

## CIM Report Oct 2, 2024 1:44pm

### Program Changes Pending Approval from Faculty Senate

Code	Field	Old Value	New Value
ADPRBA	User ID:	lkulcza	nrgreen
	Phone:	7456	3429
	Select a reason for this modification	Making Changes that Qualify for a Shortened Approval Process (including 15 or fewer hours within the college, total hours and admission/graduation requirements remain the same)	Requesting Approval to Offer an Existing Certificate or Degree Online--(LON)
	Effective Catalog Year	08/15/2024	Fall 2025
	Program Delivery Method	On Campus	On Campus Online/Web-based
	Estimated Student Demand for Program	NA	550-600
	Program Goals and Objectives	NA	The foundation of the ADPR BA includes the major theories of persuasion, consumer behavior, effectiveness and design as applied to the relevant skills taught in each course. The theoretical background helps students understand why plans and messages are created in certain ways, when to use those messages to communicate effectively and ethically to certain stakeholders, and why skills and techniques used in the writing, creation, design and placement of messaging are effective.
	Learning Outcomes	NA	<ul style="list-style-type: none"> <li>• Think critically, creatively, and independently in the process of writing text and creating content for target audiences, drawing upon theoretical foundations in persuasion, consumer behavior, effectiveness, and design.</li> <li>• Develop proficiency in utilizing digital skills to craft and convey key messages effectively across various platforms and mediums.</li> <li>• Apply current tools and technologies in digital media production to generate compelling text and visuals tailored for journalism, public relations, and advertising purposes.</li> <li>• Understand concepts and theories related to the use and presentation of images and information, and apply them strategically in multimedia content creation.</li> <li>• Evaluate an array of communication strategies and methods and adapt approaches to achieve goals.</li> <li>• Analyze and interpret the role of visual and textual elements in shaping audience perceptions and responses, and integrate these insights into content creation processes.</li> <li>• Collaborate effectively with team members to incorporate diverse perspectives and skills in the development of strategic media, fostering innovation and creativity.</li> <li>• Continuously adapt to evolving tools, technologies, and industry trends in media production, demonstrating agility and adaptability in content creation strategies.</li> <li>• Demonstrate mastery in applying theoretical concepts and practical skills to create engaging and impactful content across platforms that resonates with target audiences.</li> </ul>

<p>Description and justification of the request</p>	<p>Replacing JOUR 40303 with JOUR 43303 in Journalism Core requirements. JOUR 40303 was a typo when entering the common course numbering updates.   Admin correction of typo.</p>	<p>adding online delivery. No other changes to the program requirements.   Faculty in the School of Journalism and Strategic Media the School of Journalism and Strategic Media (SJSM) believe the time is right to offer the school's Advertising and Public Relations (ADPR) major as an online bachelor's degree program. This program could launch in Fall 2025. \n\nOff-campus (online-only) students would see value in an ADPR degree to enhance their professional credentials and open additional career options. \n \n\nThe SJSM chair and vice chair consulted Global Campus leaders, who generated a benchmark report to examine the viability of an online ADPR major. Here are a few key items from that report:\n\n• No institution in Arkansas offers an online bachelor's degree in Advertising and Public Relations. \n\n• The occupational outlook for individuals holding this degree in the local area and in Arkansas is promising over the next 10 years. Jobs are expected to grow 17.3% in the local area and 16.8% in Arkansas between 2022 and 2032. \n\n• In Arkansas alone, eight Fortune 500 companies are among the top 20 companies posting for this field. Among them are Walmart, Humana, General Dynamics, Tyson Foods, Meta, Intel, and General Motors. Other top firms like Guidehouse, PricewaterhouseCoopers, and Deloitte are among top companies posting. \n\n• In the local region, 13 Fortune 500 companies are listed among the top 20 companies posting. Among them are Boeing, Elevance Health, Dell, Amazon, IBM, Visa, and USAA. \n\n\nNationally, statistics compiled by the U.S. Bureau of Labor Statistics for the Occupational Outlook Handbook project solid growth for Media and Communication Occupations (<a href="https://www.bls.gov/ooh/media-and-communication/home.htm">https://www.bls.gov/ooh/media-and-communication/home.htm</a>). As an example, for a Public Relations Specialists with a bachelor's degree, 2022 median pay was \$67,440, and the 10-year job outlook is for "faster than average" growth of 6%. \n\n\nUnlike the three concentrations in the Journalism (JOUR) major, ADPR is a standalone major that does not require extensive use of hands-on experience with expensive equipment, including high-resolution video cameras. Thus, it would be SJSM's most online-friendly program. \n\n\nFull-time ADPR faculty unanimously support this initiative, and the ADPR curriculum includes three marketing courses that are already offered online. Also, all courses in the Journalism and Strategic Media Core along with some supporting elective courses are already delivered online. This would limit the volume of online course development needed to support an ADPR major offered through Global Campus. \n\n\nOverall, the University of Arkansas is in a unique position to be the only university in the state of Arkansas to offer a fully online Bachelor's degree in Advertising and Public Relations. \n\n</p>
<p>Reason for offering Web-based Program</p>		<p>see justification below</p>

