

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: Lander University

Briefly state the nature of the proposed modification (e.g., adding a new concentration, extending the program to a new site, curriculum change, etc.):

- The program modification being submitted includes curriculum changes and a change in the name of the program.
 - Name change to B.S. in Media and Communication. The name change replaces the outdated term “Mass Communication,” with the more general term “Communication,” which better encompasses speech, online and social media communication, and is more in line with the department’s plans for growth in media production and digital/social media.
 - Reduction of major program requirements from 64 to 40 hours and addition of a required minor or second major. This will make the program more flexible and transfer friendly.

Current Name of Program (include degree designation and all concentrations, options, and tracks):

- B.S. in Mass Communications and Media Studies.

Proposed Name of Program (include degree designation and all concentrations, options, and tracks):

- B.S. in Media and Communication

Program Designation:

- | | |
|---|--|
| <input type="checkbox"/> Associate’s Degree | <input type="checkbox"/> Master’s Degree |
| <input checked="" type="checkbox"/> Bachelor’s Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor’s Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

Proposed Date of Implementation: Fall 2020

CIP Code: 090102

Current delivery site(s) and modes:

Lander University, Greenwood campus, mostly face-to-face with some online and hybrid classes.

Proposed delivery site(s) and modes:

Same. Lander University, Greenwood campus, mostly face-to-face with some online and hybrid classes.

Program Contact Information (name, title, telephone number, and email address):

Laura Hester, Associate Professor and Department Chair, Media and Communication
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Institutional Approvals and Dates of Approval:

Department of Media and Communication	1-17-2020
Dean, College of Arts and Humanities	1-17-2020
Undergraduate Programs Committee	1-22-2020
Curriculum Committee	1-24-2020
Provost	1-22-2020
Faculty Senate	expected 2-4-2020
President	expected 3-10-2020
Board of Trustees	expected 3-10-2020

Background Information

Provide a detailed description of the proposed modification, including target audience, centrality to institutional mission, and relation to strategic plan.

The proposed B.S. in Media and Communication targets students with a desire to become strong communicators, both in person and through media. The program is a revision of the current major, which is one of the largest in Lander's College of Arts and Humanities with a 5-year average enrollment of 119 (2015-16 academic year to 2019-20 academic year). All majors begin with common courses designed to establish a strong foundation in visual, verbal, and written communication. Other courses in the major help students develop skills in communication through multiple media and give students insights into professional, theoretical, critical and historical aspects of the industry. Opportunities are available for student participation in performances; in print, online, and broadcast journalism; and in radio, video, and television productions. All students gain practical professional experience through required internships or practicums.

The Media and Communication Department's vision for the program is to provide a strong, consistent foundation and options that will allow students to pursue diverse career paths. The department believes that proposed revisions to the program are in line with our department vision and the university's vision of graduating students who are "well rounded and prepared to continue their education or launch their careers."

The program is being revised to reduce the number of program requirements from 64 to 40 and to require majors to select a minor that aligns with their career goals. Students may select a minor from within our program to specialize in Film Studies, Media Writing, Public Relations, Speech and Performance, or Sports Media or they may choose a minor or second major from another academic area.

	Current	Proposed
<i>Program requirements</i>	52	40
<i>Program electives</i>	12	0, electives replaced by minor requirement, generally 15-21 hours.

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable.

The current Mass Communications and Media Studies major has a healthy current enrollment of 127 and a 5-year average enrollment of 119 (2016-2019), making it one of the largest in Lander’s College of Arts and Humanities. The flexibility of this program allows our graduates to work in a variety of communication-related fields including acting, public relations, radio, television, film, print and broadcast journalism, and to pursue graduate degrees.

The program develops skills that employers consistently say they want in graduates (National Association for Colleges and Employers, NACE, Job Outlook 2019 Survey, (<https://www.naceweb.org/career-readiness/competencies/the-four-career-competencies-employers-value-most/>): skills in critical thinking/problem solving, teamwork/collaboration, oral and written communication, and digital technology.

According to the Bureau of Labor Statistics’ outlook for media and communication occupations (<https://www.bls.gov/ooh/media-and-communication/home.htm>): “Employment of media and communication occupations is projected to grow at 4 percent from 2018-2028, about as fast as the average for all occupations, which will result in about 27,600 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.”

Few courses in the major have changed but changes to the program requirements will support Lander’s efforts to recruit and retain students, especially transfer students.

Transfer and Articulation

Identify any special articulation agreements for the modified proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

The department has no current articulation agreements but we believe these program revisions will support Lander’s efforts to recruit and retain students, especially transfer students. Students from two-year institutions and other four-year institutions have found our program requirements to be inflexible, making it difficult for them to stay on track for graduation.

