



DEPARTMENT OF HIGHER EDUCATION & WORKFORCE DEVELOPMENT

PUBLIC

INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

Please use this form as a worksheet and submit new program information through the Academic Program Actions Portal
<https://web.dhewd.mo.gov/academicprogramaction/login.faces>

Sponsoring Institution:

Program Title: Applied Communications and Journalism

Degree/Certificate:

If other, please list:

Options:

Delivery Site: On campus

CIP Classification: 09.9999

Implementation Date: 8/1/2024

Is this a new off-site location? Yes No

If yes, is the new location within your institution's current CBHE-approved service region?

**If no, public institutions should consult the comprehensive review process*

Is this a collaborative program? Yes No

**If yes, please complete the collaborative programs form on last page.*

Please list similar or comparable programs at Missouri public institutions of higher education.

**For public institutions only*

According to the DHEWD website, no other public institution in Missouri is using this CIP code.

CERTIFICATIONS:

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

AUTHORIZATION

<input type="text"/>	<input type="text"/>	<input type="text"/>
Name/Title of Institutional Officer	Signature	Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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.
No special preparation is required.
- Characteristics of a specific population to be served, if applicable.
No specific population is to be served.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate. Program will be staffed by existing faculty with graduate degrees in communication, English, journalism, and closely related subjects. It is meant to replace the existing Convergent Journalism and Public Relations degree but has 15 fewer credit hours, so faculty expertise in this area already exists and there will be no need for additional load or hires.
- 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 are estimated to teach 100% of credit hours within the degree itself.
- Expectations for professional activities, special student contact, teaching/learning innovation. This is an applied communications program. Students will be engaged in the student newspaper and/or the weekly student news broadcast. Students will be required to take an internship. Students will complete multiple client and applied projects, including a grant proposal project.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
Estimated 40 full-time students by the end of five years.
- Percent of full time and part time enrollment by the end of five years.
Estimated 90 percent full-time and 10 percent part-time enrollment by the end of five years.

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	5	14	23	32	36
Part Time	0	1	2	3	4
Total	5	15	25	35	40

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
10 to 12 graduates per annum
- Special skills specific to the program.

Students will train in both print and journalism skills, including photography, videography, web design, document design and layout, and more.

- Proportion of students who will achieve licensing, certification, or registration.
There is no specific licensing, certification, or registration goal for this program.
- 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.
There is no nationally recognized assessment for this particular discipline.
- Placement rates in related fields, in other fields, unemployed.
Anticipate 70 placement rates in related fields of journalism, mass media, and workplace communication jobs. 30 percent placement in other fields. No anticipated unemployment.
- Transfer rates, continuous study.
Anticipate 10 percent transfer rate and 90 percent continuous study.

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 rationale.
There is no nationally recognized accreditor for this particular discipline.

6. Program Structure

- A. Total credits required for graduation: 48 credits are required within the program itself. 42 additional General Studies hours. 30 additional hours to meet required 120 credits for graduation.
- B. Residency requirements, if any:
None
- C. General education: Total credits:
42 credits required, using Core42.

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
Core 42 Math	3	
Core 42 Writing and Communication	9	
Core 42 Natural Sciences	7	
Core 42 Social Sciences	9	
Core 42 Humanities	9	
Additional Core 42 hours	5	

D. Major requirements: Total credits: 48

Course Number	Credits	Course Title
COM 210	3	Presentational Communication
COM 305	3	Interpersonal Communication
COM 342	3	Intercultural Communication
COM 420	3	Research Methods in Communication
COM 460	3	Internship
ENG 303	3	Grammar for Writing and Editing
ENG 415	3	Proposal and Grant Writing
JOU 104	3	Digital Photography
JOU 202	3	Reporting for the Media
JOU 204	3	Digital Videography
JOU 311	6	Griffon Media
JOU 322	3	Advanced Reporting
JOU 324	3	Web Content and Design
JOU 428	3	Multimedia Storytelling
JOU 432	3	Social Media Branding

E. Free elective credits: 30 elective credits outside of Core 42 and degree requirements.
(sum of C, D, and E should equal A)

F. Requirements for thesis, internship or other capstone experience:
 3 credits of internship

G. Any unique features such as interdepartmental cooperation:
 None, as English, communication, and journalism are housed in one department.

7. Need/Demand

Student demand

Market demand*

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

*Relevant JobsEQ data shows forecasted annual growth of 0.4% for media and communication workers, with an annual demand of 1,478. This includes public relations, writers, editors, journalists, and more, which are the targeted occupational fields for this degree. The Kansas City region has strong employment trends in this area.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**