



The University of Georgia

University Council
Athens, Georgia 30602

February 3, 2017

UNIVERSITY CURRICULUM COMMITTEE – 2016-2017

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Graduate School - Dr. Timothy L. Foutz
Ex-Officio - Provost Pamela S. Whitten
Undergraduate Student Representative – Ms. Gabrielle Roth
Graduate Student Representative – Ms. Ashley E. Fallaize

Dear Colleagues:

The attached proposal from the School of Public and International Affairs and the Grady College of Journalism for the following changes will be an agenda item for the February 10, 2017, Full University Curriculum Committee meeting:

Certificate Name Change:

From: Applied Politics and Public Affairs Communication Certificate

To: Public Affairs Professional Certificate

New Areas of Emphasis under Public Affairs Professional Certificate:

Area of Emphasis in Applied Politics

Area of Emphasis in Public Affairs Communication

Sincerely,

Alison Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Life, Curriculum Committee, Educational Affairs Committee, Executive Committee, Faculty Admissions Committee, Faculty Affairs Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appeals Committee, Faculty/Staff Parking Appeals Committee, Human Resources Committee, Program Review and Assessment Committee, Strategic Planning Committee, University Libraries Committee, University Promotion and Tenure Appeals Committee

NAME CHANGE JUSTIFICATION FORM

School/College Name: School of Public and International Affairs
Grady College of Journalism and Mass Communication

Proposed Name: Public Affairs Professional Certificate

Certificate Name Changes:

Current Certificate Name:

Applied Politics and Public Affairs Communication
Certificate

Proposed Certificate Name:

Public Affairs Professional Certificate

Add Areas of Emphasis to Certificate:

Current:

None

Proposed Areas of Emphasis Name:

Applied Politics

Public Affairs Communications

JUSTIFICATION:

See attached.

PROPOSAL FOR AREA OF EMPHASIS

1. School/College: School of Public and International Affairs
Grady College of Journalism and Mass Communication
2. Department/Division: Political Science
Advertising and Public Relations
3. Program: Public Affairs Professional Certificate

If major has more than one area of emphasis, submit all areas of emphasis under one major together. A course may appear in more than one area of emphasis, but each area of emphasis should have a distinct focus.

4. Major Requirements: Attach a list of requirements for the major. Undergraduate programs may attach a copy of the major requirements from the online bulletin. Graduate programs may provide a list of general requirements for the major.
5. Area of Emphasis Title (as it will appear in the *Bulletin*): Applied Politics
6. Proposed starting date: Semester after approval
7. Area of Emphasis Description:
Include prefixes, numbers and titles of required courses, number of credit hours required; residency requirements (if any); and grade requirements (if any). Graduate Areas of Emphasis may refer to groups of courses if necessary.

See attached program of study.

PROPOSAL FOR AREA OF EMPHASIS

1. School/College: School of Public and International Affairs
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If major has more than one area of emphasis, submit all areas of emphasis under one major together. A course may appear in more than one area of emphasis, but each area of emphasis should have a distinct focus.

4. Major Requirements: Attach a list of requirements for the major. Undergraduate programs may attach a copy of the major requirements from the online bulletin. Graduate programs may provide a list of general requirements for the major.
5. Area of Emphasis Title (as it will appear in the *Bulletin*): Public Affairs Communications
6. Proposed starting date: Semester after approval
7. Area of Emphasis Description:
Include prefixes, numbers and titles of required courses, number of credit hours required; residency requirements (if any); and grade requirements (if any). Graduate Areas of Emphasis may refer to groups of courses if necessary.

See attached program of study.

Public Affairs Professional Certificate Requirements

Description of the Program: The Public Affairs Professional Certificate is designed to help prepare students for careers in applied politics and public affairs communication through both classroom and experiential learning. These careers may include positions such as communications director for a political organization or government entity, campaign manager, lobbyist, legislative aide, political director, pollster, policy analyst, crisis manager, as well as a host of others in the realm of politics and public affairs.

Program Requirements and Prerequisites

Admission is open to majors in SPIA and Grady/SPIA majors who meet the following criteria:

- Completion of 30 hours
- Completion of POLS 1101 Introduction to American Government
- Completion of a statistics course (any STAT course, MSIT 3000, BIOS 2010-2010L)
- Completion of one upper-division studies course (3000 level or above) offered by either POLS or ADPR; for Applied Politics track students, the upper-division course must be in American Studies (<http://www.bulletin.uga.edu/MajorSpecific.aspx?MajorId=131>). Public Affairs Communication track students should have an upper level course from ADPR. A combined grade average of a 3.2 or higher for the three required courses for Applied Politics Emphasis students, or a 3.2 overall GPA for the Public Affairs Communication Emphasis.
- Submission of an essay that details the student's interest in applied politics or public affairs communications.
- An application is required. The application period is Jan. 15- Feb. 15 each spring semester.
- If courses listed below are used to satisfy degree requirements, they may also be used to satisfy certificate requirements.
- A minimum grade of C (2.00) is required for all Public Affairs Professional Certificate courses within the program tracks, including internship courses.

