



Justification for termination of B.S. Degree in Journalism and Mass Communication

Description: The BACHELOR OF SCIENCE with a major in Journalism and Mass Communication requires a minimum of 120 s.h., including 36-48 s.h. in Journalism and Mass Communication courses – depending on when you entered the major. Students will also be required to do a substantial body of coursework in a second discipline to develop an area of expertise that can be applied to their journalism studies. Students choosing a BACHELOR OF SCIENCE must choose a second BACHELOR OF SCIENCE major or a certificate from the school’s list of approved certificates.

Rationale: At its last meeting, the faculty of the SJMC voted to eliminate the BACHELOR OF SCIENCE degree option for JMC majors. They did so for the following reasons:

- **Historically**, few students have enrolled in this major.
- **Conceptually**, the major makes little sense. Within the journalism major, there are no differences between the BACHELOR OF SCIENCE and BACHELOR OF ARTS degree options. Students take the same journalism courses for both.
- In terms of **advising**, given that there are no differences within the degree, students are often confused about why they would choose one or the other.
- **Administratively**, we have discovered that many BACHELOR OF SCIENCE majors in recent years have not satisfied the requirements of the program. However, because these requirements are not automatically enforced, these students have slipped through the cracks and been allowed to earn BACHELOR OF SCIENCE degrees.

In the past five years, the following number of students have enrolled in the BACHELOR OF SCIENCE program:

Fall 2013 – 1
Fall 2014 – 9
Fall 2015 – 13
Fall 2016 – 23
Fall 2017 - 32

In the past five years, the following number of students have graduated with a BACHELOR OF SCIENCE degree:

Spring 2013 – 0
Fall 2013 – 0

Spring 2014 – 0
Fall 2014 – 0
Spring 2015 – 6
Fall 2015 – 0
Spring 2016 - 2
Fall 2016 – 0
Spring 2017 – 15
Fall 2017 - 3

Student currently classified as BACHELOR OF SCIENCE students may complete their B.S. degree.

We do not anticipate a reduction in enrollments by terminating this program. Students can still obtain a BACHELOR OF ARTS degree with a second area in the sciences. In addition, there are no consequences related to cost for eliminating the BACHELOR OF SCIENCE degree.

The Greenlee School of Journalism and Communication at Iowa State University offers a B.S. degree in Journalism and Mass Communication, as well as in Public Relations. Their only BA degree is in advertising, an area of study which The University of Iowa does not offer.

We do not envision that termination of our B.S. degree will have a special impact on minorities or women. Additionally, there should be no employment impact on graduates that would affect the workforce needs in the State of Iowa. In surveys of recent graduates, we have found no evidence of particular differences in placement outcomes for BACHELOR OF SCIENCE versus BACHELOR OF ARTS majors. They obtain the same jobs at about the same rates.

We intend for this change to be permanent and there will be no reduction of faculty, staff or facilities.

Overall, the B.S. degree program in Journalism and Mass Communication was conceptually flawed and little used. Its termination will have little academic impact on students or their employment prospects.

FORM J
BOARD OF REGENTS
INSTITUTIONAL PROCESS TO REQUEST ACADEMIC PROGRAM REDUCED ADMISSIONS,
PROGRAM SUSPENSION, OR PROGRAM TERMINATION
January 29, 2015

Name of institution: The University of Iowa
Date submitted: February 12, 2018
Name of program: Journalism and Mass Communication
CIP Code: 09.0401 - Journalism
College: The College of Liberal Arts and Sciences
Level: Baccalaureate
Degree abbreviation (e.g., B.S., B.A., M.A., etc.): BS
Action requested: Reduced admissions Program suspension Program termination

The request for admission reduction, program suspension, or program termination shall be reviewed in-depth by the Board Office and the Council of Provosts. With the recommendation for approval by the Board Office and the Council of Provosts, the request for admission reduction, program suspension, or program termination shall be submitted to the Board of Regents for discussion and action.

The institution shall not communicate to the public its intended action to limit enrollment, suspend the program, or terminate the program until it is been approved by the Board of Regents.

Provide a brief description of the program.

The Bachelor of Science with a major in Journalism and Mass Communication requires a minimum of 120 s.h., including 36-48 s.h. in Journalism and Mass Communication courses. Student also complete a substantial body of coursework in a second discipline to develop an area of expertise that can be applied to their journalism studies. Journalistic writing is the core of the undergraduate program with visual communication as a second important focus. Students are required to take both professional and conceptual courses offered by the School in order to develop professional skills. They are also expected to study the historical, legal, cultural, and institutional roles of media in society. The program builds upon the University's commitment to the liberal arts and sciences, requiring majors to complete extensive academic work outside the school.

