

DRAFT UPDATED SEPTEMBER 2023
PROPOSAL TO EXTEND AN
EXISTING DEGREE TO GLOBAL CAMPUS

Degree Title:	BA Journalism and Media Production
Academic Program:	Journalism and Media Production
Academic Plan:	Media Innovation
Number of Credits:	120 credits
Department(s) or Program(s):	Journalism and Media Production
College(s):	The Edward R. Murrow College of Communication
Campus(es):	Global Campus
Method of Instructional Delivery:	Online

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***Proposed Start Date:** Approval must be received from the Northwest Commission on Colleges and Universities before the program may be advertised or recruited for. Financial aid may not be available until the program has been approved by the Department of Education subsequent to NWCCU approval.

SIGNATURES: The names typed below certify that the relevant academic and campus officials have reviewed and approved this proposal:

Chair Signature:	Ben Shors	Date:	Approved electronically 9/22/23
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Everett Chancellor:		Date:	
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Spokane Chancellor		Date:	
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Tri-Cities VCAA		Date:	
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Vancouver VCAA		Date:	
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Dean Signature:	Bruce Pinkleton	Date:	Approved in email on 9/19/23
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Global Chancellor:	Dave Cillay	Date	Approved in email on 9/28/23
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Provost Office and Pullman Chancellor:		Date:	
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Comments:

For Registrar's Office Use Only:			
Current CIP Code:		New CIP Code:	
		Date:	

Send completed form in Word format to: provost.deg.changes@wsu.edu

This template asks you to answer the array of questions about your proposed program that are important to your department, your college, the Faculty Senate, the State of Washington, accreditors and other external stakeholders.

By placing all proposals in a similar format, this template provides a common standard for comparison, ensuring that all potential programs can be evaluated in an equitable fashion. It can be used to determine whether or not a program is feasible within the university's academic and financial situation, and if it will have the resources to further the University's objective of providing high quality education and scholarship.

This template is also a framework to think about the viability of your ideas. It can thus be a tool for strengthening both your proposal and the resulting program itself, since a program that is starved for either students or resources from its inception is not likely to become a high quality program.

Here are some of the things to consider as you complete the template:

What are the aspirations for the reputation of this program – local, regional, national? What will it take to make that a reality?

Who are you trying to attract with this new program? Will it bring new students to the university, better meet the needs of current students in the department, or draw students away from other departments?

How strong is the demand for education of this kind, and in what specific careers will someone who receives such an education find meaningful employment?

How many students do you need to attract to break even, and can both the market and WSU's capacity support this number?

Providing good answers to hard questions maximizes the likelihood that a new program will not just win acceptance by the Faculty Senate and administration, but will ultimately be successful in attracting students and placing graduates. The analyses in the Demand, Financial and Library workbooks will assist you in creating a persuasive proposal. The findings in each area, and their basis or justification, should be summarized in the proposal itself.

Proposal

Mission and Core Themes (Strategic Goals):

Provide a clear statement of the nature and purposes of the extended degree in the context of WSU's mission and core themes (strategic plan).

Students in Media Innovation study the role of media in society to better communicate to organizations and audiences through speaking, writing, and the use of media technology.

The proposed Online BA Journalism and Media Production (JMP) degree in Media Innovation is an extension of The Edward R. Murrow College of Communication degree currently offered in-person on the Pullman campus. It provides the principles and skills that are highly sought by a broad cross-section of employers, including the media and digital journalism production sectors across the state and region, who are seeking the next generation of content producers and editors. The program's curriculum contains an optimum mix of courses that addresses the core competencies that employers value when hiring emerging media producers, editors, and writers.

The program is designed to train students in media production, writing, critical thinking, and persuasive skills necessary for careers in media production, mobile media, digital communication, journalism, and program development. The degree teaches students how to create and share media for companies and nonprofits in video, TV, radio, and other mediums.

