

**COMMITTEE RECOMMENDATION FOR
College of Liberal Arts
Communication and Journalism**

STRENGTHS:

Journalism

- Faculty show strength in their areas of research and scholarship
- The department houses the endowed Snedden Chair of Journalism
- Collaboration with other programs (cross-listed courses; shared lab spaces, photo studio, media lab)
- Connection to Alaska media; graduates are employed by these organizations
- At least 11 student scholarships
- Computer lab utilizing state of the art video, 3-D, and photo-editing software; photo studio and darkroom facilities
- Large introductory classes

Communication

- Communication BA will be entirely online in Spring 2021
- Communication major has fairly stable enrollment
- MA shifted to focus on part-time students
- Online minor focuses on Indigenous dispute resolution
- Professional internships are available for students
- Speaking center serves entire UAF student population

WEAKNESSES:

Journalism

- Declining enrollment over last 10 years largely due to changing media career paths
- Loss of faculty (2 full-time faculty in last 2 years)

Communications

- Loss of faculty (1 ½ faculty positions over last 2 years)
- Decline in opportunities to recruit graduate students due to loss of travel funds for faculty conferences

COJO

- 39% budget reduction for department over last few years

OPPORTUNITIES:

Journalism

- Convert Snedden Chair to tenure-track faculty line
- All majors are placed in internships and all graduates get jobs – high demand for graduates in Alaska

Communications

- Use and growth of UAF speaking center
- Plans underway for Indigenous dispute resolution certificate through eCampus
- Initiate Alaska Mediation Center
- Graduates in demand by employers

- Fast-track MA program

THREATS:

Journalism

- Declining enrollment in Journalism here and elsewhere
- UAF budget situation prevents hiring essential faculty

Communications

- Competition from other MA programs
- Lack of funding for professional development/recruiting of students
- Decline in faculty and courses will lead to long-term decline in graduate enrollment

CENTRALITY TO MISSION:

- Supports UAF's mission to inspire learning and advance and disseminate knowledge through teaching, research and public service emphasizing the North and its diverse peoples.

INDICATORS OF QUALITY:

- see Strengths

COST-EFFECTIVENESS:

SCH

Metric	Detail	FY16	FY17	FY18	FY19	FY20
SCH	COJO - Lower	0	0	2783	2832	2997
SCH	COJO - Upper	0	0	720	612	528
SCH	COJO - Grad	0	0	205	168	113
SCH	COJO - External	0	0	912	1351	1092
SCH	COMM - Lower	2388	2505	0	0	0
SCH	COMM - Upper	684	573	0	0	0
SCH	COMM - Grad	215	193	0	0	0
SCH	COMM - External	1686	1384	422	0	0
SCH	JRN - Lower	297	288	0	0	0
SCH	JRN - Upper	276	294	0	0	0
SCH	JRN - Grad	0	3	0	0	0
SCH	JRN - External	96	30	45	0	0

Majors

Metric	Detail	FY16	FY17	FY18	FY19	FY20
Majors	BA Communication	72	46	44	40	46
Majors	BA Digital Journalism	0	11	18	15	8
Majors	BA Journalism	35	18	9	4	4
Majors	BI Premajor - Communication	1	1	1	0	0

Majors	BI Premajor - Journalism	3	1	1	1	0
Majors	MA Professional Communication	19	17	18	15	9

Degrees

Metric	Detail	FY16	FY17	FY18	FY19	FY20
Degrees	BA Communication	19	10	10	8	7
Degrees	BA Digital Journalism	0	0	2	0	1
Degrees	BA Journalism	9	4	3	3	1
Degrees	MA Professional Communication	2	2	4	6	2

FTEs

Metric	Detail	FY16	FY17	FY18	FY19	FY20
FTEs	Adjunct FTEs	3.6	2.9	2.3	3	2.3
FTEs	Faculty FTEs	5.4	5	7	7	5.8
FTEs	Staff FTEs	0.7	1.2	0.8	0.7	0.7
FTEs	Student FTEs	2.1	2.9	2.6	2.6	1.6

Expenditures

Metric	Program	Detail	FY20
Instructional Expenditures	CLA Communication & Journalism	Restricted	126539.6
Instructional Expenditures	CLA Communication & Journalism	Unrestricted	971657.7
Salaries and Benefits	CLA Communication & Journalism	Restricted	106896.5
Salaries and Benefits	CLA Communication & Journalism	Unrestricted	948897.8

Communication BA

RECOMMENDATION:	ADDITIONAL COMMENTS:	DATE FOR FOLLOW-UP:
Revision or restructure: 8 votes	Revise and restructure program to integrate Digital Journalism as a concentration within this degree	Report in one year.

Digital Journalism BA

RECOMMENDATION:	ADDITIONAL COMMENTS:	DATE FOR FOLLOW-UP:
Revision or restructure: 1 vote		
Deletion : 7 votes	Explore and work with foundation to use Snedden funds to fund faculty position; modify curriculum to merge with	Report in one year.

	Communication as a concentration	
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Professional Communication MA

RECOMMENDATION:	ADDITIONAL COMMENTS:	DATE FOR FOLLOW-UP:
Continuation: 2 votes		
Continuation w/ improvement plan: 4 votes	Pursue fast-track MA which may be more attractive to students	Report in one year.
Revision or restructure: 2 votes		