Students choosing a Bachelor of Science must choose a second Bachelor of Science major or a certificate from the school's list of approved certificates. Such majors include Mathematics, Biology, Chemistry, and Human Physiology, for example. In other words, the BS is awarded for additional work outside of the School of Journalism and Mass Communication.

Provide a brief rationale for the requested action.

Very few students earn the BS in journalism instead of the BA since both sets of students complete the same journalism courses, with no difference in the requirements for the major. Instead, the BS

degree is awarded based on the student's achievement of a second major awarded with the BS. In other words, the BS in journalism depended on the completion of this second area of study in a discipline with a mathematical, statistical, or scientific approach.

Today, this rationale is no longer sufficient for the awarding of the BS. All students in journalism are expected to have an area of expertise outside of the journalism major, with many still pursuing areas related to the sciences, and with no additional degree awarded.

It is no longer appropriate for a student to be awarded a BS in journalism for this work in a second major. In other words, the BS is a historical legacy that has outlived its function and is no longer in line with the standards and expectations of the College of Liberal Arts and Sciences. The degree option should thus be removed as an option.

Describe how students currently admitted to or eligible for admission to the program will be accommodated; what kind of transition period is planned; length of transition period.

Students who have declared the BS before its closure will be allowed to complete the BS under its current requirements. Because of the structure of these requirements, allowing students to complete the BS will cause no issue to the School of Journalism and Mass Communication since the curriculum is identical for both the BA and the BS. Courses will thus continue to be offered for the students earning the BS, with ample seats available.

Describe the effect on costs of reducing enrollments or terminating the program, e.g., cost savings, resource reallocations, etc.

Because the curriculum of the two programs is identical, there will be neither a cost nor a final gain to the School of Journalism and Mass Communication.

Is program available elsewhere in the state? Identify the schools where the program is available and the current enrollment at those sites.

The Greenlee School of Journalism and Communication at Iowa State University offers a BS degree, but not a BA, in Journalism and Mass Communication, as well as in Public Relations. The Iowa State program instead offers a BA degree in advertising, an area of study which the University of Iowa does not offer. The University of Northern Iowa offers a BA in Digital Journalism through its Department of Communication Studies but not a BS.

Provide an annual analysis for a 5-year period of applications in the academic program.

2013	2014	2015	2016	2017
1	9	13	23	32

Provide an annual analysis for a 5-year period of graduations from the academic program.

2013	2014	2015	2016	2017
0	0	6	2	18

Is this intended to be a temporary or permanent change (applies only to reduced admissions)? If temporary, for how long?

A permanent change is proposed.

How will the reduction or termination affect workforce needs in the state? Be as specific as possible.

The workforce will not be affected. In surveys of recent graduates, no evidence has been found of particular differences in placement outcomes for the Bachelor of Science versus the Bachelor of Arts. Graduates with either degree obtain the same jobs at similar rates.

What is the anticipated impact on other programs? Will students likely go elsewhere?

Most students discover the BS option once at the University of Iowa and generally when they are already pursuing a second BS degree. Students choose the journalism at UI for many reasons, including its legacy and history; its excellent instruction; its hands-on opportunities; and because of the quality of the UI paper, the Daily lowan, for example.

What is the anticipated impact on minorities and women?

Woman and minorities will not be affected.

Is a reduction in faculty, staff, facilities, etc. anticipated?

No reduction in faculty, staff, or facilities will occur.

Provide any other information that might be helpful to the Board of Regents in considering this request.

The University of Iowa journalism program was founded in 1924, with a BA degree established four years earlier, in part because of the reputation of the campus newspaper, the Daily lowan, published first in 1904. Students continue to be drawn to journalism at UI because of the School's legacy and quality, including its ability to be on the leading edge of change and to offer students a hands-on, applied learning experience in addition to the rigor and breadth of a liberal arts education.

Accreditation of the program by the Accrediting Council on Education in Journalism and Mass Communications enhances this tradition of hands-on instruction with ample opportunity for the practical application of knowledge and skills that allows students to become successful graduates.

Journalism and Mass Communication, B.S.

Media writing and visual storytelling form the core of the undergraduate major in journalism and mass communication. Students are required to take both professional and conceptual courses offered by the school; they develop professional skills while studying the historical, legal, cultural, and institutional roles of media in society. They also complete extensive academic work outside the school, consistent with the University's commitment to the liberal arts and sciences.

First-year students completing a major in journalism and mass communication are advised at the Academic Advising Center. Students who have earned 24 s.h. or more and have declared the journalism and mass communication major are advised in the School of Journalism and Mass Communication by the journalism and mass communication academic advisor.