The program will take advantage of the unique mentoring and professional development opportunities available through faculty experienced in fields involving media production, journalism, strategic communication, and Media Innovation sectors. As part of their studies, students will participate in various promotion and communication opportunities to develop in-depth knowledge of multimedia content creation, journalism, and strategic communication.

Achieving diversity on the Pullman campus has been a challenge because of its distant location from population and media centers on the west side of the state. By offering a program online, we expect to recruit a more diverse group of students. Further, the program aims to appeal to those potential students who might not be able to attend a four-year program on the Pullman campus. Many of the students interested in the program at a distance are likely first-generation college students, which will be a significant step toward achieving a more diverse group of students. Finally, students who are place-bound for different reasons—including financial constraints, family situations or disabilities—would have the option of obtaining a WSU degree without moving to Pullman.

Students who take advantage of the direct transfer agreement guidelines and articulation agreements will be able to transfer seamlessly from the two-year program without relocating to Eastern Washington. The program is also designed to appeal to working professionals and adult learners who may already work in other fields but wish to refresh and update their skills.

Educational Offerings:

Describe the degree program, including the total number of credits required. Provide the four-year degree plan (undergraduate) (**Exhibit B**) or appropriate plan of study (graduate and professional). Please note that all courses for the degree must be approved before the degree will be reviewed by the Catalog Subcommittee.

Identical to the existing in-person degree in Journalism and Media Production, the online Media Innovation pathway will be a value-add for students to complete the degree from anywhere in the world. Courses required for the major (core and elective) will be offered entirely online. In addition, students will have access to numerous additional electives offered online via the WSU Global Campus. The program is a key option under Journalism and Media Production degree program and is labeled as “Media Innovation” to emphasize the need to combine principles and practice within the fields of broadcast and multimedia journalism to create an innovative mix of practice best suited for demanding and cutting-edge scenarios requiring high levels of multidisciplinary and multiplatform skills. Its focus, therefore, will be on integrating a more diverse array of interests and experiences for students who need practical experience meeting critical professional objectives through online engagement learning.

Murrow College of Communication Core Requirements

Admittance in The Edward R. Murrow College of Communication opens the door for upper-division courses in each of the communication degrees: **Strategic Communication** and **Journalism and Media Production**.

- COM 101 Media and Society
- COM 102 Public Speaking in the Digital Age
- COM 105 Communication in Global Contexts
- COM 138 Introduction to Communication
- COM 210 Multimedia Content Creation (w/ a C or better)
- COM 300 Writing in Communication (101; 102; 105; 138; WSU 2.7 + GPA; So.) (w/ a C or better)

BACHELOR OF ARTS IN JOURNALISM AND MEDIA PRODUCTION

Degree Core Requirements (18 credits)

- COM 320 Visual Communication (210; 300)
- COM 321 Intercultural Communication
- COM 415 Media Law (Jr.)
- COM 440 Media Ethics (Jr.)
- COMJOUR 350 News & Society
- Required: 1 course from Advanced Media and Society courses:
 - COM 464 Gender and the Media (So.)
 - COM 471 Stereotypes in the Media (Jr.)
 - COM 479 Youth in the Media (Jr.)
 - COMSOC 421 Intercultural Communication & Globalization (Jr.)

Media Innovation (15 credits)

- COMSTRAT 310 Digital Content Promotion (210; So.) **or** COMJOUR 390 Video for the Web
- COMSTRAT 324 Reasoning & Writing [M] **or** COMJOUR 333 Reporting Across Platforms
- COM 420 New Communication Technologies (Jr.)
- COM 481 Mobile Media (Jr.; 310 or 320) (Fall)
- COM 490 Web Design and Usability (Jr.; 310 or 320) (Spr)

Provide descriptive information regarding (the) method(s) of instructional delivery (percent face-to-face, hybrid, distance, and/or competency-based).

The program will be taught fully online by Murrow faculty and managed in a combined effort by Murrow leadership and Global Campus support.

Assessment of Student Learning and Student Achievement

Please provide a list and description of expected student learning outcomes.

