

**CREDIT-BEARING CERTIFICATE PROGRAM PROPOSAL  
COLLEGE OF ARTS AND SCIENCES**

**I. Background Information**

- A. Title of Program: Journalism Certificate
- B. Department(s)/Program(s): Communication and Journalism
- C. Administrative Home: Communication and Journalism
- D. Division:  Undergraduate (Requires approval by APC\*)       Graduate (Requires approval by GC\*\*)
- E. Effective Year and Term for Implementation of Action: Fall 2019

**II. Unit Approvals**

	Signatures	Date
A. Department Chair(s)/Program Director(s)	<u>Jan Larson</u>	<u>9/2/18</u>
B. Dean of College	<u>Rodd Freitz</u>	<u>9/13/18</u>
C. Chair, Academic Policies Committee		
D. Chair, Graduate Council		

**III. Certificate program proposals should originate at the department/program level; all affected departments/programs must endorse proposals. Each proposal will include the following:**

**A. Context for the certificate program (any predecessor programs, relationship to existing programs, alignment with university mission);**

This proposed journalism certificate is closely aligned with the existing journalism program and consists primarily of core courses found in the journalism major and minor. The journalism certificate aligns with the university mission as journalism fosters creativity, critical thinking, empathy for others and intellectual courage to monitor power and question authority on behalf of the public.

**B. Rationale explaining need for the program (e.g., target audience(s), evidence of long-term need, anticipated enrollment);**

The target audience is non-communication and journalism majors and minors. Students in other disciplines, notably English, Political Science and the sciences have a vested interest in learning the principles and practices of journalism as they seek to present information to a broader public. The general public is increasingly using the tools of journalism to share information with others. Understanding the underlying principles of journalism would assist in assuring the information is accurate and credible. Initially, we anticipate 5 students; long-term we'd hope to maintain 15-20 students annually.

**C. Statement of benefits to students, the department(s)/program(s), college(s), and university;**

An understanding of the underlying principles and processes forming the basis of meaningful journalism that serves a democracy will create better citizens. Students in any field would benefit from understanding how to develop and design reported information. These are skills that translate across disciplines and professions. The certificate also would allow students from other disciplines the potential to combine their area of expertise with journalism. Attracting qualified students from other areas fosters diversity within the Department of Communication and Journalism and promotes interdisciplinary collaboration.

**D. Description of the academic component including:**

**i. Learning goals and outcomes for students;**

Provide journalism theory and practical skills for students outside of the communication and journalism department. Through the certificate, students will have an opportunity to develop: an awareness and knowledge of communication processes in diverse social, legal and ethical contexts; critical and analytical thinking; reporting and information gathering skills, oral, written and visual communication skills.

**ii. Specification of any program admission requirements, minimum GPA requirements for courses, GPA requirements for certificate completion above the university minimum, applicability of the S/U option;**

Not applicable. Follows university requirements.

- iii. Course array, including specification of new, required and elective courses. If electives are allowed within the certificate program, an explanation of the proposed electives in light of the need for program cohesion should be included.**

Students pursuing a Journalism Certificate are required to complete 12 credits toward the certificate.

Required courses (9 credits):

CJ 184 Multimedia Communication

CJ 222 Beginning Journalism

CJ 413 Media Law and Ethics

Elective courses (3 credits). These courses allow students to select the journalism skills that most apply to their particular interests or career aspirations:

CJ 241 Audio and Video Production Processes

CJ 284 Introduction to Photography

CJ 321 Intermediate Journalism

CJ 322 Immersion Reporting

Note: Courses used for the certificate may not be applied to the major.

**E. Description of the administration, staffing, and budgeting for the program, including:**

- i. Faculty/staff participating in the certificate program;**

Jack Kapfer, Jan Larson, Ellen Mahaffy, Ganga Vadhavkar.

- ii. Proposed frequency of offering for courses included in the certificate program;**

CJ 184, CJ 222 and CJ 413 are taught each semester. CJ 241, CJ 284 and CJ 321 are taught annually. CJ 322 is taught every other year.

- iii. Proposed arrangements for ongoing advising for students in the certificate program;**

Faculty teaching in the journalism program would serve as advisors to the certificate applicants.

**iv. Anticipated need for student support services for students enrolled in the certificate program;**

None anticipated.

**v. Identification of an administrative home for certificate programs involving more than one academic department/program;**

Not applicable--Communication and Journalism is the home.

**vi. Funding needs to initiate and maintain the certificate program, including source(s) of funding and any needed resource reallocation;**

Some course fees apply. No additional funding or resource allocation anticipated.

**vii. Impact on existing courses and programs.**

There are students in the sciences and other disciplines who are not able to pursue the full 24-credit minor. This would provide a viable alternative for students interested in gaining expertise in journalism. We have a few extra seats in the identified courses that will provide access for these students.