Transfer Students

The School of Journalism and Mass Communication may accept transfer credit in journalism earned at institutions accredited by the Accrediting Council on Education in Journalism and Mass Communications. A maximum of 7 s.h. of approved transfer credit may be applied to the major in journalism and mass communication. Some journalism course work taken at other schools may be used to fulfill the major's elective and/or second area of concentration requirements.

Students who wish to apply transfer credit toward School of Journalism and Mass Communication requirements must discuss the proposed transfer credit with a journalism advisor and must have approval from the head of undergraduate studies.

Requirements

The Bachelor of Science with a major in journalism and mass communication requires a minimum of 120 s.h., including at least 38 s.h. in journalism and mass communication courses, plus a second major or a certificate from the school's list of approved certificates. See "Second Major or Concentration Area" below for specific requirements. Reasonable accommodations may be made for students who wish to develop their own secondary area of concentration, which must consist of a minimum of 24 s.h., and at least 15 of the 24 s.h. must be earned in advanced courses numbered 3000 or above. By the time students have completed 60 s.h., they must obtain their advisor's approval of their choice of secondary area of concentration, and notify the undergraduate director of that choice.

Students must maintain a g.p.a. of at least 2.00 in the major. All students must complete the College of Liberal Arts and Sciences General Education Program.

Students may count a maximum of 48 s.h. earned in School of Journalism and Mass Communication courses (prefix JMC) toward the 120 s.h. required for the degree.

Each student works with an assigned faculty advisor and/or an educational advisor to develop a study plan that meets the major's requirements. Requirements for the major are consistent with the program's accreditation requirements; the school cannot make exceptions.

Journalism and mass communication majors may count up to 6 s.h. of course work used to satisfy their major toward the Certificate in Media Entrepreneurialism.

The B.S. with a major in journalism and mass communication requires the following course work.

Foundation Courses	9
Grammar Requirement	0-1
Professional Skills Courses	8
Reporting and Writing Courses	6
Workshop	3
Advanced Writing or Workshop Course	3
Conceptual Courses	9
Second Major or Concentration Area	
Total Hours	38-39

Foundation Courses

Both of these (completed with a grade of C-minus or higher before enrollment in the professional skills courses):

JMC:1100	Media Uses and Effects	3
JMC:1200	Media History and Culture	3

And one of these (completed with a grade of C-minus or higher before enrollment in the professional skills courses):

JMC:2200	Principles of Strategic Communication	3
JMC:2300	Principles of Journalism	3

Grammar Requirement

Before enrollment in professional skills courses, JMC:2010 Journalistic Reporting and Writing and JMC:2020 Introduction to Multimedia Storytelling, students are required to complete one of the following:

- enroll in and successfully complete JMC:1600 Writing Fundamentals (1 s.h.), a five-week course covering grammar and usage rules; or
- take and successfully complete an online grammar and usage test prepared by the School of Journalism and Mass Communication. Successfully completing the test entails correctly answering 80 percent of questions on the test. The test is offered several times each semester. Students should contact the school's main office for more information concerning dates and how to enroll for the test. Students may take the grammar and usage test two times before being invited to enroll in JMC:1600.

Professional Skills Courses

Both of these (completed with a grade of C-minus or higher before enrollment in the reporting and writing and workshop courses):

JMC:2010	Journalistic Reporting and Writing	4
JMC:2020	Introduction to Multimedia Storytelling	4

Reporting and Writing

Two of these:

JMC:3400	Specialized Reporting and Writing	3-4
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JMC:3405	Investigative Reporting and Writing	3-4
JMC:3410	Magazine Reporting and Writing	3-4
JMC:3411	Radio and Television Storytelling	3-4
JMC:3412	Strategic Communication Writing	3-4
JMC:3413	Sports Writing	3-4
JMC:3414	Basic Elements of Book Writing: Fiction and Nonfiction	3-4
JMC:3415	Writing Across Cultures	3-4
JMC:3420	Content Marketing	3-4
JMC:3460	Arts and Culture Reporting and Writing	3-4
JMC:3470	Narrative Journalism	3-4
JMC:3490	Feature Reporting and Writing	3-4

Workshop

One of these:

JMC:3600	Topics in Media Production	3-4
JMC:3603	TV News Production	3-4
JMC:3605	Editing the News	3-4
JMC:3610	Graphic Design	3-4
JMC:3611	Web Design Basics	3-4
JMC:3615	Strategic Communication Campaigns	3-4
JMC:3620	Applied Digital and Social Media	3-4
JMC:3630	Photo Storytelling: Making Powerful Images	3-4
JMC:3633	Philanthropy Communication in a Digital World	3-4
JMC:3635	Political Public Relations	3-4
JMC:3640	Data Journalism	3-4
JMC:3645	Digital Storytelling	3-4

