TEXAS HIGHER EDUCATION
COORDINATING BOARD

Academic Affairs and Research
P.O. Box 12788  Austin, Texas 78711 • 1200 East Anderson Lane 78752

July 12, 2012

Steven W. Leslie, Ph.D.
Executive Vice President and Provost
The University of Texas at Austin
1 University Station G1000
Main Building, 201
Austin, TX 78712
INTERAGENCY MAIL

Dear Dr. Leslie:

I am pleased to approve at the staff level the request from The University of Texas at Austin to establish certificate programs in U.S. Latino and Latin American Media Studies (CIP 09.0907.00), Supply Logistics Optimization (CIP 52.0205.00), Sport Media (CIP 09.0906.00), and Real Estate (CIP 52.1501.00).

Since the application for the U.S. Latino and Latin American Media Studies did not specify an exact CIP code, we have assigned it 09.0907.00, “International and Intercultural Communication.” The Institution of Education Sciences defines this CIP area as “A program that focuses on the specialized knowledge and skills needed for effective communication in the international community and among people of different cultures; and that prepares individuals to function at the national and international levels as journalists, public relations specialists, travel industry representatives, intercultural trainers, and/or foreign service officers. Includes instruction in journalism, communications, intercultural and international relations, marketing and public relations, and global communications policy.” We acknowledge that this is not an exact description of your program in every point, but we approve it with the understanding that your objective for this program will continue to be, as you state in your catalog, to “educate communication professionals and scholars who value diversity and who can provide socially responsible leadership in respective fields.”

Enclosed is an information sheet for your reporting official that reflects implementation of the program on July 12, 2012.

Sincerely,

MacGregor M. Stephenson

Enclosure

C: William C. Powers, Jr.

WAAR/am
INFORMATION SHEET

The following information is provided in connection with recent action(s) taken by the Texas Higher Education Coordinating Board and reported to your institution in a letter from MacGregor M. Stephenson dated July 12, 2012.

ACTION: THE UNIVERSITY OF TEXAS AT AUSTIN

On July 12, 2012, the Coordinating Board approved at the staff level the request from The University of Texas at Austin:

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<th>Administrative Unit Affected</th>
<th>Certificate Name</th>
<th>Certificate CIP Code</th>
<th># of SCH</th>
<th>Cert. Type</th>
<th>Effective Date</th>
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<td>Sport Media</td>
<td>09.0906.00</td>
<td>18</td>
<td>UG</td>
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<td>U.S. Latino and Latin American Studies</td>
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<td>09.0907.00</td>
<td>18</td>
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Certificate Types:
- PB – Post Baccalaureate
- UG – Undergraduate
- G - Graduate

Notes:

These changes will affect the way your institution reports courses, programs, and degrees to the Coordinating Board. Please inform the appropriate reporting personnel of these changes.

If you have any questions about this action or about your institution’s certificate inventory, please contact:

Workforce, Academic Affairs and Research Division
(512) 427-6200