Description of the Program

Projected Enrollment						
Year	Fall Headcount		Spring Headcount		Summer Headcount	
	New	Total	New	Total	New	Total
2020		134		132		22
2021		141		139		23
2022		148		146		24
2023		156		153		26

Explain how the enrollment projections were calculated.

Enrollment for Fall 2019 was 128 and Spring 2020 is 126. Because this program is a modification of an existing program, we have based these estimates on an anticipated 5% annual growth over the next five years. Summer enrollment is typically low (20-25) but we also have estimated a 5% annual growth.

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

2020-2021 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MEDIA AND COMMUNICATION

	Credit Hours
UNIVERSITY REQUIREMENT	
FALS 101: Fine Arts and Lecture Series	0
GENERAL EDUCATION REQUIREMENTS (For approved courses see the General Education: www.lander.edu/gen-ed .)	
A. Core Academic Skills (9 hours)	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Mathematics	3
B. Humanities and Fine Arts	6
(6 hours selected from 2 different disciplines)	
C. Behavioral and Social Perspectives	6
(6 hours selected from 2 different disciplines)	
D. Scientific and Mathematical Reasoning	7
(7 hours selected from 2 different disciplines, 1 lab science required)	
E. Founding Documents of the United States	3
HIST 111: United States History to 1877 or POLS 101: American National Government	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
TOTAL GENERAL EDUCATION REQUIREMENTS	35
If all of the general education requirements are met and/or waived, and the credit hours do not add up to at least 30, the general education requirements are not complete. If below 30, additional general education courses from any category must be taken until the total hours add up to at least 30 hours.	
MAJOR PROGRAM CORE REQUIREMENTS	
JOUR 201: Introduction to Journalism	3
MEDA 101: Introduction to Mass Media	3
MEDA 200: Media Skills	3
MEDA 302: Radio Production	3
MEDA 310: Digital Video Production	3
MEDA 341: Introduction to Public Relations	3
MEDA 421: Seminar in Media Law and Ethics	3
MEDA 460: Emerging Media	3
MEDA 499: Senior Capstone	1
SPCH 101: Speech Fundamentals	3
SPCH 201: Voice and Diction	3

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Writing (One of the course listed below.)	3
ENGL 275: Business Writing	
JOUR 375: Feature and Magazine Writing	
MEDA 360: Writing for Multiple Media	
MEDA 361: Broadcast Writing	
MEDA 390: Scriptwriting	
Visual Communication (One of the courses listed below.)	3
JOUR 302: Desktop Publishing	
JOUR 303: Introduction to Web Design	
MEDA 204: Communications Design	
MEDA 219: Communications Photography	
Internship (One of the courses listed below.)	3
MEDA 290: Media Practicum	
MEDA 490: Student Media Internship	
MEDA 491: Internship in Media and Communication	
THTR 490: Theatre Internship	

TOTAL MAJOR PROGRAM REQUIREMENTS 40

***ADDITIONAL ELECTIVES (includes hours for required minor)** 45

At least 14 credit hours may need to be 300-level or above
The remaining hours may be at any level

TOTAL FOR BS DEGREE 120

Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

*The Media and Communication major requires a minor. Students are encouraged to choose from five minors within the department (Film Studies, Media Writing, Public Relations, Speech and Performance, or Sports Media). Other minors or a second major require justification and approval by the faculty advisor and department chair.

Coursework must include at least 30 hours earned in 300 or above level courses, of which 12 hours must be in the major.

Students See 4-year major guides for recommended order in which to take courses <http://www.lander.edu/Academics/Registrar-Office/Resources/Major-Guides.aspx>.

Curriculum Changes

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
None	MEDA 361. Broadcast Writing	MEDA 490. Internship in Media Services to MEDA 490. Student Media Internship
	MEDA 315. Multimedia Sports Journalism	SPCH 302. Performance Studies to SPCH 302. Voice Acting
	MEDA 316. Topics in Sports Media	THTR 301. Special Topics in Theatre to THTR 301. Special Topics in Theatre and Performance

	MEDA 491. Internship in Media and Communication	
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New Courses

List and provide course descriptions for new courses.