Advanced Writing or Workshop

One of these:

JMC:4100	Advanced Reporting and Writing	4
JMC:4110	Advanced Magazine Reporting and Writing: Iowa Journalist	3-4
JMC:4130	Advanced Public Relations Writing	4
JMC:4300	Advanced Photo Storytelling	4
JMC:4310	Advanced Media Workshop	4
JMC:4320	Advanced Television News	4
JMC:4350	Advanced Graphic Design	3-4
JMC:4360	Advanced Web Design	3-4

Conceptual Courses

Both of these:

JMC:2600	Freedom of Expression	3
JMC:3180	Media Ethics and Diversity	3

And one of these: 3

JMC:3100	Fundraising and Philanthropy Communication	3
JMC:3101	Fundraising Fundamentals	3
JMC:3110	Visual Communication	3
JMC:3115	Audience Engagement: Marketing Research in the Digital Age	3
JMC:3116	Communication-Based Approaches to International Development	3
JMC:3121	Business of Media: Profits, People, and Power	3
JMC:3122	Digital and Gaming Culture	3
JMC:3123	Advocacy Communication	3
JMC:3124	Entertainment Media	3
JMC:3125	Media and Consumers	3
JMC:3126	Social Media Marketing	3
JMC:3130	Comparative Communication Systems	3
JMC:3135	New Media and the Future of Sport	3
JMC:3140	News-Editorial Problems	3
JMC:3145	On the Campaign Trail: Elections and the Media	3
JMC:3146	Arab Spring in Context: Media, Religion, and Geopolitics	3
JMC:3150	Media and Health	3
JMC:3154	Foundations of Event Management	3
JMC:3165	African Americans and the Media	3
JMC:3175	Gender and Mass Media	3
JMC:3181	The Business of Sport Communication	3
JMC:3182	Sport, Scandal, and Strategic Communication in Media Culture	3
JMC:3183	Sport and the Media	3
JMC:3185	Topics in Mass Communication	2-3
JMC:3190	Classics of Sports Journalism: From Jack London to Grantland	3
JMC:3260	Event Planning Workshop	3
JMC:3270	Event Planning and the Arts	3

Optional Journalism Electives

Students may earn elective credit by completing additional journalism and mass communication course work (prefix JMC), but they may not exceed a maximum of 48 s.h. earned in the School of Journalism and Mass Communication toward the 120 s.h. required for the degree. Credit earned in JMC:4955 Honors Project counts toward the total journalism and mass communication course work that students may apply to their degree.

Second Major or Concentration Area

Every student majoring in journalism and mass communication must complete a second major or a

concentration area outside the School of Journalism and Mass Communication. Study in the second major or concentration area enables students to acquire a substantial body of knowledge or expertise in a relevant area, learn how another discipline views the world, and/or develop a companion set of skills to those in journalism and mass communication.

The Certificates in Fundraising and Philanthropy Communication, Event Planning, or Media Entrepreneurialism do not satisfy the requirement for a second major or concentration area.

Specific Requirements for the Second Major or Concentration Area

Students must complete the requirements for the journalism and mass communication major (38 -48 s.h.) and must satisfy the school's second major or concentration area requirement in one of two ways.

Option 1: complete a B.S. major in another department.

Option 2: complete an undergraduate certificate that is listed on the department's list of approved certificates (students may not double count courses for their journalism and mass communication major and a certificate). Students can choose from one of the following certificates: aging and longevity studies, American Indian and native studies, American sign language and deaf studies, critical cultural competence, disability studies, entrepreneurial management, global health studies, human rights, international business, large data analysis, Latin American studies, leadership studies, museum studies, nonprofit management, risk management and insurance, social science analytics, sustainability, or wind energy.

Honors

Honors in the Major

Students majoring in journalism and mass communication have the opportunity to graduate with honors in the major. Students in the school's honors program must have a g.p.a. of at least 3.50 in work for the major. To graduate with honors in the major, they complete JMC:4955 Honors Project, earning 3 s.h. of credit in work guided by a faculty member. The honors project may be a thesis or a professional project and typically is completed during the last semester of the senior year.

All majors with an overall g.p.a. of at least 3.33 are encouraged to take any journalism and mass communication course for honors credit and to make use of other honors opportunities in the school. Visit Journalism Honors Program on the school's website or contact the school's honors advisor for details.

