Rubric for 3.5a – Use for review the Liberal Arts Core for Middle States Criteria

Used to evaluate courses listed in the Liberal Arts Core as they relate to criteria in Question 3.5a. We could add this as an appendix /table at the end to help explain how we evaluated our material.

3.5a: …offers a sufficient scope to draw students into new areas of intellectual experience, expanding their cultural and global awareness and cultural sensitivity, and preparing them to make well-reasoned judgements outside of as well as within their academic field.

1 – **Non-compliance**. No evidence of this criteria is present in SU's Liberal Arts Core. Significant improvement needed.
2 – **Acceptable, but improvement needed**. Limited evidence. Criteria is present in a limited number (1-8) of academic content areas or, it is not easily apparent / present as a requirement (i.e., writing, quantitative skills) listed in SU's Liberal Arts Core. Improvement needed.
3 – **Acceptable; meets compliance.** Evident in a selection (8-15) of academic content areas of the Liberal Arts Core, ***or*** it is present as a specific requirement (i.e., writing, quantitative skills). Passable; would benefit from greater breadth of options and/or increased clarity in how the criteria is represented in the academic content areas. Some improvement needed.
4 - **Acceptable, clear evidence & meets compliance**. Clearly evident in multiple (15+) content areas of the Liberal Arts Core; provides a broad range of academic content options for students; criteria are easily identifiable within the offerings and course descriptions. enrollment data that indicates students are partaking in a breadth of course offerings. Passable; no improvement needed.

3.5a Criteria	**1**	**2**	**3**	**4**
…offers sufficient scope to draw students into new areas of intellectual experience				Balancing profession-specific skills with a broadened approach to intellectual topics, students pursuing a degree in Public Relations are exposed to a wide spectrum of intellectual experiences. Students typically are required to complete 122 credit hours to earn a Bachelor's degree in communications. No more than 38 credits of these 122 can be taken in Newhouse course work, and no fewer than 65 credits must be taken from courses offered by the College of Arts and Sciences. Therefore, the majority of credits taken by a Public Relations major is in the College of Arts and Sciences. These 65 credits are broken down into 5 skill sets: basic writing, foreign language, quantitative skills, additional skills, writing intensive skills. The Public Relations

				department itself offers courses within the pre-professional degree work requirements and electives that touch on the application of the program but also the cultural impact and ethics of the profession.
expanding their **cultural** and **global** awareness and cultural sensitivity				Students are given a number of divisional course requirements as part of their liberal arts core. They must complete ten courses from the divisional list and this list is split up by departments to expose students to a number of diverse learning opportunities. Two of these ten courses must be from the social science list that contribute to a diverse array of cultural learning. Another 2 courses must be from the humanities list which gives the opportunity for more global and cultural learning. This is in addition to the Newhouse diversity requirement that is built into the Public Relations major. This requirement is fulfilled by all Newhouse students through COM 344 – Diversity and Media Issues (1 credit Newhouse course with a 3 credit Arts and Science requirement) or COM 346 – Race, Gender, and the Media or COM 348 – Beauty and Diversity in Fashion Media. Moreover, there is an additional global experience requirement within the major, which promotes a broader understanding and awareness of cultures.
preparing them to make well-reasoned judgements **outside** of as well as **within** their academic field.				The overall commitment to the liberal arts core within the Public Relations major demonstrates a willingness to get students to become competent in skillsets present in majors not included in Newhouse. In addition, all Newhouse majors must have at least one minor outside of Newhouse. This allows for excellence by Newhouse students to occur in a number of different disciplines. Through this level of exposure

				through the core and the minor requirement, many Newhouse students expand beyond these requirements, turning them onto a high level of commitment to fields outside of communications. Within the Public Relations major, they are required to take COM 408 – Advertising and Public Relations Law and PRL 345 – The Ethics of Advocacy, which inform students to make lawful, ethical, well-reasoned judgements within the public relations field. The capstone course for the major is PRL 497 – Public Relations Management. This is unique to the Syracuse degree because it takes the foundation of decision-making established through campaigns and writing courses and turns it around on how to manage these professionals.

Rubric for 3.5b – Use for review of the Liberal Arts Core for Middle States Criteria

Used to evaluate courses listed in the Liberal Arts Core as they relate to criteria in Question 3.5b. We could add this as an appendix /table at the end to help explain how we evaluated our material. Maybe to be used in conjunction with data about course enrollments when we drill down into course descriptions?