See **Exhibit A** for Assessment Plan

Journalism and Media Production Student Learning Outcomes

1. Demonstrate knowledge of communication concepts and issues;
2. Acquire and analyze information;
3. Think critically and independently about the role of media;
4. Create effective communication products (writing, visual, and speaking) to address communication objectives via multiple media platforms.

For undergraduate programs, provide the department’s plan for assessing student learning outcomes. Describe briefly how information on student learning will be collected and incorporated into existing processes for evaluating student learning in the department.

Program outcomes, learning outcomes and program assessment will be similar to what has been established by the Journalism and Media Production program in Pullman, though minor adjustments may be needed to account for different student populations and course offerings (e.g., a course that generates assessment data may be offered less frequently online than in Pullman). An undergraduate assessment officer has been appointed to serve as the primary contact for the online BA JMP program.

Murrow College of Communication Outcomes Journalism and Media Production: Media Innovation				
Murrow College Core Courses	SLO1	SLO2	SLO3	SLO4
COM 101 Media and Society	I	I	I	I
COM 102 Public Speaking in the Digital Age	I	I	I	I
COM 105 Communication in Global Contexts	I	I	I	I
COM 138 Introduction to Communication	I	I	I	I
COM 210 Multimedia Content Creation	I	I	I	I
COM 300 Writing in Communication	I	I	I	I
Degree Core Requirements	SLO1	SLO2	SLO3	SLO4
COM 320 Visual Communication	I	I	I	
COM 321 Intercultural Communication	I	I	I	I

COM 415 Media Law	I	I	R	I
COM 440 Media Ethics	R	I	R	I
COMJOUR 350 News and Society	M	M	M	R
<i>REQUIRED: 1 Course From Advanced Media and Society Courses</i>				
COM 464 Gender and the Media	R	R	R	I
COM 471 Stereotypes in the Media	R	R	R	I
COM 479 Youth in the Media	R	R	R	I
COM 421 Intercultural Communication and Globalization	R	R	R	I
Media Innovation Courses	SLO1	SLO2	SLO3	SLO4
COMSTRAT 310 Digital Content Promotion or...	I	I	I	R
COMJOUR 390 Video for the Web	I	I	I	R
COM 324 Reasoning and Writing or...	I	I	I	I
COMJOUR 333 Reporting Across Platforms	I	I	I	I
COM 420 New Communication Technologies	R	I	I	I
COM 481 Mobile Media	R	R	R	M
COM 490 Web Design and Usability	M	M	M	M

Legend: I=Introduced; R=Reinforced; M=Mastered

Program Assessment

The department's assessment plan was revised and approved in 2022-2023. The assessment plan assesses the ability of JMP graduates to:

- Explain fundamental communication concepts and issues
- Analyze the credibility and applicability of information sources
- Create effective communication products, whether written, visual, or verbal, that address communication objectives via multiple media platforms
- Reflect critically and independently about the role of media, as well as the legal requirements and ethical implications of journalism and media production

In addition, students in media innovation are expected to be able to leverage the role of media in society to communicate to organizations and audiences through speaking, writing, and the use of media technologies.

The assessment framework includes the following measures:

- Collect evidence of student learning that contributes information to decisions that must be regularly made regarding the curriculum (required courses and common electives in the JMP programs of study) and instruction, to support student learning
- Provide data on the extent to which senior majors are achieving the learning outcomes of the degree/major, on all campuses offering the degree
- Develop assessment that's useful and sustainable over time, taking into account available time & resources
- Periodically update learning outcomes and curricula to maintain currency and support student learning
- Contribute to WSU's accreditation, including faculty engagement in assessment and oversight of curriculum; assessment in degrees offered online; and the extent to which students meet degree learning outcomes

The online assessment plan will be as similar as possible to the one adopted in Pullman, which is listed below. If the Pullman plan is adjusted, assessment online will reflect the same adjustments. Any actions or decisions specific to the Global Campus will be documented in assessment reports. For example, if materials from a particular course will be used to assess student learning, that course will be offered on both campuses with adequate frequency to allow for representative assessment or the assessment plan should reflect the modifications needed. Further, Murrow faculty will continue to be included in discussions to update or revise the assessment plan and measures and have access to assessment materials and archives. The undergraduate assessment officer will oversee assessment activities taking place online, coordinate with the relevant committees in Pullman, and implement any program changes if needed. The program's assessment archive will remain appropriately available to faculty.