National Honor Society

The school's chapter of Kappa Tau Alpha, the national society honoring scholarship in journalism and mass communication, was founded in 1936 and is named for former director Leslie G. Moeller. Students are considered for membership if their grade-point average places them in the top 10 percent of their class and they have completed at least five semesters of University work, including a minimum of 9 s.h. in journalism and mass communication skills courses. Contact the school's Kappa Tau Alpha advisor for details.

University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the University's honors program.

Membership in the UI Honors Program is not required to earn honors in the journalism and mass communication major.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the University's Four-Year Graduation Plan.

Students must declare the journalism and mass communication major by the first semester of their sophomore year in order to be eligible for the Four-Year Graduation Plan. The checkpoints below include the required work in journalism and mass communication plus a second concentration area, but they do not include the requirements of a second major, since the Four-Year Graduation Plan does not apply to second majors.

Before the fifth semester begins: JMC:1100 Media Uses and Effects, JMC:1200 Media History and Culture, JMC:2200 Principles of Strategic Communication or JMC:2300 Principles of Journalism, and at least one quarter of the semester hours required for graduation

Before the seventh semester begins: JMC:2010 Journalistic Reporting and Writing, JMC:2020 Introduction to Multimedia Storytelling, JMC:3100 Fundraising and Philanthropy Communication, JMC:3180 Media Ethics and Diversity, an additional course in the major, and at least one-half of these semester hours required for graduation

During the seventh semester: one writing or workshop course, one conceptual course, and at least three-quarters of the semester hours required for graduation

During the eighth semester: one writing or workshop course, one advanced workshop course, and a sufficient number of semester hours to graduate

Sample Plan of Study

Journalism and Mass Communication (B.S.)

Course	Title	Hours
First Year		
Fall		
JMC:1100	Media Uses and Effects	3
JMC:1200	Media History and Culture	3
JMC:2200 or JMC:2300	Principles of Strategic Communication or Principles of Journalism	3
RHET:1030	Rhetoric (GE: Rhetoric or other General Education course) ¹	4
CSI:1600	Success at Iowa	2
	Hours	15

Spring

ENGL:1200	The Interpretation of Literature (GE: Interpretation of Literature)	3
GE: Diversity and Inclusion		3
GE: Natural Sciences with a lab		4
GE: Values and Culture		3
Elective course ³		2
Hours		15

Second Year**Fall**

JMC:2010	Journalistic Reporting and Writing ⁴	4
JMC:2020	Introduction to Multimedia Storytelling ⁴	4
JMC:3180	Media Ethics and Diversity	3
GE: World Languages or elective course ²		3-5
Elective course		1
Hours		15-17

Spring

Major: 3000-level writing or workshop course		3
GE: Historical Perspectives		3
GE: Literary, Visual, and Performing Arts		3
GE: Natural Sciences without a lab		3
GE: World Languages or elective course		3-5
Hours		15-17

Third Year**Fall**

JMC:2600	Freedom of Expression	3
Major: 3000-level writing or workshop course		3
Major: conceptual course		3
GE: Social Sciences		3
GE: World Languages or elective course		3-5
Hours		15-17

Spring

Major: 3000-level writing or workshop course		3
GE: International and Global Issues		3
GE: Quantitative or Formal Reasoning		3
GE: World Languages or elective course		3-5
Elective course		3
Hours		15-17

Fourth Year**Fall**

Major: 4000-level advanced course		3
Elective course		3
Elective course		3
Elective course		3
Elective course		3
Hours		15

Spring

Major: 4000-level advanced course		3
Elective course		3
Elective course		3
Elective course		3
Elective course		3
Hours		15

Total Hours		120-128
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¹ General Education (GE) courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses. For more information, view the General Education Program.

² Students who have completed four years of a single language in high school have satisfied the College of Liberal Arts and Sciences GE: World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

³ Students may use their elective courses to complete a double major, minors, or certificates.

⁴ JMC:2010 Journalistic Reporting and Writing and JMC:2020 Introduction to Multimedia Storytelling should be taken concurrently.

Career Advancement

The major prepares students for careers in the field. Graduates find employment in a variety of areas, such as public relations, advertising, marketing, political communication, health communication, philanthropy and fundraising communication, newspapers, magazines, radio, television, online communications and social media, publication design, photojournalism, and media research.

The school's internship and assessment coordinator helps students seeking career guidance and employment opportunities. The school compiles and publicizes notices of professional jobs open to journalism and mass communication students and graduates. It also cooperates with the University's Pomerantz Career Center in providing career guidance and placement services as well as workshops and programs on seeking jobs.