



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE:

Create a Journalism Concentration and terminate the News Editorial and Broadcast Journalism Concentrations for the degree Bachelor of Science in Agricultural Communications in the Colleges of Media and Agricultural, Consumer and Environmental Sciences

SPONSOR:

Lulu Rodriguez, Associate Professor and Director, Agricultural Communications, Program, (217) 300-1045, lulurod@illinois.edu

COLLEGE CONTACT:

Rich Martin, Professor and Head, Department of Journalism, (217) 333-0709, richmart@illinois.edu

Julian Parrott, Associate Dean for Student Services and Academic Affairs, College of Media, (217) 244-4329, jparrott@illinois.edu

Laurie Kramer, Associate Dean of Academic Programs, College of ACES, (217) 333-3380, lfkramer@illinois.edu

BRIEF DESCRIPTION:

In Fall 2014, the Journalism Department updated its curriculum, subsequently approved by campus and IBHE, by merging two majors, News Editorial Journalism and Broadcast Journalism, into one, Journalism. The Agricultural Communications (AGCM) major currently has three concentrations, Advertising, News Editorial and Broadcast Journalism. We would like to dissolve the last two concentrations and create a new Journalism concentration, mirroring the changes that have been approved for the Journalism curriculum. Creating a new Journalism concentration would allow the AGCM curriculum to reflect the current trends and practices in the Journalism profession.

Changes in the Advertising concentration are addressed in a separate, related proposal.

See Appendix A

JUSTIFICATION:

The proposed AGCM – Journalism concentration will align the major with current professional practices in both Agricultural Communications and Journalism. Currently, AGCM majors need to take only 21 hours of Journalism coursework. Without specific required courses, students can take multiple Journalism elective courses without learning foundational and key Journalism skills. We propose to require the following Journalism core courses in the new concentration: JOUR 210 (Newsgathering across Platforms- 4 hours), JOUR 215 (Multimedia Reporting – 4 hours), and JOUR 311 (Media Law – 3 hours). (The introductory prerequisite for JOUR 210 already is required within base requirements for the Agricultural Communications degree.) Having these core requirements will guarantee that students are exposed to essential Journalism principles and skills. Additionally, having core courses will allow the AGCM Program and the Journalism Department to anticipate enrollment needs and plan accordingly.

Students will have some flexibility in choosing three upper-level courses from a list of six courses, for 12 more hours. This will allow them to develop specialized skill sets that are the subjects of the Bachelor of Science in Journalism. Therefore, the new concentration will total 23 hours, an increase of 2 hours from the current concentration, but will not add additional hours to the requirement for the degree, which is currently 126.

These changes have been approved by the AGCM Program Committee, which oversees the Agricultural Communications curriculum and program of study. This Committee includes the department heads of Journalism and Advertising.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

a. How does the unit intend to financially support this proposal?

The proposed changes in curriculum will not create additional financial need. These courses are already being taught as a part of the Journalism major and have capacity to accommodate AGCM students.

b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

The AGCM program has a current enrollment of about 45 students. This change will not increase overall enrollment. The Journalism Department has the capacity in these courses to serve AGCM students pursuing the Journalism concentration.

c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

We will not need to seek campus or external resources. All proposed courses are currently offered by the Journalism Department, and this proposal will not impact other departments.

d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

We do not seek additional funding from either college for this proposal and do not expect to do so in the future.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

The changes to the AGCM – Journalism Concentration will not change the number of faculty, class size, teaching loads, or student-faculty ratios. It will make it easier to predict enrollments in core concentration courses.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

This change does not impact other units because all of the courses involved are in the Journalism Department.

- c. Please address the impact on the University Library.

Please see the attached letter of support from the University Library confirming that the Communications and ACES Libraries see no appreciable impact on their capacities to meet student demand. .

- d. Please address the impact on technology and space (e.g., computer use, laboratory use, equipment, etc.)