Current Assessment Plan for Pullman

Indirect Measures (See Glossary below)	Year(s) collected	Brief description of measure, sampling strategy, and method of collection.	Relates to which SLO or assessment purpose; and/or to a WSU Big 7 or issue
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Course Evaluations	Every Semester (Ongoing)	Course evaluations are collected every semester for every course. The evaluation process for all courses has moved to the online system, Blue. Results, including comments from students are presented to all instructors every semester. The Chair of the Department will review teaching evaluations with faculty during the annual review.	SLO: 1-5
Direct Measures (See Glossary below)	Year(s) collected	Brief description of measure, sampling strategy, and method of collection.	Relates to which SLO or assessment purpose; and/or to a WSU Big 7 or issue
Classroom/ Course Work Embedded Assessment (pre- post design)	Collected each semester	A pre-test / post-test design for assessing skill competencies associated with Student Learning Outcomes was launched in 2013. We utilize a pre-post design. Standard questions are evaluated early in the semester in a 300-level course. This data serves as the baseline pre-test. Next, the same questions are embedded in exams, as appropriate, later in the semester after the content has been covered in class. Finally, those same questions are embedded in upper-division classes throughout the Murrow College to provide a longer-term assessment	SLO: 1-5

		of meeting learning objectives.	
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Glossary

In addition, the program will employ a variety of direct and indirect measures to assess the proficiency levels of those graduating from the program.

- Direct measures to assess the core competencies required for assessment of the overall program involving pre- and post-tests. These tests will be administered at the beginning of the student’s career and at the end to determine progress.
- Indirect measures to assess campaigns and project portfolios. Industry professionals will be invited to assess and critique the quality of work emerging through class projects and assignments.
- Indirect measures to assess the satisfaction of students with the program by administering surveys to undergraduates.
- Indirect measures to assess overall student performance by tabulating student participation and success in regional and national competitions.
- Indirect measures to assess alumni performance by informally tracking graduates’ success in the professions and communicating with alumni about school initiatives and alumni views of the program.

Please indicate as appropriate:

- Assessment of this program will be incorporated into the existing assessment plan for Murrow College. Please attach a copy of the existing plan. **[attached Exhibit A]**
- A draft assessment plan is attached.
- A curriculum matrix is attached.

Planning:

Describe plans and include descriptions which provide evidence of:
1. The need for the change
<p>The Murrow College has a national reputation for producing industry-ready graduates who have a strong conceptual and ethical foundation. In a time of shifting media landscapes, the College prepares a growing number of students for media sector jobs in the state, region, nation, and across the world.</p> <p>From 2016 to 2020, the number of degree completions in journalism and media production in Washington state grew from 170 to 220 degrees; Murrow produces roughly 35 percent of the state’s degree in journalism and media production. (Hanover) As students seek more flexible online offerings, Murrow and Global are positioned to immediately offer these courses online at a significantly lower cost than peer institutions (Hanover).</p> <p>By 2031, employment is projected to increase 11.4 percent in journalism and media production-related fields, with more than 16,000 openings per year. Currently, Washington employers seek more than</p>

3,500 workers in these fields, most of which require a bachelor's degree. Regional growth in student demand is rising, suggesting broadening the program outside of Washington would benefit WSU and the Murrow College.

Offering a communication degree with an emphasis in journalism and media communication online is part of the WSU Land Grant Mission. Delivering the degree (option) online, asynchronously with on-campus programs, provides access to qualified place-bound and/or time-constrained individuals statewide, nationally and internationally. Additionally, having this option available online (and hence the availability online courses including the degree culminating courses) will enable a growing number of students who initially take courses on the Pullman campus but who did not complete their studies for various reasons to finish their degree in Communication and successfully graduate from WSU.

