# FORM G

**BOARD OF REGENTS, STATE OF IOWA PROPOSAL FOR PROGRAM/DEPARTMENT NAME CHANGE**

Institution: University of Northern Iowa

Current Title of Program/Department: Department of Communication Studies  
Proposed Title of Program/Department: Department of Communication and Media

Name of College: Humanities, Arts and Sciences  
Approximate date to implement changes: Month 8 Year 2019  
Contact person: (name, telephone, and e-mail) Paul Siddens ([paul.siddens@uni.edu](mailto:paul.siddens@uni.edu); 319-273-6118

# Please do not use acronyms without defining them.

1. Describe reasons (justification) for the proposed changes.

Our department is an “umbrella department” which includes undergraduate and graduate programs in diverse areas: Digital Media, Communication, Journalism, Public Relations, Performance Studies, and Communication Teaching. The Interactive Digital Studies program is housed in our department as well.

Our current name, Department of Communication Studies, does not clearly reflect what we do or what programs we offer students. The name of the degree a student earns also does not necessarily clarify what he/she studied or the skill set obtained. In addition, in today’s world we deal with a convergence of communication where traditional media, social media, organizational and interpersonal communication are influence by and in turn influence each other.

We believe that in order to be more transparent about our offerings and to clearly communicate options to existing and future students a name change is necessary. After researching departmental names we have chosen the Department of Communication & Media as the best option to select. This new name is clearly descriptive of what it is that we do in the department.

# How will the proposed change affect current students?

# There will be very little impact – the only change is the department name. No programs, majors or minors will be necessary or are planned in relation to the change. Future students may indeed profit from the new name since it will clearly reflect their qualifications.

# If relevant, have accreditation requirements been addressed? Not Applicable

# If relevant, describe program configuration changes that will accompany the proposed program or department name change, e.g., change in number of credit hours required, faculty appointments, etc.

# As stated earlier, there are no other changes that emanate from the new departmental name proposed.

# If relevant, identify resources that will be needed in connection with the proposed program or department name change, e.g., facilities, faculty, funds, etc.

# The only resources needed will be the expenses associated with changing letterhead, signage, websites, etc.

# Is this intended to be a temporary or permanent change? If temporary, for how long?

# This is intended to be a permanent change.