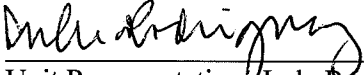
AGCM students will not impact technology and space requirements. We have capacity for students and do not expect an overall increase in enrollments as a result of this proposal.

DESIRED EFFECTIVE DATE: Fall of 2015

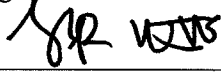
STATEMENT FOR PROGRAMS OF STUDY CATALOG: See Appendix A

CLEARANCES: *College of Media*

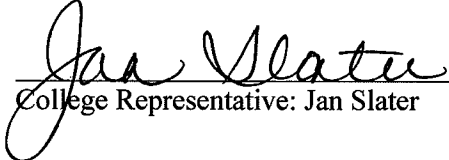
Signatures:



Unit Representative: Lulu Rodriguez
Agricultural Communications Program



Unit Representative: Rich Martin
Department of Journalism



College Representative: Jan Slater

9 March 2015

Date:

3/12/15

Date:

3/12/15

Date:

CLEARANCES: *College of ACES*

Signatures:

Lulu Rodriguez

Unit Representative: Lulu Rodriguez
Agricultural Communications Program

Laurie Kramer

College Representative: Laurie Kramer

9 March 2015

Date:

3-11-15

Date:

**Appendix A:
(Proposed Curriculum Revisions)**

Current		Proposed	
<p><u>Media Concentration</u></p> <p>Students must choose one of three concentrations: Advertising, Broadcast Journalism, or News Editorial Journalism.</p>	21	<p><u>Journalism Concentration</u></p> <p>Required courses: JOUR 210 – Newsgathering across Platforms, 4 hrs JOUR 215 – Multimedia Reporting, 4 hrs JOUR 311 – Media Law, 3 hrs</p> <p>Choose 3 courses from:</p> <p>JOUR 335 – Audio Journalism, 4 hrs JOUR 340 –Video Reporting & Storytelling 1, 4hrs JOUR 445 –Video Storytelling & Producing 2, 4hrs JOUR 315 – Adv. Public Affairs Reporting, 4 hrs JOUR 320 – News Editing, 4 hrs JOUR 425 – Multimedia Editing and Design, 4 hrs</p>	23

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

University Library
Office of Dean of Libraries
and University Librarian
230 Main Library, MC-522
1408 West Gregory Drive
Urbana, IL 61801



March 10, 2015

Lulu Rodriguez
Associate Professor and Director, Agricultural Communications Program
Professor and Director of Graduate Studies
274 Bevier
M/C 182

Dear Dr. Rodriguez:

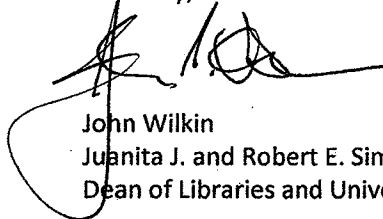
Thank you for providing the University Library with the opportunity to review the proposed changes to the Agricultural Communications Program. The packet forwarded to the Library included three proposals. This letter covers the Library's response to the three proposals:

- Revise courses specified for the General Education requirements for the undergraduate major in Agricultural Communications, Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Create a Journalism Concentration and terminate the News Editorial and Broadcast Journalism Concentrations in the Department of Journalism for the undergraduate major in Agricultural Communications in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Revise the Advertising Concentration requirements for the Agricultural Communications major in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.

Based upon the proposals submitted to the Library on March 3, 2015, we do not believe that there will be any substantive impact on existing library offerings. Feedback from the subject specialists located in our Communications and ACES Libraries indicated great appreciation for seeing the proposals but confirmed that there would be no appreciable impact.

If additional services or materials are required as the program evolves, I have every confidence that we will be able to work together to meet the needs of the students.

Sincerely,



John Wilkin
Juanita J. and Robert E. Simpson
Dean of Libraries and University Librarian

c: Robert Allen
Lisa Romero
Thomas Teper