2. The student population to be served

Provide realistic justification for the projected FTE.

How can transfer students articulate smoothly into the program and complete it with approximately the same number of total credits as students who enter WSU as freshmen? Please describe specific efforts planned to recruit and retain students who are persons of color, disabled, or whose gender is underrepresented in this discipline.

The Murrow College's undergraduate population in Pullman is comprised almost exclusively of traditional-age students from the Pacific Northwest who were referred by alumni, guidance counselors, or working professionals who are aware of the college's reputation for professional undergraduate training. The students are career-focused on communication-related roles and interdisciplinary training, some as double-majors with strategic communication, business, political science, and digital technology. Approximately 35 percent of students in the college pursue a Journalism and Media Production major, as the principles and skills taught carry over and support a variety of professional careers. Seniors in the major report exceptionally high levels of confidence in critical thinking, problem-solving, the ability to analyze information, leadership skills, clear writing, and persuasive speaking (2021 NSSE survey). JMP students – to a greater degree than university peers -- also credit their education with understanding people of other backgrounds, better understanding others' viewpoints, and facilitating discussions with people from other economic backgrounds, ethnicities, religious beliefs, and differing political viewpoints. (NSSE)

The Department of Journalism and Media Production serves approximately 370 students annually. In consultation with Global staff and after a review of Murrow's existing online degree in integrated strategic communication, we anticipate an online cohort of at least 20 percent of the in-person student population (e.g. about 75 students).

In-person learning presents barriers to some populations, including students from low-income families; first-generation students; students with disabilities; working professionals; parents, caregivers and nontraditional students; and others unable to relocate for in-person educational offerings. The online degree will allow place-bound students a learning format and opportunity to earn a B.A. on par with students who are not place-bound and prefer the in-person learning experience. In addition, the program gives access to students who prefer the convenience of the Global Campus without having to relocate to Pullman to complete a degree from the Murrow College of Communication. The degree is designed to meet the needs of aspiring and working professionals and adult learners, as well as transfer students, and students entering college directly from high school and have earned an associate degree or credits through early-start college programs. It will also provide opportunities for working journalists to refresh and update their skills and for those seeking to change careers. It offers all the

opportunity to raise their credentials to Murrow College standards for integrity, ethics, and leadership within communication fields.

Students of the program can put their knowledge to use in preparing practical, integrated media content, communication plans, digital and data visualizations, and production of comprehensive, multimedia stories. Opportunities in the workforce include careers production, digital editing, media entrepreneurship, writing, and more. These jobs are growing regionally and nationally, so an online degree is well positioned to serve the state, region and nation with degrees that lead to gainful employment. (EMSI)

Because this is a fully online bachelor's degree offering, students will utilize UCORE courses offered by other colleges and departments in fulfillment of all university requirements for graduation. The Murrow College of Communication and the Global Campus will work with supporting colleges and departments to ensure access to the courses required for graduation.

Projected Number of Students and Degrees

	Site	Year 1	Year 2	Year 3	Year 4	Year 5*
Headcount Enrollments						
	Global Campus	45	65	85	105	125
FTE** Enrolled						
	Global Campus	27	39	51	63	75
Degrees Awarded		N/A	N/A			
	Global Campus			15	25	45

3. Procedures used in arriving at the decision to change (e.g., consultation with advisory boards, input from industry or employers, commissioned studies, faculty task force, etc.).

Faculty in the Department of Journalism and Media Production initially proposed this online degree to 1) meet growing student demand for JMP degrees 2) meet employer and market demands 3) accommodate growing number of students seeking flexible, online education offerings. In the fall of 2021, the department formed a faculty task force to examine the demand for this program regionally and nationally, as well as the capacity to implement this program. The task force recommended the department proceed with the online degree, which was then approved by JMP faculty.