	Maximum Class Size for Web-based Courses		40
	Course delivery mode		online
	Class interaction mode		bulletin
	Percent Online		100% with No Required Campus Component
	Provide a List of Services Supplied by Consortia Partners or Outsourced Organization		N/A
	Estimate Costs of the Program over the First 3 Years		\$20,000
	List Courses Taught by Adjunct Faculty		Public Relations Writing Creative Strategy and Execution
	Upload attachments		letter-of-notification-ADPRBA.pdf 2_ADPRBA - Online Delivery - Ltr of Notification_Rev_BOT.pdf
	Reviewer Comments		Ikulcza - Mon, 09 Sep 2024 14:16:54 GMT - Uploaded revised LON with approval dates. nrgreen - Mon, 09 Sep 2024 20:33:29 GMT - Updated header for program to match standard ARSC formatting. Ikulcza - Tue, 17 Sep 2024 19:30:28 GMT - Uploaded revised LON.
CDESMDES	User ID:	rcc003	nrgreen
	Phone:	5753701	3429
	Effective Catalog Year	08152024	Fall 2025
	Program Goals and Objectives	The goal of the Master of Design in Communication Design program in the School of Art at the University of Arkansas is to prepare students to design at the edge of what is possible and what is preferable for the future of communities, culture, and technology. Supported by generous funding, students will undergo a rigorous course of study, which will include a core curriculum of design studio courses emphasizing collaborative and speculative making; seminar courses spanning the broad spectrum of design discourse; and special topics courses addressing contemporary issues in design. This curricular foundation will be enriched by a strong emphasis on interdisciplinary collaboration and community partnerships, as supported by the program's unique positioning within a preeminent art school at a research-one institution. \n\nStudents in the program will consider and enact systems-level change through collaborative design, discipline-defining inquiry, and transformative research opportunities. Enriched by a strong emphasis on methodology, students will engage with research methods from various disciplines and apply those methods to contemporary design practice. Through lectures, discussion, and workshops students will also apply research findings and various design methodologies, theories, and frameworks to develop their thesis trajectory. \n	The goal of the Master of Design in Communication Design program in the School of Art at the University of Arkansas is to prepare students to design at the edge of what is possible and what is preferable for the future of communities, culture, and technology. Supported by generous funding, students will undergo a rigorous course of study, which will include a core curriculum of design studio courses emphasizing collaborative and speculative making; seminar courses spanning the broad spectrum of design discourse; and special topics courses addressing contemporary issues in design. This curricular foundation will be enriched by a strong emphasis on interdisciplinary collaboration and community partnerships, as supported by the program's unique positioning within a preeminent art school at a research-one institution. \n\nStudents in the program will consider and enact systems-level change through collaborative design, discipline-defining inquiry, and transformative research opportunities. Enriched by a strong emphasis on methodology, students will engage with research methods from various disciplines and apply those methods to contemporary design practice. Through lectures, discussion, and workshops students will also apply research findings and various design methodologies, theories, and frameworks to develop their final project trajectory. \n

