DATE: April 1, 2019

TO: Phillip Anzalone, Chair

College Council Curriculum Committee

FROM: Curriculum Subcommittee

Phillip Anzalone (Chair), Maura Smale, Susan Davide and Ryoya Terao

RE: Final Report for New Program BS in Health Communication, Proposal 18-09

**Proposal Overview**

The Department of Humanities of the School of Arts and Sciences at New York City College of Technology proposes a Bachelor of Science (BS) degree program in Health Communication. The proposed program provides the fundamental knowledge, values, and skills for communication professionals in health care, wellness, educational, media and other occupations. The proposal includes 14 new courses required for the degree.

**Rationale**

Communication is a nationally recognized field of study and ranks among the top majors in popularity across higher education. Communication skills are highly valued by employers. NYCCT is one of two CUNY senior colleges without a Communication program. In recent decades, CUNY campuses have added Communication programs, but none offer a Health Communication concentration. Communication problems in healthcare are estimated to be a major cause of injury and death. Unclassified, undeclared, and non-degree seeking students will have new health-related baccalaureate options at NYCCT as a result of this program. In an online survey of these students, 63% were interested in a Health Communication major (N=193).

**Strengths**

The BS in Health communications will fulfill a role in the College that is not only desired by students and provides alternative health-care related potentials to existing degrees, but is additionally in demand in the professional working environment. The graduating students will receive a degree that provides a path towards a valuable education in an in-demand, interdisciplinary field, and many opportunities in a broad range of possible professional pathways. Research indicates that a top reason for hospital failure is poor communication, and the program’s goal of providing for this need is considered underrepresented in undergraduate education. In addition, the program will provide the opportunity for cross-departmental teaching and education at the College as well as the potential for Pathways and ID courses.

**Weaknesses**

None

**Subcommittee Activities**

The proposal was received in January of 2019, and the subcommittee formed on February 14, 2019. The subcommittee communicated via email and delivered minor changes for the Proposers on March 4, 2019. After receiving the revised proposal, the subcommittee reviewed the changes and then held a meeting with Provost August, Associate Provost Brown, Dean Vazquez-Poritz, Kim Cardascia, Department Chair Ann Delilkan and the proposers Denise Scannell, David Lee and Zheng Zhu on March 20, 2019. Final revisions to the proposal were completed after additional suggestions were made. A public hearing was held on April 1, 2019 where members of the College community asked questions and voiced their support for the proposal.