In partnership with Global Campus, the department reviewed separate commissioned assessments from Hanover Research and EMSI to examine student and labor market demand. The assessments provide evidence of a growing labor market for media production, growing demand for degrees in journalism and media production, and potential for Murrow to grow its reach regionally and nationally.

4. Organizational arrangements required within the institution to accommodate the change.

It is expected that one new career-track professor will be hired to support the program launch in Year 3, followed by another career-track professor shared by Year 5 to support anticipated growth. Up to three Adjuncts will be needed by Year 2+, and 2-3 part-time Graduate students will support lower-level writing and introductory courses.

Murrow staff (business administration as well as faculty teaching the courses) will handle student qualification for admission to the JMP-Media Innovation online program, writing evaluation performance (particularly in COM 210 and COM 300 as requirements for acceptance and advancement in the program), and for capstone completion and evaluation for graduation. As the anticipated active student enrollment reaches 100+ (Year 3), the Academic Program Director will invest part-time support directly overseeing student development and assessment (internship, senior projects, etc.) towards graduation requirements. In addition, about five percent of the JMP department chair's role will be invested in high-level support, overseeing overall program operations.

Development Plan for Courses:

Course #	Name	Development term	Delivery Term	Developer	Primary
COM101	Media and Society	Sum 2020	Fall 2020	Alex Kirkpatrick	Richard T
COM 102	Public Speaking in the Digital Age	Sum 2020	Fall 2020	Erin Tomson	Imran Hai
COM 105	Communication in Global Contexts	Fall 2022	Spr 2023	Nanu Iyer	Christy C
COM 138	Introduction to Communication	Sum 2020	Fall 2020	Gabby Bedoyan	Megan St Gepford
COM 320	Visual Communication	Fall 2022	Spr 2023	Lisa Waananen-Jones	Lisa Waan Jones
COM 321	Intercultural Communication	Sum 2020	Fall 2020	Somava Pande	Somava P
COM 415	Media Law	Sum 2023	Fall 2023	Jordan Foley	Jordan Fo
COM 440	Media Ethics	Sum 2022	Fall 2022	Bimbi Irom	Bimbi Iro
COMJOUR 350	News and Society	Sum 2022	Fall 2022	Jennifer Henrichsen	Jennifer H
COM 464	Gender and the Media	Sum 2020	Fall 2020	Traci Gillig	Traci Gill
COM 471	Stereotypes in the Media	Sum 2022	Fall 2023	Anastasia Vishnevskaya	Anastasia Vishnevsk
COM 479	Youth in the Media	Sum 2021	Fall 2021	Lora Tsui	Lora Tsui
COM 421	Intercultural Communication and Globalization	Sum 2020	Fall 2020	Bimbi Irom	Somava P
COMSTRAT 310	Digital Content Promotion	Sum 2021	Fall 2021	Cara Hawkins-Jedlicka	Rebecca C
COMJOUR 390	Video for the Web	Sum 2023	Fall 2023	Lisa Waananen Jones	Lisa Waan Jones

COMSTRAT 324	Reasoning and Writing	Fall 2022	Sum 2023	Somava Pande	Somava Pande
COM 420	New Communication Technologies	Sum 2022	Fall 2023	Jennifer Henrichsen	Jennifer Henrichsen
COM 481	Mobile Media	Sum 2023	Fall 2023	Weidan Cao	TBD
COM 490	Web Design and Usability	Sum 2023	Fall 2023	TBD	TBD

4-Year Roll-Out Plan for Course Offerings

First Year

First Term

- COM 101 (3cr)
- COM 138 (3cr)

Second Term

- COM 102 [COMM] (3cr)
- COM 105 [HUM] (3cr)
- Elective (3cr)

Second Year

First Term

- COM 210 (3cr)
- COM 300 [M] (3cr)
- Elective (3cr)

Second Term

- COMJOUR 350 (3cr)

Third Year

First Term

- COM 320 (3cr)
- COM 321 (3cr)
- COMSTRAT 324 [M]

Second Term

- COM 415 (3cr)
- COM 420 (3cr)
- COMSTRAT 310 or COMJOUR 390 (3cr)

Fourth Year

First Term

- COM 440 (3cr)
- COM 481 (3cr)

Second Term

- COM 490 (3cr)

5. Lay out a three-year timetable for implementation, including hiring plans, partnership contracts if needed, facilities modification, recruiting, and other elements of implementation. Provide dates for each step.

