

- It would cause significant disruption to the administration of the college through an untenable workload for whichever school director serves as the rotating dean while also managing his or her code unit;
- It would cause significant disruption to the consistency of a vision and goals for the college in that they would change every few years as each of the four schools' directors rotate in and out of the deanship;
- It would cause significant disruption to all CFAC code units through continual changes in priorities and management style as each of the four schools' directors rotate in and out of the deanship;
- It would cause significant disruption to alumni fundraising through constantly-shifting college and school leadership under a rotating deanship;
- It would cause significant disruption to the process of evaluating the dean in that a rotating-dean would not be in office long enough to activate the process.

THEREFORE, BE IT RESOLVED that it is the will of the SOC faculty that the "scenario of 'no structural change'" is reasonable and appropriate with regard to CFAC and its four constituent schools. Specifically, the SOC faculty says:

1. Keep CFAC intact. Do not relocate any of its four schools.
2. CFAC needs a permanent dean. ECU should authorize the college to start a search for one in fall 2012.

ALSO BE IT RESOLVED that purely as a contingency position, *if* it is the choice of the ECU upper administration to eliminate CFAC and relocate its schools, then at that time it would be the will of the SOC faculty to be grouped—intact, as a code-unit school—with other social and behavioral sciences units.

The SOC—by the academic background and research foci of its faculty, and by its unit goals and missions—does not make a good fit with the humanities. Of equal importance, relocating the SOC to a humanities group would pose significant difficulties with ECU's reaffirmation of its accreditation through the Southern Association of Colleges and Schools, in that members of the SOC faculty do not hold humanities degrees. Instead, under a scenario of unit relocation, the SOC fits integrally with the social and behavioral sciences.

So say we all by vote,

School of Communication Faculty
March 14, 2012

'WILL OF THE FACULTY' RESOLUTION ON PROGRAM PRIORITIZATION

WHEREAS the School of Communication (SOC) educates nearly 1,000 declared and intended communication majors in its undergraduate sequences of interpersonal and organizational communication, journalism, public relations and media studies, and educates nearly two dozen graduate students in its health communication master's program;¹

WHEREAS the SOC's undergraduate-major headcount puts it among the largest academic-core schools and departments at East Carolina University;²

WHEREAS the SOC educates hundreds of non-majors each year through its seven Foundations-designated courses;³

WHEREAS the SOC actively engages in interdisciplinary collaboration within the College of Fine Arts and Communication (CFAC) and across campus;

WHEREAS the SOC actively reaches out to the community through engaged scholarship, service learning and outreach;

WHEREAS the SOC actively engages in alumni fundraising to provide its students with financial, networking and other resources through the involvement of its faculty and alumni, community members and communication/media professionals from across the U.S.;

WHEREAS the SOC has achieved its tremendous growth and success as an integral member of the CFAC, and has forged strong, productive and collegial relationships with its sister schools of Art and Design, Music, and Theater and Dance;

WHEREAS the ECU upper administration has tasked the faculty-led Program Prioritization Committee (PPC) with identifying, analyzing and recommending potential changes to the university's structural organization;

WHEREAS the PPC has publicly committed to "not recommend[ing] any structural change that provides modest improvement to administrative efficiency while producing significant disruption and little gain to collaborative environments," and has publicly stated that "a scenario of 'no structural change' will be carefully considered";⁴

WHEREAS the PPC has publicly listed a CFAC managed by a "revolving dean (among the school directors)"⁵ as a possible structural change;

WHEREAS the SOC faculty, after careful consideration and discussion, find the revolving-dean scenario to be wholly unworkable for these reasons, among others:

¹ SOC spring 2012 headcount: 840 declared majors and 145 intended majors, and 22 master's students.

² Analysis of enrollment data reported in the 2010-11 *ECU Fact Book*.

³ A popular offering is Fundamentals of Speech Communication, which is aimed at non-communication majors and had a 2011-12 enrollment of 1,500 (+/-) students. Students from outside the SOC typically account for about 40 percent of the 100-plus enrollment in Sports Media Survey, a non-Foundations course.

⁴ ECU Program Prioritization Committee, "White Paper: ECU Structural Change Analysis," Feb. 15, 2012, p. 2.

⁵ "White Paper," p. 5.