I. Objectives

A. Degrees offered: M.A. in Strategic Communication

B. Mission of the Program: The Murrow College’s online M.A. in Strategic Communication will provide a comprehensive set of graduate courses aimed at working professionals and adult learners who seek to become effective and ethical communicators on behalf of individuals and institutions, and who honor the legacy of Edward R. Murrow in the service of just and democratic societies.

II. Membership

A. Graduate Faculty within the Murrow College’s M.A. in Strategic Communication program will be WSU tenured, tenure track, or Clinical Assistant, Associate, or Professor rank faculty who have earned a Master’s degree or higher.

1. WSU Campus Participation
   a. The Master of Art in Strategic Communication is offered through the Global Campus of Washington State University as approved and authorized by the Higher Education Coordinating Board (HECB) of Washington State.
   b. Approved tenured, tenure track, and clinical Communication faculty at regional campuses and other affiliated university sites may participate equally in the M.A. in Strategic Communication program as supporting site faculty with full program rights and responsibilities. As such they are entitled to teach graduate courses within the M.A. in Strategic Communication program and act as a Program Director or committee member.

2. M.A. in Strategic Communication Graduate Faculty Membership
   a. Graduate Faculty within the M.A. in Strategic Communication program must have demonstrated disciplinary expertise in a field related to strategic communication, have an interest and experience in teaching graduate students in this field, and relevant professional accomplishments.
   b. Graduate Faculty within the M.A. in Strategic Communication must be actively involved in graduate level teaching related to Communication as evidenced by one or more of the following:
      i. related peer-reviewed publications within the last 3 years
      ii. graduate student mentoring within the last 5 years
iii. teaching of relevant graduate level courses within the last 3 years
iv. recent external grant or contract support

3. M.A. in Strategic Communication Graduate Faculty Participation
   a. M.A. in Strategic Communication Graduate Faculty participation in Communication is independent and separate from academic department, school, or college affiliations.
   b. All active members of the M.A. in Strategic Communication Graduate Faculty are eligible to vote on graduate program issues.

4. External Individual Committee Members
   a. The College of Communication will not include committee members who are external to the College.

B. Application for Membership
   1. Initial M.A. in Strategic Communication Graduate Faculty within Communication are listed in Section XI of this document and have been approved by M.A. in Strategic Communication existing faculty, Dean of the College of Communication, and Dean of the Graduate School.

   2. Candidates for M.A. in Strategic Communication Graduate Faculty participation should be nominated by an existing Communication Graduate Faculty member or may self-nominate. The nomination should include a letter of nomination and a curriculum vita for the nominee. The director of the M.A. in Strategic Communication will circulate application materials to all active M.A. in Strategic Communication Graduate Faculty prior to voting. Acceptance as M.A. in Strategic Communication Graduate Faculty requires a positive vote from a majority of faculty who respond to the vote.

   3. In addition to a commitment to maintain the highest standards of teaching graduate students, anticipated contributions or qualifications for all successful M.A. in Strategic Communication Graduate Faculty applicants include one or more of the following:
      a. History of publication of peer-reviewed manuscripts in Communication or a related discipline.
      b. History of or willingness to participate as appropriate in administrative, teaching, and other functions of the M.A. in Strategic Communication graduate program. This may include serving on M.A. in Strategic Communication program administrative committees; serving as a thesis or dissertation committee member or chair; or providing graduate level instruction.
      c. History of successful teaching within the M.A. in Strategic Communication program.

C. Continuation of Active Membership
1. Graduate Faculty appointments to the M.A. in Strategic Communication will be reviewed for continuation of active membership by the director of graduate studies every 3 years with one-third of the membership reviewed each year. They will be evaluated for contributions to graduate instruction, research, and teaching. Contributions to the Communication graduate program or the M.A. in Strategic Communication program shall be a requirement for continued active membership. Contribution may take the form of:
a. Committee chair, co-chair or member for graduate students in Communication
b. Teaching or co-teaching a graduate course in Communication or in the M.A. in Strategic Communication
c. Supervising research for graduate students in Communication
d. Serving in the administrative and committee structure of the Communication graduate program or the M.A. in Strategic Communication program.

2. Faculty who do not make any of the contributions as stated in C.1 above to the Communication program or the M.A. in Strategic Communication for three consecutive years will be designated as inactive Graduate Faculty. Inactive Graduate Faculty in the M.A. in Strategic Communication do not have voting rights. Initiation of any of these activities described in C.1 above will result in restoration of active Graduate Faculty in the M.A. in Strategic Communication designation.