Year 1 (Summer 2023 – Summer 2024):

- Adaptation of existing in-person courses to online delivery: COMJOUR 390 Video for the Web, COM 481 Mobile Media, COM 490 Web Design and Usability
- Course Maintenance and Updates: Courses that were developed or redesigned prior to 2021 will be reviewed and adjusted as needed. (see Course Development Plan above)
- Hiring Plan: No new hires anticipated
- Facility Modifications: none
- Recruiting: Marketing and outreach materials for recruitment including, but not limited to, website content, virtual information sessions, paid advertising, sponsorships, 1:1 faculty and staff mentoring, email outreach, social media engagement, listserv outreach, and presentations and meetings to promote the program to internal and external prospects.

Year 2 (Fall 2024 – Summer 2025):

- Course Maintenance and Updates: Courses that were developed or redesigned prior to 2022 will be reviewed and adjusted as needed. (see Course Development Plan above)
- Hiring Plan: No new hires anticipated. Adjuncts may be brought in if needed and financially justified.
- Facility Modifications: none
- Recruiting: Ongoing marketing and outreach materials for recruitment including, but not limited to, website content, virtual information sessions, paid advertising, sponsorships, 1:1 faculty and staff mentoring, email outreach, social media engagement, listserv outreach, and presentations and meetings to promote the program to internal and external prospects.

Year 3 (Fall 2025-Summer 2026):

- Course Maintenance and Updates: Courses that were developed or redesigned prior to 2023 will be reviewed and adjusted as needed. (see Course Development Plan above)
- Hiring Plan: Career-track professor with emphasis in Media Innovation journalism if needed and financially justified.
- Facility Modifications: none
- Recruiting: Ongoing marketing and outreach materials for recruitment including, but not limited to, website content, virtual information sessions, paid advertising, sponsorships, 1:1 faculty and staff mentoring, email outreach, social media engagement, listserv outreach, and presentations and meetings to promote the program to internal and external prospects.

Budget:

Attach the Financial Worksheet with five-year FTE, revenue and expenditure projections. Fully account for costs such as staff support, training, library, facilities and so on. (**Exhibit C for Budget**)

Please describe the funding picture narratively, including funding sources, department, college and/or campus commitments, investments already made, one-time costs, facilities costs (labs, classrooms, offices, telecom etc.) and library costs.

The Murrow College pays faculty \$4,000 to develop online courses, and \$500-\$1500 to refresh online courses as needed. First priority to teach the courses goes to full-time Murrow faculty, followed by adjunct faculty in the College's adjunct pool. The Murrow College has funded the development of 18 of the 21 courses. The remaining three courses are scheduled for development in summer 2023.

Murrow College intends to make this program available in accordance with other Global Campus degrees and in similar fashion to other Murrow Integrated Strategic Communication degree offerings. Murrow College has an early-start advantage of already having built and managed most of the proposed course offerings online. These courses share the same core strategic learning outcomes as their equivalent sections being taught on Pullman. In coordination with Global Campus and following the existing JMP Media Innovation program development model, this degree requires minimal budget outlay to go online. Students will require fewer funds to participate in this online program and can apply scholarship or financial aid as usual. Tuition will be charged as typical with Global Campus degrees. Library staff anticipated no additional costs related to this program. (See **Exhibit D** for library support letter.)

See **Exhibit E** for Dean's letter of fiscal support.

Student Services:

Describe the capacity of student support services to accommodate the change at this location. Include a description of admissions, financial aid, advising, library, tutoring and other services specific to this request.

