

May 15, 2008

UNIVERSITY OF MICHIGAN-FLINT
REGENTS COMMUNICATION

ACTION REQUEST

SUBJECT: New Undergraduate Degree Program by the Department of Communication and Visual Arts, College of Arts and Sciences at the University of Michigan-Flint

ACTION REQUESTED: Approval to offer a new Bachelor of Arts Degree in Journalism, College of Arts and Sciences at the University of Michigan-Flint

EFFECTIVE DATE: June 1, 2008

The College of Arts and Sciences, through the Department of Communication and Visual Arts, at the University of Michigan-Flint proposes a new undergraduate degree program, "Bachelor of Arts Degree in Journalism," effective June 1, 2008. This is in response to needs of our undergraduate students who are interested in a more discipline-specific program of study than currently offered. With the program goals concentrated in two areas, online journalism and community journalism, this program will serve to meet the needs of the media industry both locally and web-based or within "backpack journalism".

The proposed program will prepare students for careers in news media. The program encompasses a series of journalism foundation, theory and history courses that emphasize reporting, writing, and presenting community news in textual, audio and video formats online. Students develop knowledge and skills allowing them to seek truth and report it, within ethical and legal constraints, in order to serve the community. All journalism majors will complete an internship and produce a senior portfolio.

The proposed curriculum includes 40 credit hours in Journalism, completion of either a cognate, minor or second major in another discipline as well as the UM-Flint general education requirements. The proposed program is in response to growing interest in community news and news media by students, area news media organizations, and the sea change in the media industry as news converges to online environments. The journalism environment is undergoing historic transformation, requiring students to master new systems, theories and expectations for information delivery.

The proposed BA in Journalism will be supported by the proposed UM-Flint Media Center encompassing print, broadcast and online media. Journalism students will make use of communication technology to facilitate writing, blogging, editing, photography, videography, broadcasting, podcasting, and webcasting.

The proposed BA in Journalism has been thoroughly reviewed and supported by the University of Michigan-Flint College of Arts and Sciences faculty, Academic Affairs Advisory Committee, the Chancellor's Advisory Committee for Budget and Strategic Planning, as well as the interim provost and interim chancellor.

The proposed degree program fully supports the educational mission of the University of Michigan-Flint. Pending approval of the proposal, the program will begin to admit students for the fall 2008 semester. The program will be included in the Department's comprehensive student outcomes assessment plan which has been approved by the University of Michigan-Flint Academic Assessment

Committee. We currently have sufficient faculty for initial implementation and space to initiate this program. However, we support the current proposal to create a UM-Flint Media Center which would enhance this program even more.

We therefore enthusiastically recommend and endorse the proposed Bachelor of Arts Degree in Journalism, effective June 1, 2008.

RECOMMENDED BY:

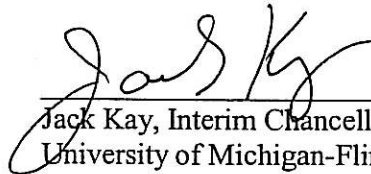


D. J. Trela, Dean
College of Arts and Sciences

RECOMMENDATION ENDORSED BY:



Vahid Lotfi, Interim Provost and
Vice Chancellor for Academic Affairs



Jack Kay, Interim Chancellor
University of Michigan-Flint

May 2008