D. Discontinuation of Membership

Upon request of an active or inactive Graduate Faculty in the M.A. in Strategic Communication member, that individual membership will be discontinued. If that individual’s research and graduate training activity should change, they may reapply for Graduate Faculty in the M.A. in Strategic Communication participation at any time.

E. Membership Appeal Process

Faculty appeal of any membership decision in the M.A. in Strategic Communication must be made in writing to the Dean of the College of Communication within 30 days of the decision. The appeal is determined by a majority vote of all M.A. in Strategic Communication Graduate Faculty (see Section IX for definition of quorum). Final written appeal may be made to the Dean of the Graduate School within 30 calendar days of the M.A. in Strategic Communication Graduate Faculty vote.

III. Administration
Administration of the program and its activities is vested in the Associate Dean of the Murrow College with advice from the Strategic Communication M.A. Director and from the M.A. in Strategic Communication Program Committee.

IV. **Director of graduate studies**

A. The Strategic Communication M.A. Director will be selected by the Dean of the College of Communication, with input from active M.A. in Strategic Communication Graduate Faculty. The Strategic Communication M.A. Director will be a tenure-track or clinical faculty member with Graduate Faculty status within the M.A. in Strategic Communication program.

B. The term of office for the Strategic Communication M.A. Director will be renewable 1 year term with final approval of the Dean as described in IV. A. above.

C. The Director may be removed from office by the Dean with input from the active M.A. in Strategic Communication Graduate Faculty.

D. Duties of the Strategic Communication M.A. Director
   1. Provide overall academic leadership for M.A. in Strategic Communication Program.
   2. Represent the interests of the M.A. in Strategic Communication Program to the campus and University administrators, including on relevant University committees.
   3. Serve as chair of Recruitment and Admissions for the M.A. in Strategic Communication Program
   4. Serve as liaison with the Graduate School and with Global Campus
   5. Complete other duties related to the M.A. in Strategic Communication Program, as assigned by the Associate Dean of the College of Communication.

V. **Committees**

A. M.A. in Strategic Communication Program Committee (SCPC)
   1. Coordinates and advises the Strategic Communication M.A. Director in administering the M.A. in Strategic Communication Program. The Strategic Communication M.A. Director shall record and distribute minutes of each M.A. in Strategic Communication Program Committee meeting to the faculty in the M.A. in Strategic Communication Program and maintain one copy in Program Records.
   2. The M.A. in Strategic Communication Program Committee (SCPC) shall be composed of the Strategic Communication M.A. Director and two active M.A. in Strategic Communication Graduate Faculty.
   3. The College Associate Dean and Student Services Graduate Admission Specialist serve as ex officio members on this committee. Only members of the faculty who hold Graduate Faculty or M.A. in Strategic Communication Program faculty status are eligible to serve on the SCPC.
4. The Strategic Communication M.A. Director is appointed by the Associate Dean. Faculty members on the SCPC are appointed by the Associate Dean. All faculty members serve two-year terms.

5. At the discretion of the Strategic Communication M.A. Director, a graduate student representative may be added to the committee. The student representative will serve as a non-voting member on policy discussions. However, the student representative may not participate in discussions on matters pertaining to admissions or personnel. The role of student representative is a voluntary service contribution and does not include any compensation. Typically, a student will serve one year on the committee.

6. Areas in which the SCPC shall assist and advise the Strategic Communication M.A. Director include:
   a. Reviewing, developing and updating long-range goals for the M.A. in Strategic Communication and plans for their attainment. These ideas shall be presented at least once annually to a meeting of all faculty.
   b. Serving as a sounding board for new ideas, changes, etc., in academic or administrative issues.
   c. Providing guidance on administration of the Program.
   d. Nominating members for service on other committees.
   e. Providing curriculum oversight, including regular review of the M.A. in Strategic Communication curriculum and recommendations to M.A. in Strategic Communication Program faculty regarding curricular revision.
   f. Assisting with M.A. in Strategic Communication program assessment process.
   g. Coordinating and participating in activities related to recruitment and admission of graduate students into the M.A. in Strategic Communication.
   h. Serving as advisors to the Strategic Communication M.A. Director regarding applications, and making admission recommendations to the M.A. in Strategic Communication Program faculty.

