



College of Arts & Sciences

DEPARTMENT OF COMMUNICATION

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September 24, 2018

To Whom It May Concern:

I am delighted to write this letter of support for the proposed online Masters Program in Strategic Communication. As the Chairperson of the Department of Communication, I can confirm that the department is enthusiastic about the program and its ability to complement our current Masters Program in Communication. This is our first program proposal for an online graduate program and we are excited about its potential to support a novel group of graduate students whom we would not be able to reach through our current graduate offerings.

We are well-suited to offer the program because the Department of Communication already has an excellent national reputation for graduate student training. Our current MA program is offered as an in-person option designed primarily to train students in communication theory and research methods so they are competitive for PhD programs. As we have considered ways to expand our graduate offerings, an online professional program was identified as a way to meet the needs of a different population of students; specifically, students who are working professionals in need of a graduate program that is flexible, asynchronous, and focused on course content directly applicable to their workplace needs. Strategic communication is an area that builds from some of our strengths as we have faculty members who teach applied coursework particularly in the public relations, organizational communication, and leadership areas.

Our department is committed to the success of the proposed graduate program. We will work to create high quality classes over the next year, and in partnership with the College of Arts and Sciences and Wiley Education Services, we will commit the necessary resources to ensure successful development and implementation of the program. We are also committed to continuous evaluation of the program so that we can use an evidence-based approach to assess and improve the program each semester.

In summary, the Department of Communication strongly supports the proposed MA Program in Strategic Communication.

Sincerely,

A handwritten signature in black ink that reads 'Kami J. Silk'.

Kami J. Silk
Professor and Chair