	Learning Outcomes	<p>After completion of the program, students will have attained:\n• Ability to understand the relationship between design and communities.\n• Ability to apply design research methods to contemporary design practices.\n• Ability to apply pedagogical methods to future careers in academia and professional practice.\n• Ability to investigate emerging technologies and consider interdisciplinary approaches and potential design outcomes.\n• Ability to examine the culture of the design discipline, use provocation to further define the discipline, and understand the ways in which practitioners are accountable for design outcomes.\n• Ability to examine the application of theory and frameworks within the context of design with the goal to develop a design vocabulary and ways of understanding the complexity of the discipline.\n• Ability to engage in diverse modes of writing in design and explore writing for various outlets such as reviews, journal articles, books, popular culture, and other publishing options.\n• Ability to develop a written proposal for their thesis project that demonstrates that the project is viable and has a clear research direction.\n• Ability to complete a thesis project that includes a designed system, written research paper, and public presentation demonstrating the ability to address significant design and research challenges.\n</p>	<p>After completion of the program, students will have attained:\n• Ability to understand the relationship between design and communities.\n• Ability to apply design research methods to contemporary design practices.\n• Ability to apply pedagogical methods to future careers in academia and professional practice.\n• Ability to investigate emerging technologies and consider interdisciplinary approaches and potential design outcomes.\n• Ability to examine the culture of the design discipline, use provocation to further define the discipline, and understand the ways in which practitioners are accountable for design outcomes.\n• Ability to examine the application of theory and frameworks within the context of design with the goal to develop a design vocabulary and ways of understanding the complexity of the discipline.\n• Ability to engage in diverse modes of writing in design and explore writing for various outlets such as reviews, journal articles, books, popular culture, and other publishing options.\n• Ability to develop a written proposal for their final project that demonstrates that the project is viable and has a clear research direction.\n• Ability to complete a final project that includes a designed system, written research paper, and public presentation demonstrating the ability to address significant design and research challenges.\n</p>
	Description and justification of the request	Administrative update to courses for common course numbering conversion.   Administrative update to courses for common course numbering conversion.	Removed references to a Thesis from Program goals and Learning Outcomes. Replaced with term "final project" to better match the nature of the projects. \n\nGDES 63606 and 63909 also have Title/Course Description updates submitted to remove references to the thesis.   After the first graduating class, the program has identified that the thesis process requirements do not really fit the nature of their program. Their students are producing physical objects, not digital documents, and the university thesis requirements do not align well with the nature of the project.\n
	Reviewer Comments		<p>egbengts - Tue, 25 Jun 2024 18:25:49 GMT  - Rollback: With the changing of language from Thesis to final project, are GDES Thesis Preparation and GDES 63909 Design Thesis still relevant? If these course titles remain the same, would this be a source of confusion?  lkulcza - Mon, 26 Aug 2024 22:09:18 GMT  - ATTENTION REGISTRAR: Please remove Undergraduate Council from the workflow.  gdaugher - Tue, 27 Aug 2024 12:30:04 GMT - Undergrad Council removed from workflow.</p>
PUBPPH-PSIA	Inactivated/Deleted		
RESMME	User ID:	yongko	rgray
	Phone:	575-5252	575-6713
	Select a reason for this modification	Making Changes that Qualify for a Shortened Approval Process (including 15 or fewer hours within the college, total hours and admission/graduation requirements remain the same)	Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)
	Effective Catalog Year	08/15/2024	Fall 2025

What are the total hours needed to complete the program?	30-36	30
Scheduled Program Review Date	2018-2019	2025-2026
Program Goals and Objectives	No changes	1. Provide aspiring administrators with opportunities to learn applicable skills within the settings of recreation and sport management. \n2. Through teaching of core courses including administration, promotion, legal issues, social issues, research, leadership, and finance, students will apply traditional business management concepts to and think critically about major issues faced in recreation and sport management. \n3. Utilization of social, psychological, and sport-for-development concepts to better understand diversity and cultural issues in recreation and sport management. \n4. Prepare students to develop, manage, and lead initiatives, which will help them develop and set policies in recreation and athletic administration, promotion, and facility management. \n5. Promote practitioner-based learning, allowing students to apply their knowledge during internships, industry-related site visits, student-run events, and graduate assistant positions. \n
Learning Outcomes	No changes	1. Students will demonstrate ability to think critically and identify and solve problems and issues by applying and integrating coursework. \n2. Students will demonstrate an understanding of the current issues in recreation and sport management. \n3. Students will be able to successfully plan, organize, and run an event or major project that requires analysis and application of traditional business management concepts. \n4. Students will demonstrate performance of the duties of a practicing recreation and sport management professional through practitioner based learning initiatives, including being able to effectively communicate both verbally and in writing. \n5. Students will show proficiency in research. \n
Description and justification of the request	Administrative update to courses for common course numbering conversion.   Administrative update to courses for common course numbering conversion.	Removed research core; moved governance to core; dropped to 30 hours to align with other master's degree programs; removed GRE requirement and changed GPA requirement; added accelerated master's program information.   Added discipline specific research principles within a core course so don't need the research specific courses, allowing the program to move to 30 hour requirement. The accelerated program will keep/generate more students into our masters program. \n\n

	Reviewer Comments	
		<p>msganio - Tue, 02 Apr 2024 19:52:17 GMT - Rollback: Per discussion with department.</p> <p>msganio - Tue, 09 Apr 2024 21:20:46 GMT - Rollback: Per discussion with the dept.</p> <p>msganio - Fri, 12 Apr 2024 14:44:43 GMT - minor edits to clarify language</p> <p>egbengts - Fri, 12 Apr 2024 15:41:43 GMT - Rollback: The minimum GPA requirement to get accepted into the graduate school is 3.0 for the last 60 hours of the bachelor's degree. This conflicts with the 2.7 that is in this proposal.</p> <p>msganio - Fri, 12 Apr 2024 16:10:46 GMT - adjusted admission GPA to correspond with grad school requirements</p> <p>lkulcza - Tue, 27 Aug 2024 16:33:33 GMT - Adjusted effective date from fall 2024 to fall 2025</p> <p>lkulcza - Tue, 27 Aug 2024 17:02:26 GMT - ATTENTION REGISTRAR: Please remove Undergraduate Council from the workflow.</p> <p>gdaugher - Tue, 27 Aug 2024 19:35:59 GMT - Removed Undergraduate Council from workflow.</p>