B. Admissions
   1. M.A. in Strategic Communication program admission decisions are on a continuous basis by Strategic Communication M.A. Director in consultation with the SCGC and the College Associate Dean.

C. Other Committees
   Other ad hoc committees may be appointed by the Strategic Communication M.A. Director as needed. Addition of new, or changes to the existing, standing committees must be approved by amendment of bylaws.

VI. Graduate Student Committees
   A. The Strategic Communication M.A. Director will serve as each student’s advisor and committee chair.
B. An examination committee shall be three members of the Graduate Faculty in the M.A. in Strategic Communication Program. At least one member of the Master’s committee must be both tenured or tenure-track AND must have graduate faculty status in the M.A. in Strategic Communication program.

C. The members of the Examination Committee will be appointed by College Associate Dean in consultation with the Strategic Communication M.A. Director.

D. Examination Committee members will serve one-year terms.

VII. Student Representatives

A. At the discretion of the M.A. in Strategic Communication Program faculty members, the Strategic Communication M.A. Director, and the College Associate Dean, non-voting student representation may be added or deleted from any College committee structure.

B. In accordance with the Policies and Procedures of the Graduate School at WSU, graduate students in the College of Communication are not permitted to serve on the committees of other graduate students.

C. M.A. in Strategic Communication Program faculty who are graduate students in other programs may serve on graduate student committees in Communication if the faculty member holds a degree of comparable level to the degree sought by the candidate.

VIII. Graduate Faculty Meetings

A. The Strategic Communication M.A. Director shall call M.A. in Strategic Communication Program Faculty meetings as needed but at least once per academic year. All attempts will be made to provide a written agenda in advance.

B. Other meetings may be called at the discretion of the Strategic Communication M.A. Director or the SCPC.

C. A special meeting of the M.A. in Strategic Communication Program Faculty may be called by petition of 5 or more M.A. in Strategic Communication Program Faculty members.

D. Efforts will be made to communicate items of interest, including notification of a faculty meeting, to the faculty via e-mail. General M.A. in Strategic Communication Program Faculty Meetings shall be called with a minimum of one week’s notice; emergency meetings may take place with less notice.

E. Faculty not present on the Pullman campus at the time of a general M.A. in Strategic Communication Program Faculty Meeting may participate by telephone conference call or other electronic means.
IX. **Quorum**

Unless specified otherwise, a quorum for purposes of voting and other decision making is defined as the majority of *active* M.A. in Strategic Communication Program Faculty.

X. **Amendments to Program Bylaws**

A. The M.A. in Strategic Communication Program Bylaws document shall be reviewed at minimum every fifth year by the SCPC. Review may take place more frequently if the SCPC or a majority of the M.A. in Strategic Communication Program Faculty deems it necessary.

B. Amendments to the Bylaws may originate from any eligible M.A. in Strategic Communication Program Faculty member. Proposed amendments must be forwarded to the SCPC. After discussion, amendments shall be forwarded to the M.A. in Strategic Communication Program Faculty electronically at least 2 weeks prior to the faculty meeting at which the amendments will be discussed. Votes on amendments may occur at a faculty meeting or electronically. Amendments to the M.A. in Strategic Communication Program Bylaws require a positive vote from the majority of all active M.A. in Strategic Communication Program Faculty.

C. All amendments and revisions must be submitted to the University Graduate Studies Committee and Faculty Senate for review and final approval.

XI. **List of Initial M.A. in Strategic Communication Faculty Participants**

List of initial active M.A. in Strategic Communication Program Faculty Participants:

- Brett Atwood
- Erica Austin
- Rachel Bailey
- Porismita Borah
- Amanda Boyd
- Chris Cooney
- Rebecca Cooney
- Prabu David
- Graham Dixon
- Jolanta Drzewiecka
- Douglas Blanks Hindman
- Elizabeth Blanks Hindman
- Jay Hmielowski
- Stacey Hust
- Myiah Hutchens
- Lincoln James
Yoon-Joo Lee
Yujung Nam
Todd Norton
Jeffery Peterson
Bruce Pinkleton
Lawrence Pintak
Ryan Risenmay
James Scarborough
Alex Tan
Jessica Willoughby
Wenjie Yan

The Strategic Communication M.A. Director is responsible for submitting an updated list of active and inactive M.A. in Strategic Communication Program Faculty participants to the Dean of the Graduate School for approval annually.