October 21, 2010

To: College of Arts and Sciences Curriculum Committee

From: Mary Hoffman, Chair of Communication and Journalism

Re: Program Change

We request implementation of the following program change with the next possible University Catalog.

Name of Program — Major: Journalism, Liberal Arts and Minor: Journalism, Liberal Arts
Program Code — 560-2XX and 560-4XX
Date of Department/Program Approval — October 6, 2010

From: Catalog Year — 2010-11
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To: Create a single emphasis for the journalism major and a single journalism minor by combining elements from broadcast journalism and print journalism. The requirements for the single major emphasis and minor program are attached.

Why: The Department of Communication and Journalism is undergoing a curriculum revision in response to an on-site evaluation from its accrediting body, ACEJMC, and the PEEQ process completed university wide during the 2008-2009 academic year. Despite praise for its faculty, the quality of instruction offered and success of its graduates, the ACEJMC site team found the department non-compliant in terms of its curricular offerings specifically stating in its report, “In many ways, the curriculum has not adapted to the professional realities of today. Specifically, print journalism students lack adequate multimedia instruction and industry-based visual communication, (and) broadcast students lack curricular depth and adequate multimedia instruction....”

Similarly, the PEEQ process allowed the journalism sequences to identify both curricular gaps and significant difficulty in delivering courses in a timely fashion.
The news industry is in flux. Increasingly industry is demanding that its journalists be able to function in a multiplatform environment. Reporters who once only wrote for a single discipline now work across boundaries. The reporter who writes for print also shoots and edits video, captures audio and still images, and presents all these materials over the airwaves and online.

We must prepare our students to be these digital journalists.