

MEMORANDUM

To: College of Arts & Sciences Academic Council
University Undergraduate Academic Council

Date: March 1, 2015

From: Cheryl Mann Bacon, Ed.D., APR on behalf of the JMC Faculty

Re: Proposal to revise JMC Degree plans including new course proposals

These proposals culminate three semesters of work by the JMC faculty to revise our curriculum in order to better serve our students. The most recent revision of degree plans took place in 2009 when the new core requirements were implemented. Periodic revisions have occurred regularly since 1996. In preparing for these changes we considered our evolving fields and the way they are taught at other universities, changes in media and how they affect the academic and career paths of our students and graduates, changes in faculty and in student expectations.

We began by considering the JMC core, which resulted in a decision to close two courses and make modifications of varying degree in several others.

We then looked at our three primary majors – Convergence Journalism, Ad/PR and Multimedia – and adjusted the major core and menu requirements of each as appropriate. The changes we made there are reflected in the major degree plan proposals. This examination also resulted in proposals for three new courses and the closing of one course.

Once these major pieces were approved by the faculty, we made the necessary changes in the four JMC minors and in the teacher certification plan, a major that serves a very small number of students but does so without requiring additional courses. That proposal is being sent simultaneously to the teacher education council for its approval after the CASAC approves it.

We have also reviewed and revised course titles, course descriptions and prerequisites to make sure they accurately reflect the way content in these courses has evolved over time, necessitated by changes in technology and in the structure of media organizations.

In all cases, current facilities, hardware and software support the requested changes. Adams Center Review, support from the library and from departments with interest in the courses has been secured and is documented with appropriate attachments.

Attached you will find:

- Four proposals revising the requirements of our three primary majors and teacher certification plan
 - Convergence Journalism (both BS and BA)
 - Advertising/Public Relations
 - Multimedia

- Journalism/Multimedia with Teacher Certification
- Proposal revising the four JMC minors: Digital Media, Ad/PR, Convergence Journalism and Media Studies
- Three New Course Application packets including the required endorsements and attachments:
 - JMC 367 Social Media, which will be taught every year and has already been taught as a special topics class one time
 - JMC 441 Topics in Convergence Journalism, which will be taught in alternate years as a rotating topics course and was offered in fall 2014 on Business Reporting and on several occasions a number of years ago as Sports Reporting.
 - JMC 465 Documentary Storytelling, which was taught as a special topics course several times a number of years ago.
- Approval charts to close three courses:
 - JMC 239 Writing for Electronic Delivery
 - JMC 310 Interactive Media
 - JMC 333 Photojournalism
- Approval charts changing the course title, course description and/or goals for 13 courses:
 - JMC 111 – Course description
 - JMC 201 – Course description
 - JMC 233 – Course description
 - JMC 260 – Name change, course description and goals added
 - JMC 302 – Name change
 - JMC 303 – Name change
 - JMC 321 – Course description
 - JMC 341 – Name change, course description
 - JMC 342 – Name change and course description, hours of credit
 - JMC 351 – Name change and course description
 - JMC 352 – Name change and course description
 - JMC 360 – Name change and course description, goals edited
 - JMC 495 – Change in contact hours, clarified notation that course is part of capstone experience
- A two-year course rotation with faculty assignments illustrating our ability to facilitate the changes proposed.