



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Journalism

Degree/Certificate: Master of Arts

Options: N/A

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 09.0401

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 08/01/2017

Cooperative Partners: N/A

\*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA

Name/Title of Institutional Officer

Signature

Date

Handwritten signature of Marilyn S. Abbott and date 3/27/2017

Joe Alsobrook, Dean of Arts, Media, and Communications

636-949-4164

Person to Contact for More Information

Telephone



## STUDENT ENROLLMENT PROJECTIONS

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Year	1	2	3	4	5
Full Time	5	7	10	15	15
Part Time	2	2	3	3	3
Total	7	9	13	18	18

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall 2015, there have been 72 inquiries to Journalism.

Provide a rationale for proposing this program, including **evidence of market demand and societal need supported by research:**

The MA in Journalism provides students with a firm foundation in critical theories and trends, as well as the practical application and problem solving involved in broadcast and print. Students are exposed to various approaches in the field, provided with the history and ethics of journalism, guiding principles, and its role in a global society. News gathering and story composition techniques are applied to print, broadcast, and electronic media. Rationale in support of the program: The new core, as well as the new structure for projects and supporting theses, support the newly developed PLOs and assessment plan and ensure a more structured degree. The shared core also ensures consistent delivery of shared objectives between all Arts, Media, and Communications programs, such as graduate-level writing skills, methodology and research, and, finally, the thesis/project. Occupational Outlook: <https://www.bls.gov/ooh/media-and-communication/reporters-correspondents-and-broadcast-news-analysts.htm>

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Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 36

B. Residency requirements, if any: NA

C. General education: Total credits: NA

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title

D. Major requirements: Total credits: 36

Course Number	Credits	Course Title
AMC 50000	3	Research Methods
AMC 51000	3	Research and Scholastic Writing
AMC 55000	3	Graduate Seminar I
AMC 56000	3	Graduate Seminar II
AMC 60000	3	Thesis/ Directed Project I
AMC 61000	3	Thesis/ Directed Project II
Plus 18 credit hours from the following:		
COM 50000	3	Multiplatform Reporting
COM 50100	3	Mass Communications Law
COM 50200	3	Seminar In professional Practice and Ethics
COM 50400	3	Broadcast Newswriting
COM 52500	3	Photojournalism
COM 52600	3	Advanced Reporting
COM 50310	3	Contemporary Digital Rights
COM 50320	3	Critical Analysis of Media
COM 50330	3	Media and Politics
COM 50340	3	Audience Analysis in an Interactive Age
COM 54300	3	Television News Production
COM 56500	3	Journalism Capstone and Ethics
COM 58000	3	Television News Reporting
COM 58100	3	News Design and Editing

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E. Free elective credits:

0

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:  
Students have two completion options for the Master's degrees

#### **Completion Options**

##### **Non-Thesis/ Applied Project Option**

The applied project allows students with a professional focus to apply the theories and research methods of their field in a professional setting or in a final product or series of products. Projects may take different forms, but all students produce some form of material on behalf of an organization or field of practice. Students pursuing the Non-Thesis/ Applied Project Option document their progress and product for final review by their thesis committee. See the chair of the program for more information.

##### **Thesis Option**

The thesis involves the creation of an original piece of scholarship relevant to the field of study that investigates an aspect of that field, professional area or organization. Students evaluate the state of the field in existing research on their topic area and then develop a research question to investigate. Over the course of the program, students investigate their topic and refine their thesis, which is written the final two semesters and reviewed by their thesis committee. See the chair of the program for more information.

G. Any unique features such as interdepartmental cooperation:

NA



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name Lindenwood University  
Program Name MA Journalism  
Date 01/08/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

**1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
In addition to the standardized graduate admissions requirements, students must have either completed COM 24200 Basic Reporting or demonstrate basic journalistic skill and knowledge of communication law.
- Characteristics of a specific population to be served, if applicable.  
The population to be served by the MA in Journalism are students who possess a degree in Journalism, or related fields, who wish to gain advanced training in their field and gain distinction either academically or professionally.

**2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Faculty will need to hold one of the following degrees to teach the degree: PhD Journalism or Master's with tested experience.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
Full-time faculty will offer 80% of the course work required for the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
N/A

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.

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- Percent of full time and part time enrollment by the end of five years.  
90% full time and 10% part time.

#### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 and 5 students graduated per annum at three and five years after implementation.
- Special skills specific to the program.  
N/A
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.  
Job outlook for reporters, correspondents, and broadcast news analysts is currently in a decline, according to the Bureau of Labor Statistics. Full details can be found here: <https://www.bls.gov/ooh/media-and-communication/reporters-correspondents-and-broadcast-news-analysts.htm>
- Transfer rates, continuous study.  
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the School, and program.

#### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

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The program is currently in process for approval through Higher Learning Commission, Lindenwood's accrediting agency.

#### **6. Alumni and Employer Survey**

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

#### **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
The School has faculty who hold terminal degrees in this field, as well as a number of highly qualified adjuncts. The degree, as with all of the Master's degrees offered in the School, is supported by a core group of faculty in the executive group who oversee the implementation, assessment, and delivery of a core six classes that track all students progress throughout their matriculation.