

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Academic and Student Affairs Committee
November 8, 2018**

SUBJECT: Ph.D. in Strategic Communication, CIP 09.0900, University of Central Florida

PROPOSED COMMITTEE ACTION

Consider approval of the Ph.D. in Strategic Communication, CIP 09.0900, University of Central Florida

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Article IX, Section 7, Florida Constitution; Board of Governors Regulation 8.011

BACKGROUND INFORMATION

The University of Central Florida (UCF) is proposing a Ph.D. in Strategic Communication. The program will have two concentrations: health communication and risk/crisis communication. The program will require the completion of 60 semester credit hours beyond the master's degree and a community engagement internship so that graduates will have some professional experience.

If approved, the program would be the first Ph.D. in Strategic Communication to be offered in CIP 09.0900 in the state of Florida. The proposed program is designed to prepare graduates to research, teach, develop, and manage messages about health, risk, or crisis situations.

The UCF Board of Trustees approved the program on March 22, 2018. If approved by the Board of Governors, UCF will implement the program effective Fall 2019.

Supporting Documentation Included:

1. Board Staff Analysis
2. Program proposal available online at www.flbog.edu

Facilitators/Presenters:

University Representative