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FORMAT 5

Submit originals and one copy and electronic copy to Governance/Faculty Senate Office (email electronic copy to jbharvie@alaska.edu)

PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR)**SUBMITTED BY:**

Department	Journalism	College/School	CLA
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See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

PROGRAM IDENTIFICATION:

DEGREE PROGRAM	Journalism
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	B.A

A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

This form only addresses requested BA degree name change reflecting program's orientation and updates the catalog description. Deletion of reference to program accreditation in that description reflects the voluntary lapse anticipated at the end of AY 2015-16. See justification for full explanation.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:**Journalism**

College of Liberal Arts
Department of Journalism
907-474-7761

www.uaf.edu/journal/

B.A. DEGREE; MINOR**Downloadable PDF**

Minimum Requirements for Degree: 120 credits

The journalism program offers a solid curriculum designed to prepare students to leave the classroom and be ready to take their places in the nation's newsrooms. In addition to the solid academic background they receive in the classroom, students get practical experience by working with media on and off campus. On campus, these include KUAC, a public television and public radio station, student-owned FM radio station KSUA, and *The Sun Star*, the campus newspaper. Off campus, students have opportunities to intern with a variety of radio and television stations, newspapers and other media-related businesses and organizations, both in and out of Alaska.

The department runs several laboratory facilities including a digital newsroom and photography lab, a digital audio bay, a digital video editing/advanced digital

printing lab, two wet photography labs and a photography studio. The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication.

C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:
(Underline new wording strike through old wording and use complete catalog format)

Digital Journalism

College of Liberal Arts
Department of Journalism
907-474-7761

www.uaf.edu/journal/

B.A. DEGREE; MINOR

Downloadable PDF

Minimum Requirements for Degree: 120 credits

The digital journalism program offers a solid curriculum designed to equip ~~prepare~~ students with the broad skillset valued in ~~to leave the classroom and be ready to take their places in the nation's newsrooms and other communication fields.~~

In addition to the solid academic foundation delivered ~~background they receive in the classroom,~~ students receive practical experience ~~by working with~~ in media on and off campus. On campus, these include KUAC, a public television and ~~public~~ radio station, and a student-owned FM station and newspaper, KSUA FM, and The Sun Star, the campus newspaper.

Majors ~~Off campus,~~ students have opportunities to complete their required professional media internships ~~at intern with~~ a variety of radio and television stations, newspapers and other media-related businesses and organizations, both in and out of Alaska.

The department runs several laboratory facilities including a digital newsroom and photography lab, dedicated a digital audio and video bays, an advanced video editing/advanced digital printing lab, two wet ~~darkrooms~~ photography labs and a photography studio. Students have access to video, photo and audio kits needed for class assignments. ~~The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication.~~

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D. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None

E. IMPACTS ON PROGRAMS/DEPTS:

What programs/departments will be affected by this proposed action?

Include information on the Programs/Departments contacted (e.g., email, memo)

None

F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.)

Journalism OA was revamped following degree changes that took effect in the AY13-14 catalog. The new name, Digital Journalism, reflects those curriculum changes. Success teaching the diverse skills required in newsrooms, public affairs offices, advertising agencies and other communications fields is tracked through benchmark/outcome comparisons in select classes, internship scores and a committee review of student performance in our capstone course, JRN 490 Online Publication, Extreme Alaska.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

The name Digital Journalism more accurately describes the multimedia focus and market-driven training offered through the program following its shift from traditional concentration paths in News-Editorial, Broadcast, Photojournalism and New Media, to a single-course progression in AY 2013-14.

Renaming the major Digital Journalism is a small, but significant step, giving prospective students a bit more insight into one of many exciting programs waiting at UAF.

About this:

The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Journalism is fully accredited at this time through the Accrediting Council on Education in Journalism and Mass Communication. We are due for a site team visit this academic

year. Planning for that visit with ACEJMC, we learned that provisional accreditation is unavoidable due to Journalism's current program review mandate to explore consolidation with other administrative units and the December deadline for submitting an acceptable plan to boost enrollments.

If, at the end of two years, we did not satisfy concerns identified by the site team, we'd officially lose accreditation, with all the the stigma that action carries.

Susanne Shaw, ACEJMC's executive director, recommended canceling the site team's visit and voluntarily letting the program's accreditation lapse. That's the route taken by other ACEJMC member programs coping with disruptive fiscal problems, according to Shaw.

Regaining accreditation, as several of those institutions have since accomplished, simply requires meeting the ACEJMC standards. We fully understand what's required to regain reaccreditation if enrollments rebound and the program retains a necessary degree of control over aspects of budgets and curriculum.

APPROVALS: SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair, Program/Department of: Journalism Date: 9/4/15

DocuSigned by:
Rob Duke Date: February 15, 2016
Signature, Chair, College/School Curriculum Council for:

DocuSigned by:
Date: February 15, 2016
Signature, Dean, College/School of:

CHAIR SIGNATURE OBTAINED FOLLOWING APPROVAL BY FACULTY SENATE COMMITTEE

Signature, Chair, UAF Faculty Senate
Curriculum Review Committee

Date:

Graduate Academic and Advisory Committee