Kirsch <Sharon.Kirsch@asu.edu>
**Subject:** MAIS

Hi Sharon,

As you may know, we are proposing a new MA program in Social Technologies. We would like to list MAS 500 and MAS 513 in our curriculum as options that our students can use to fulfil either research methods or elective requirements. If you are fine with this, could you write a brief memo of support that I can include with our proposal? I've been working with Patrick on this proposal, so he is aware of our curriculum. The memo can be very brief, but I would need it by Friday morning.

Hope all is well

Reply    Reply All    Forward

# RE: MACS

## Vincent Waldron

To:      Greg Wise

Wednesday, March 19, 2014 11:05 AM

You replied on 3/19/2014 11:09 AM.

Dear Dr. Wise:

I have reviewed the proposal to include CMN courses (CMN 505,506, 557, and 570) as options in the curriculum for a new MA degree in Social Technologies.  The Masters in Communication Studies (MACS) programs welcomes the opportunity to share these courses.   In this proposed degree we find great benefit to our own students and faculty.  We have no reservations whatsoever about the proposal.

Vince Waldron
Professor of Communication
Interim Graduate Director, Masters of Communication Studies (MACS)
Coordinator, Family Communication Consortium
http://famcom.asu.edu/
School of Social and Behavioral Sciences
Arizona State University

**From:** Greg Wise
**Sent:** Wednesday, March 19, 2014 9:08 AM
**To:** Vincent Waldron
**Subject:** MACS

Hi Vince,
We would like to list CMN 505, 506,, 557, and 570 as options (research methods or electives) for our curriculum for the MA in Social Technologies that we are proposing. What I would need from you is a brief memo supporting this, and the proposed MA, by Friday morning. I'd be happy to answer questions, or to forward the whole curriculum if you'd like to look at it.

Cheers,

Greg

February 17, 2014

Dr. J. Macgregor Wise
Professor of Communication Studies
School of Social and Behavioral Sciences
New College of Interdisciplinary Arts and Sciences
Arizona State University

Dear Dr. Wise,

The Walter Cronkite School of Journalism and Mass Communication supports The New College of Interdisciplinary Arts and Sciences' plan for an MA in Social Technology. We believe this program, which will develop social and behavioral perspectives on social technology, will complement our commitment to the study of social media and help build the strengths of ASU in the study of social technologies across the campuses. We look forward to working with you.

Sincerely,

Christopher Callahan, Dean and
University Vice Provost

20 February 2014

J. Macgregor Wise
Professor of Communication Studies
Arizona State University, West Campus

Dear Greg,

On behalf of the Consortium for Science, Policy & Outcomes (CSPO), which I co-direct, I am writing to support the proposed plan by the New College of Interdisciplinary Arts and Sciences to offer a master of arts (MA) in social technology. I understand that this new degree will be grounded in the disciplinary configuration of the School of Social and Behavioral Sciences, and it will develop social and behavioral perspectives on social technology.

Structured in this way, the MA in Social Technologies will provide an excellent complement to activities of CSPO and its affiliated degree programs.

Sincerely,

David H. Guston
Co-Director, Consortium for Science, Policy & Outcomes
Professor of Politics and Global Studies