MEDA 361. BROADCAST WRITING

This course introduces the writing and reporting skills needed for radio, television, and other electronic media. Students will learn to write copy and scripts according to standard industry formats, and will create scripts for news, feature or sports programs and promotional materials such as PSAs and commercials. They will also learn techniques for selecting video and choosing sound bites for their stories. Prerequisite: MEDA 360 or JOUR 201 or permission of instructor. *Three semester hours.*

MEDA 315. MULTIMEDIA SPORTS JOURNALISM

This course provides instruction and training in sports information gathering and writing, interviewing and reporting. Students will focus on sports writing skills, basic sports production for radio, generation of sports journalism for radio and the internet, and ethics and values of quality sports reporting. Prerequisites: JOUR 201 and MEDA 200. *Three semester hours.*

MEDA 316. TOPICS IN SPORTS MEDIA

This course focuses on selected topics in sports media. Topics are chosen to address a subject that is not normally covered in the curriculum or to provide additional in-depth study on a particular topic. The course may be repeated for different topics. Prerequisite: MEDA 215. *Three semester hours.*

***MEDA 491. INTERNSHIP IN MEDIA AND COMMUNICATION**

This internship is designed to give the student a practical work experience under the supervision of a professional. A student will work through an approved agency, business, or academic environment under the supervision of one of its professional employees and designated professor. Suitable positions determine availability of internships. Prerequisites: Junior or senior standing or permission of instructor. *One to six credit hours.*

**This was added to provide a separate course number for off-campus internships. All internships were previously taught under MEDA 490.*

Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.A. Communications, concentrations in Digital Media or Public Relations	128, 51 for major	Anderson University	Broad-based core that includes journalism, social media, public relations etc. Minors (not required): Public relations and Communication Studies	No focus on speech or visual communication. No radio. Focus on Christian influence. Minor (not required): Coding and App Development
B.A., Mass Communication	128, 30 in major	Benedict College	Similar courses: introductions to media, journalism, video production, photography, public relations, media law. Minor (not required): Mass Communication	No radio. No focus on speech and performance. Multiple production classes. Service learning requirement.
B.A., Communication Studies	125, 33 in major	Charleston Southern University	Similar core. Requires a minor.	Little focus on broadcast or digital media. No media technology requirement. Public speaking is required but not included in major requirements.
B.A., Mass Communications	120, 41 in major	Clafin University	Core includes similar courses: introductions to media, writing for media, sound, tv, law and ethics and internship.	29-hour core with 12-hour concentrations in Digital Media, Journalism, and Public Relations. No focus on speech or performance.
B.A., Communication	122, 37+ in major	College of Charleston	Core introductory courses are similar. Similar focus on speaking, writing, critical thinking and conducting effective research.	Some two-semester courses. Internships are encouraged but not required.
B.A., Mass Communication	120, 36+ in major	Francis Marion University	Broad-based core that includes introduction to mass communication, introduction to news writing, introduction to public relations, introduction to broadcast journalism, reporting and media ethics. Students must choose 18 semester hours for a minor in another discipline or complete two 12-hour collaterals.	Four specialty tracks: broadcast journalism, convergence, public relations, and sports journalism. No film, speech or performance.

B.A., Mass Communications/Media Ministry	Not available	North Greenville University	Similar courses offered. Half of curriculum covers communication in general terms and half focuses on application.	Three distinct majors: broadcast media, digital media, media ministry, and communication. Students are in specialized tracks even in core. Christian-based. Program lacks broad-based overview. No emphasis on speech or performance.
B.A., JMC	120, 48+ required minor or cognate	University of South Carolina-Columbia	Nine-hour core includes media and society, writing for mass communication, law and ethics.	Separate majors for journalism, broadcast journalism, mass communication, advertising, public relations and visual communication. No film, digital video or performance.
B.A., Communication	120, 42 in major	USC-Upstate	Similar core with three specializations. Similar focus on developing critical analysis, thinking, writing, and speaking abilities.	Concentrations in communication studies, mass media, or public relations.
B.A., Mass Communication/Media Studies	122, 45 in major	Voorhees College	Core includes newswriting, writing for media, introduction to mass communication, media law and ethics, public relations.	No film, video, scriptwriting, speech or performance.
B.A., Mass Communication	120, 40 in major	Winthrop University	Core and upper-level courses are similar. Required practicum or internship. Required minor.	Separate journalism interest or broadcast interest. No scriptwriting, film or performance.

Faculty

State whether new faculty, staff or administrative personnel are needed to implement the program modification; if so, discuss the plan and timeline for hiring the personnel. Provide a brief explanation of any personnel reassignment as a result of the proposed program modification.

The modifications being made to this program will not require immediate additions of full-time faculty, staff, or administrative personnel. Existing faculty have the necessary expertise to teach the courses that have been added to the program. Additional adjuncts and, possibly, full-time faculty will be needed as the program's enrollment increases and additional sections of courses are offered.