3.5b: …offers a curriculum designed so that students acquire and demonstrate essential skills including at least oral and written communication, scientific and quantitative reasoning, critical analysis and reasoning, technological competency, and information literacy. Consistent with the mission, the general education program also includes the study of values, ethics, and diverse perspectives.

1 – **Non-compliance**. No evidence of this criteria is present in SU's Liberal Arts Core. Significant improvement needed.
2 – **Acceptable, but improvement needed**. Limited evidence. Criteria is present in a limited number (1-8) of academic content areas or, it is not easily apparent / present as a requirement (i.e., writing, quantitative skills) listed in SU's Liberal Arts Core. Improvement needed.
3 – **Acceptable; meets compliance.** Evident in a selection (8-15) of academic content areas of the Liberal Arts Core, ***or*** it is present as a specific requirement (i.e., writing, quantitative skills). Passable; would benefit from greater breadth of options and/or increased clarity in how the criteria is represented in the academic content areas. Some improvement needed.
4 - **Acceptable, clear evidence & meets compliance**. Clearly evident in multiple (15+) content areas of the Liberal Arts Core; provides a broad range of academic content options for students; criteria are easily identifiable within the offerings and course descriptions. enrollment data that indicates students are partaking in a breadth of course offerings. Passable; no improvement needed.

3.5b Criteria				

Oral Communication			Based on the Syracuse University 4+4 Competencies, Communicative Competency Skills are defined as: *The ability to receive and interpret messages accurately and to aggregate and express ideas through written, oral and other forms of expression and to inform and persuade multiple audiences, and achieve shared understanding.* Throughout much of the coursework within the public relations major, students must engage in dialogue with fellow classmates, faculty and clients. Many sections of PRL 214 – Writing News and Public Relations in a Digital Age hold a mock press conference at the end of the course. PRL 206 – Public Relations Principles and Concepts, PRL 215 – Advanced Public Relations Writing, PRL 315 – Public Relations Research, PRL 325 – Public Relations Campaign Planning and Execution and PRL 497 – Public Relations Management all include a presentation to either the class or client. However, this could be improved immensely because the oral communication of these courses is not highlighted anywhere to be found except in individual course syllabi and student/faculty experiences. This information should be highlighted	

			more in course descriptions. Moreover, as part of the requirements in the liberal arts core, oral communication skills are heightened through the foreign language courses, WRT 105 and WRT 205. Also, a course on speech offered through CRS could count as an additional skill requirement if chosen by a student. This could also be improved by listing oral communication as a skills requirement on the liberal arts core documentation.	
Written Communication				Based on the Syracuse University 4+4 Competencies, Communicative Competency Skills are defined as: *The ability to receive and interpret messages accurately and to aggregate and express ideas through written, oral and other forms of expression and to inform and persuade multiple audiences, and achieve shared understanding.* The Public Relations field of study at Syracuse University is built on the foundation of excellent written communication skills. That is why there is a required COM 101 –Practical Grammar for Public Communications for all Newhouse students. This leads into the two required courses that start during the first semester for a public

				relations major: PRL 214 – Writing for News and Public Relations in a Digital Age and PRL 215 – Advanced Public Relations Writing for a Digital World. These introductory writing courses are put into practice throughout the remaining PR courses in which major written reports are presented to clients. On top of this, the liberal arts core requires three credits of basic writing skills (CAS 100, WRT 105, WRT 109), six credits of writing intensive skills and six humanities requirements.
Scientific Reasoning				Based on the Syracuse University 4+4 Competencies, Scientific Reasoning Skills are defined as: *Scientific reasoning is the purposeful process of examining phenomena, creating and evaluating hypotheses about how and why these phenomena exist and work, and use information, ethically and with integrity, to determine and communicate verifiable explanations about a wide variety of phenomena. It is used to understand the scope and impacts of science and scientific phenomena in the world, to differentiate between relevant and irrelevant data, and to use data to arrive at verifiable outcomes.* Students are required to take six to eight credits in natural sciences, one of

				which must include a laboratory. Exposure to scientific reasoning skill development is present in this requirement.
Quantitative Reasoning				Based on the Syracuse University 4+4 Competencies, Quantitative Reasoning Skills are defined as: *A multi-disciplinary 'habit of mind' competency and comfort in working with numerical data; ability to reason and solve real-world problems from a variety of contexts and develop and communicate arguments supported by quantitative data.* Quantitative skills are one of the five required skills obtained in the core by Newhouse. Students are able to complete this by taking one of the following courses: MAT 121 – Probability and Statistics for the Liberal Arts I, MAT 183 – Elements of Modern Mathematics, MAT 221 – Elementary Probability and Statistics I or STT 101 – Introduction to Statistics. Moreover, within the major there is the PRL 315 – Public Relations Research course, which applies social science research methods to inform a public relations report for a client. This requires data collection, analysis and presentation.

