


**Memorandum**

To: Faculty Senate  
Seton Hall University

From: Karen E. Boroff, Ph.D.   
Interim Provost and Executive Vice President

Re: Approval of Two Changes to Strategic Communications M.A. Program  
(2018-FS-26)

Date: April 8, 2019

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The original memorandum “Approval of Two Changes to Strategic Communications M.A. program” was received in the Office of the Provost on December 7, 2018. I responded on February 7, 2019 with a request for additional enrollment information and an understanding that should these changes prove unable to yield the enrollments indicated, there would be a process to sunset these tracks.

The M.A. Strategic Communications program provided information regarding the proposed enrollments starting in 2019 – 2020 academic year. Since it is already late for the 2019-2020 recruitment cycle, the assessment of existing and incremental enrollments will begin in 2020 – 2021. It is anticipated that the proposed changes will increase both new and continuing students minimally to 28 by the end of three years of recruiting efforts with the changes. Should this not be the case, then there is a high likelihood that these tracks will be ended and the students will be taught out.

In reviewing the overlap in the coursework in the tracks and the full and part time options for completion, there is a two - three year pathway for offering the courses to meet the needs of the students and to keep enrollments at a level where the classes have a suitable degree of academic vitality. It is also noted that the tracks were selected to complement existing faculty research areas of study and with a view toward current trends in the field.

With this information, I agree to the changes proposed by the M.A. Strategic Communications program.