



MEMORANDUM

To: Executive Committee of Faculty Council (March 25, 2015)
Faculty Council (April 17, 2015)

From: Dr. Graeme Norval
Chair, Undergraduate Curriculum Committee

Date: March 13, 2015

Re: Proposed Undergraduate Academic Certificate in Communication

REPORT CLASSIFICATION

This is a major policy matter that will be considered by the Executive Committee for endorsing and forwarding to Faculty Council for vote as a regular motion (requiring a simple majority of members present and voting to carry).

BACKGROUND

The Office for Cross-Disciplinary Programs proposes a new Certificate in Communication. As with other certificates, the Communication Certificate requires considerable commitment from students to complete three courses (half a minor) in communication, which is beyond the minimum path required by each department. Successful completion of the certificate will appear on the student's academic record.

The objective of the Communication Certificate is to create an opportunity for interested students to gain specialized expertise and recognition for a personal and professional commitment to enhanced communication skills through courses that expand on communication practices in contexts beyond engineering, deepen theoretical understanding of communication, and facilitate professional development in writing, oral communication, and critical thinking. The certificate will also allow the Faculty to recognize the accomplishments of these committed students, strengthen our relationships with employers, and create an opportunity for the recruitment of engineering students with broad-based skills.

The Faculty's Engineering Communication Program (ECP) is recognized as a leader in communication education in North America, however, due to the embedded nature of communication across the engineering curriculum, students do not have the opportunity to highlight their successes within the core program. The Certificate in Communication will

allow students to benefit in a tangible way for making a commitment to developing communication beyond the required foundation.

STRUCTURE

The intention of the certificate is to provide students the flexibility to develop their communication expertise around particular areas of interest. As such, any three (3) one-semester courses from either of the following lists will constitute the certificate.

Courses currently offered in the Faculty of Applied Science & Engineering:

- APS 281H1 – Language and Meaning
- APS 320H1 – Representing Science on the Stage
- APS 321H1 – Representing Science and Technology in Popular Media
- APS 322H1 – Language and Power
- APS 325H1 – Engineering and Science in the Arts
- APS 445H1 – The Power of Story: Discovering Your Leadership Narrative

Courses currently offered in Arts & Science:

- INI 304H1 – Critical Thinking and Inquiry in Written Communication
- INI 305H1 – Word and Image in Modern Writing
- INI 310H1 – Editing

All of the courses currently exist in the curriculum. APS 445 is offered by ILead but is co-taught by an Engineering Communication Program lecturer.

Three courses, selected for their relevance to our students and to the objective of the certificate, require partnership with Arts & Science's Writing and Rhetoric program. Discussions with the Writing and Rhetoric program have yielded agreement in principle to including these courses, but no spaces have been reserved for engineering students.

PROCESS AND CONSULTATION

The Engineering Communication Program has consulted with ILead and the Writing and Rhetoric Program in Arts & Science to discuss possible cross-listed courses that might fulfill the mandate of the Communication Certificate.

The Undergraduate Curriculum Committee is composed of representatives from each program; the Vice-Dean, Undergraduate Studies; the Chair, First Year; the Associate Dean, Cross-Disciplinary Programs; and the Registrar's Office. The Committee meets regularly, and reviews changes to the curriculum.

PROPOSAL/MOTION

THAT the undergraduate academic Certificate in Communication be approved and introduced in the 2015-2016 academic year.