Resources

Identify new library, instructional equipment and facilities needed to support the modified program.

Library Resources: No additional resources are needed.

Equipment: No additional equipment is needed. The department reviews and updates equipment regularly.

Facilities: No additional facilities are needed, however, facilities are limited and this will need to be revisited as enrollment increases. In order to maximize limited spaces, the department is reviewing and identifying classes that will work well in online or hybrid formats. All full-time faculty in the department and most adjuncts have completed Online Teaching Certification through Lander's Center for Online and Innovative Learning (COIL).

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

Financial Support

Estimated Sources of Financing for the New Costs						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding						
Program-Specific Fees						
Special State Appropriation						
Reallocation of Existing Funds						
Federal, Grant, or Other Funding						
Total	0	0	0	0	0	0
Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration and Faculty and Staff Salaries						
Facilities, Equipment, Supplies, and Materials						
Library Resources						
Other (specify)						
Total						
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	0	0	0	0	0	0

Budget Justification

Provide a brief explanation for all new costs and sources of financing identified in the Financial Support table.

The program modification is for a curriculum revision. No new costs or revenue are associated with these revisions.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
1. The Media and Communication graduate is expected to be able to communicate effectively in person;	<ul style="list-style-type: none"> • More than 70% of students are rated as “meet” or “exceed” standard in subscore 1 of portfolio rubric. • More than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, subscore B2-B5. • Students competing in speech and theatre festival competitions receive mostly (more than 70%) positive feedback from adjudicators. 	<ul style="list-style-type: none"> • Senior Portfolio • EYE Program Employer Evaluation of Student Performance • Student speech and theatre competition feedback from outside adjudicators
2. The Media and Communication graduate is expected to be able to communicate effectively through multiple media;	<ul style="list-style-type: none"> • More than 70% of students are rated as “meet” or “exceed” standard in subscore 2 of portfolio rubric. • More than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating. 	<ul style="list-style-type: none"> • Senior Portfolio • EYE Program Employer Evaluation of Student Performance
3. The Media and Communication graduate is expected to be able to analyze and critically evaluate messages produced in different media;	<ul style="list-style-type: none"> • More than 70% of students are rated as “meet” or “exceed” standard in subscore 3 of portfolio rubric. • More than 70% of students “meet” or “exceed” standard on MEDA 499 Capstone Research paper, based on established rubric. 	<ul style="list-style-type: none"> • Senior Portfolio • MEDA 499 Capstone research paper rubric
4. The Media and Communication graduate is	<ul style="list-style-type: none"> • More than 70% of students are rated as “meet” or “exceed” 	<ul style="list-style-type: none"> • Senior Portfolio

<p>expected to be able to identify and discuss historical, ethical and legal issues related to Mass Communications and Media;</p>	<p>standard in subscore 4 of portfolio rubric.</p> <ul style="list-style-type: none"> • More than 70% of students “meet” or “exceed” standard on MEDA 499 Capstone Research paper, based on established rubric. 	<ul style="list-style-type: none"> • MEDA 499 Capstone research paper rubric
<p>5. The Media and Communication graduate is expected to be able to demonstrate potential to work as a professional in the field of Media and Communication.</p>	<ul style="list-style-type: none"> • More than 70% of students are rated as “meet” or “exceed” standard in subscore 4 of portfolio rubric. • More than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating. 	<ul style="list-style-type: none"> • Senior Portfolio • EYE Program Employer Evaluation of Student Performance

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

- Yes
 No

Will the proposed modification affect or result in program-specific accreditation? If yes, explain; and, if the modification will result in the program seeking program-specific accreditation, provide the institution’s plans to seek accreditation, including the expected timeline.

- Yes
 No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

- Yes
 No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution’s plans to seek national recognition, including the expected timeline.

- Yes
 No



To: Dr. Scott Jones
Provost and Executive Vice President for Academic Affairs

From: Sandy Singletary
Interim Dean, College of Arts and Humanities

Date: May 25, 2020

Re: Revision of the BS in Media and Communication major.

The proposed modifications to the BS in Media and Communication Degree Program are scheduled to be reviewed by the CHE at the June 9, 2020, CAAL meeting. These modifications continue to be relevant and necessary for an enhanced student experience. By reducing the total program requirements from 64 to 40 hours and requiring a minor, students can specialize in an area of interest. This will allow for flexibility and increased opportunity for majors as well as transfer students. In addition, changing the name of the degree program assures relevance for graduates. These modifications strive to improve an existing degree program through a minor reorganization of content and can be accomplished without incurring any additional expense to Lander University.

Thank you in advance for proceeding with the approval process for the proposed changes.