Areas of Emphasis Coursework

Applied Politics (17-21 hours) for students majoring within SPIA	Public Affairs Communications (18 hours) for students majoring within Grady College
<p>Level I (6 hours in Fall Semester): ADPR 3860 - Introduction to Public Affairs Communications POLS 5030 - Introduction to Applied Politics</p> <p>Level II: (3 hours in Spring Semester): POLS 4150 - Research Methods in Political Science</p> <p>Level III: (8-12 hours taken after prior courses are completed): Students will take the first course listed in the area category (S/U) and then choose one or both of the graded options:</p> <p><i>Legislative Internship</i> – POLS 5100 Legislative Internship (4 hours, S/U) POLS 5101 Legislative</p>	<p>Level I (6 hours): ADPR 3860 - Introduction to Public Affairs Communications POLS 5030 - Introduction to Applied Politics</p> <p>Level II (6 hours): ADPR 3960 - Advanced Public Affairs Communications Pick one of the following: 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</p>

<p>Internship Research (4 hours, graded, original research project and paper) POLS 5102 Legislative Internship Analytical Essays (4 hours, graded, analytical essays or a second research paper)</p> <p><i>Lobbying/Issue Advocacy/Polling Internship</i> – 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 essays or a second research paper)</p> <p><i>Campaigns Internship</i> – 8 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 essays or a second research paper)</p>	<p>POLS 4520/6520 - Electoral Behavior POLS 4150 - Research Methods in Political Science</p> <p>Level III (6 hours): Pick two of the following: ADPR 5940 - Topics in Public Affairs Communications ADPR 5011 - Public Relations Internship ADPR 3530 - Online Reputation Management ADPR 5120 - Crisis Communication JOUR 3090 - Information Gathering JOUR 5420/7420 - Credibility, the News Media, and Public Trust</p>
<p>Contact: Audrey Haynes at apspia@uga.edu or polaah@uga.edu</p>	<p>Contact: Victoria Cooper at vcooper@uga.edu</p>



The University of Georgia

*School of Public and International Affairs
Department of Political Science*

January 9, 2017

Dear Provost Whitten,

I write to provide information necessary for the evaluation of the request for a name change for our current interdisciplinary certificate, the Applied Politics and Public Affairs Communications Certificate offered jointly by the School of Public and International Affairs and the Grady College of Journalism and Mass Communication. We are asking that we be allowed to rename the certificate the Public Affairs Professional Certificate with two areas of emphasis, Applied Politics and Public Affairs Communications.

The original name was created early in the development of the program, and, as the two schools have collaborated and built the curriculum, we have determined that the certificate should have a name that captures the broader nature of the program. In addition, we found the new name was more agreeable to all parties involved in that it allowed for equal status to both areas and was more representative and inclusive of the many aspects of the program. In other words, the name is a better umbrella for the overall program, and by adding the areas of emphasis, we still allow students to demonstrate a specialization.

The name change is looked upon favorably by the students currently in the program as well as the practitioners and professors involved in the instruction. Again, this name change is viewed to be more workable for our interdisciplinary program and more reflective of the program's instructional direction. In the end, student transcripts will reflect that they have participated in the Public Affairs Professional Certificate Program with an emphasis in either Applied Politics or Public Affairs Communications.

I have also included in a separate document an overview of the curriculum for the program, which is the same for the first semester and then diverges according to student emphasis choice.

Sincerely,

Audrey A. Haynes
Meigs Professor and Director, Applied Politics Program



The University of Georgia

*School of Public and International Affairs
Department of Political Science*

November 11, 2016

Audrey A. Haynes
Associate Professor
Josiah Meigs Distinguished Teaching Professor
Director, Applied Politics Certificate Program
Department of Political Science
School of Public and International Affairs
University of Georgia
Athens, GA 30602-1615

Dear Dr. Haynes,

I write to inform you of my approval of the proposed name change from Applied Politics and Public Affairs Communications Certificate to Public Affairs Professional Certificate with an emphasis the students may designate as Applied Politics or Public Affairs Communications.

Sincerely,

Scott H. Ainsworth
Professor and Interim Department Head
Department of Political Science
School of public and International Affairs
University of Georgia



The University of Georgia

School of Public and International Affairs

November 15, 2016

Audrey A. Haynes
Associate Professor
Josiah Meigs Distinguished Teaching Professor
Director, Applied Politics Certificate Program
Department of Political Science
School of Public and International Affairs
University of Georgia
Athens, GA 30602-1615

Dear Dr. Haynes,

I approve the proposed name change from Applied Politics and Public Affairs Communication Certificate to Public Affairs Professional Certificate with an emphasis the students may designate as Applied Politics or PACS. Thank you for directing an extraordinarily successful program.

Sincerely,

Robert Grafstein
Interim Dean and Georgia Athletic Association
Professor of Political Science



The University of Georgia

Grady College of Journalism and Mass Communication

November 14, 2016

To whom it may concern,

The Department of Advertising and Public Relations approves the proposed name change from Applied Politics and Public Affairs Communication Certificate to Public Affairs Professional Certificate, with an emphasis the students designate in either Applied Politics or Public Affairs Communications.

Thank you.

Sincerely,

Tom Reichert, Ph.D.

Department Head and Professor
Advertising and Public Relations



The University of Georgia

Grady College of Journalism and Mass Communication

November 11, 2016

To Whom It May Concern:

The Henry W. Grady College of Journalism and Mass Communication approves of the proposed name change from Applied Politics and Public Affairs Communication Certificate to Public Affairs Professional Certificate with an emphasis the students designate in Applied Politics or Public Affairs Communications.

We remain grateful for the program's initial approval and have been gratified by its impressive growth.

With Thanks,

Charles N. Davis
Dean, Grady College
The University of Georgia