

**TOPIC: PROPOSAL TO OFFER A DOCTOR OF PHILOSOPHY
DEGREE IN PUBLIC COMMUNICATION AND
TECHNOLOGY**

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I. SUMMARY

The Board of Governors of the Colorado State University System has submitted a proposal for a Ph.D. in Public Communication and Technology degree. The Ph.D. is designed to prepare graduates with an understanding of diverse societal and individual dimensions of communication and technology, and the ability to conduct basic and applied research on such topics in academic and professional settings. Nationally, academic communication programs are seeing a sizable increase in teaching emphases and scholarship related to information technologies, and a significant demand for teachers and researchers in this area.

Department of Higher Education staff supports the proposed Ph.D. in Public Communication and Technology.

II. BACKGROUND

The following is summarized from the Colorado State University proposal for the doctoral degree in Public Communication and Technology.

CSU ROLE AND MISSION:

Inspired by its land-grant heritage, Colorado State University is committed to excellence, setting the standard for public research universities in teaching, research, service and extension for the benefit of the citizens of Colorado, the United States, and the world.

EVIDENCE OF NEED FOR THE PROGRAM:

Higher Education:

New doctorate programs in this field have been slow in their creation and the number of doctorates completed annually has remained relatively low. However, the demand for doctoral-trained job candidates with PC-T backgrounds is high.

Private Industry, Not for Profit Organizations, and Government:

Graduates can contribute research and evaluation expertise to the following but are not limited to; software companies; e-commerce companies; media organizations merging newspaper, TV, trade and specialized magazines with Web-based delivery systems; health care organizations delivering information and

developing distance-based diagnostic and treatment systems; and firms needing research and evaluation expertise for advertising, public relations, management, human resources, and related consulting.
The program will train graduates for more senior positions in research, teaching, and service in academia and research, evaluation, and management positions in industry.

EVIDENCE OF STUDENT DEMAND

Colorado State currently offers a master's degree in Public Communication & Technology and program coordinators have regularly fielded questions from potential students who have expressed an interest in pursuing a doctoral degree. In response to one query of 48 master's students, 25% said they are interested in pursuing a doctoral degree.

III. STAFF ANALYSIS

The Department staff has reviewed this proposed program to ensure that it meets the State's performance measures outlined in C.R.S. 23-1-121. The program meets all performance measures.

IV. STAFF RECOMMENDATION

This is an information item only; no formal action by the Commission is required.

STATUTORY AUTHORITY

C.R.S. 23-1-121