

ACTION ITEM #4

Extend the Bachelor of Arts in Communication to Everett
(Daniel J. Bernardo)

TO ALL MEMBERS OF THE BOARD OF REGENTS

PROPOSED: To extend the Bachelor of Arts in Communication to Everett

SUBMITTED BY: Daniel J. Bernardo, Provost and Executive Vice President

SUPPORTING
INFORMATION: The proposed Integrated Communication emphasis at Everett is a new option under the Strategic Communication major offered in Pullman. It will provide the principles and skills that are highly sought after by companies hiring the next generation of communication professionals.

The program will be taught at the University Center North Puget Sound at Everett, with some classes being taught entirely online to take advantage of existing faculty experience on the WSU Pullman campus. The program will offer opportunities for their place bound residents to pursue a degree in public relations, advertising and other communication and related areas without leaving the community.

The proposal was approved by the Catalog Subcommittee on February 28, 2014, the Academic Affairs Committee on March 11, 2014 and the Faculty Senate on March 27, 2014. This is effective Fall 2014.