Critical Analysis and Reasoning				Based on the Syracuse University 4+4 Competencies, Critical Analysis and Reasoning skills are defined as: *Critical reasoning is the intentional process of engaging in reflective and independent thinking in order to identify and understand the logical connections between ideas and issues; to evaluate and construct arguments; to solve problems systematically and ethically; to arrive at informed conclusions; to reflect on the validity of one's own beliefs and values; and to appreciate the relevance and importance of diverse evidence from the realms of ideas, themes, and proposals, which may result in new modes of understanding.* Through the major, this is met with the PRL 345 – The Ethics of Advocacy course, which is the study and application of moral philosophy to ethical decision making in public relations. This examines the ethical challenges that public relations practitioners face. Moreover, in the core requirements, this is met via the writing, humanities, natural sciences and social sciences courses requirement.

Technological Competency			Based on the Syracuse University 4+4 Competencies, the Information and Technology competency is defined as: *The Information and Technology competency is the ability to effectively, critically, and ethically deploy a range of information and technology resources in endeavors of academic, creative, personal, and civic inquiry.* The use of technology is partially learned in the required COM 117 – Multimedia Storytelling and GRA 217 – Introduction to Graphic Design courses. However, there are no courses that teach specific public relations technology or analytics software. Therefore, this is a point of improvement for the major to consider. However, it is compliant. Also, students will be exposed to technology in WRT 105 if they choose to take it, as well as have the option to take a computing course or information studies course as their additional skills course.	
Information Literacy			Based on the Syracuse University 4+4 Competencies, the Information and Technology competency is defined as: *The Information and Technology competency is the ability to effectively, critically, and ethically deploy a range of information and technology*	

			resources in endeavors of academic, creative, personal, and civic inquiry. Information literacy is learned through the PRL 315 – Public Relations Research mandatory class for all majors. In the course, students must apply social science research to assemble a public relations research report for a client. However, this can be improved because there is not easily accessible information to say how this information is collected or what skills or gathering techniques are taught through the course. It seems to depend on social science to teach the methods, rather than learning them through this course. However, the social sciences requirements for the Public Relations major do not encourage or offer information literacy courses. WRT 2015 comes close by covering research methodology, source evaluation, and library / online research. However, this course is avoidable with credit brought in from previous experience, which means students are not being acquainted with SU-specific material. More so, this course is the only course that is readily identifiable for addressing information literacy skill development. This is an area that SU can improve in.	

Values, ethics, and diverse perspectives.				Based on the Syracuse University 4+4 Competencies, the Civic & Global competency is defined as: *Civic and global competence is the ability to understand, appreciate and engage with people from differing cultural, social, economic, and geographic contexts, combined with the ability to demonstrate and promote responsible citizenship locally, nationally, and globally.* Students are given a number of divisional course requirements as part of their core for Newhouse. They must complete ten courses from the divisional list and this list is split up by departments to expose students to a number of diverse learning opportunities. Two of these ten courses must be from the social science list that contribute to a diverse array of cultural learning. Another two courses must be from the humanities list which gives the opportunity for more global and cultural learning. This is in addition to the Newhouse diversity requirement that is built into the Public Relations major. This requirement is fulfilled by all Newhouse students through COM 344 – Diversity and Media Issues (1 credit Newhouse course with a 3 credit Arts and Science requirement) or COM

				346 – Race, Gender, and the Media or COM 348 – Beauty and Diversity in Fashion Media. Moreover, there is an additional global experience requirement within the major, which promotes a broader understanding and awareness of cultures. Within the Public Relations major, they are required to take COM 408 – Advertising and Public Relations Law and PRL 345 – The Ethics of Advocacy, which inform students to make lawful, ethical, well-reasoned judgements within the public relations field. The capstone course for the major is PRL 497 – Public Relations Management. This is unique to the Syracuse degree because it takes the foundation of decision-making established through campaigns and writing courses and turns it around on how to manage these professionals. Students may also expose themselves to ethics courses through the humanities requirement of six credits or the 12 to 16 additional divisional credits. This is all on top of abiding to the university code of ethics.