The WSU Global Campus Advising and Student Services model is structured to support new programs, degrees, and majors. Advising and Student Services staff are trained on program requirements and work closely with departments to ensure advising and student services goals are met. The Global Campus regularly reviews advising and student services capacity and can add staff as needed to support program growth.

Describe the implications of the change for services to the rest of the student body.

Other WSU divisions impacted by this new degree program include Global Campus (recruitment, marketing, media services, registrar, instructional design, administration), Financial Aid, WSU Admissions (admissions, assessment, accreditation), Veterans Affairs, Access Center, and WSU Libraries. The anticipated impact to these groups and related services is minimal as the online JMP-Media Innovation program will have managed growth. Applying the same model used for the online BA ISC, representatives from Murrow Student Services will serve as the primary liaison to these divisions and ensure communication is efficient and streamlined. The addition of this degree will not negatively impact existing Murrow students but in turn will provide them with a new avenue for specialization in Media Innovation.

Physical Facilities and Equipment:

Outline the provision/s made for physical facilities and equipment at the proposed location that will support the program and its projected growth. Include videoconferencing and other technologies that support course delivery as well as classrooms, labs, and office space.

The program will not require new laboratories, facilities, equipment, or resources because all courses will be delivered online. Students will be asked to purchase the software needed to complete the program, to have access to reliable broadband internet connections, and to have a place to complete their coursework.

Library and Information Resources:

Using the Library Analysis form, describe the availability and adequacy of library and information resources for this degree, degree level, and location. Note plans to address gaps.

No new collections, serials, media, or news sources are required as existing library collections are all adequate for the online BA JMP Media Innovation. Students will have full access to the existing online journals, news sources, and media available through the library. The courses have also been designed to make use of online materials that are either within the public domain or that have been made available for educational purposes.

Emphasis on open access sources and size of classes will place minimal demands on existing staff and would not require additional library staff hires or additional fund allocations to support collection and journals. Library personnel support is responsive and sufficient for the demand that will result from this program. Students accessing the courses from remote locations will have full access to the library materials needed to complete their assignments.

WSU Online students engaging in the online BA program will have access to the online databases in the WSU Libraries collections as well as to the book delivery and other library services available to all WSU Online students. Because the degree is to be offered online, because of the emphasis this BA program places on open access materials, and because of its workplace- and problem-based focus, the anticipation is that the impact on WSU Libraries' services and personnel would be minimal and that existing personnel and services can support the program.

There may also be some minimal impact on the time of the Librarian for Communication and the WSU Online Librarian when students of the program find themselves with questions about library services and access to library collections. However, because of the availability of the Libraries' existing online user-education, WSU Online, and Communication tutorials and guides, most students should be able to locate sources from the library collections with very little assistance.

Faculty:

List the educational and professional qualifications of the faculty relative to their individual teaching assignments.

List the anticipated sources or plans to secure qualified faculty and staff.

To ensure quality and buy-in from the faculty, we have drawn from our roster of career track and tenure-track faculty to administer the online BA JMP Media Innovation.

Murrow College has more than a dozen faculty with expertise, practical experience and/or research emphases in journalism and media production. The faculty are tenure-track and career-track professors who are poised to teach the JMP courses. All faculty have experience in the design and/or delivery of

online courses. The COM core courses are existing and taught by several existing tenure-track and clinical faculty, and instructors from Murrow College.

The faculty in Murrow have research and teaching expertise in the following areas:

- Broadcast production
- Video editing
- Data visualization
- Digital content creation
- Digital metrics and analytics
- Media writing
- Media ethics
- Media law
- Media stereotypes
- Mobile media
- Media entrepreneurship
- Misinformation and disinformation
- Media literacy
- Sports communication
- Interviewing and reporting
- Campaign development
- Gender in the media
- Global communications
- Integrated communications
- New communication technologies
- News and society
- Public speaking
- Intercultural communication
- Research methods
- Social media engagement strategy
- Video production
- Virtual reality
- Visual communication
- Web development
- Youth in the media

Relevant faculty members...

- Ryan Thomas
- Ben Shors
- Bimbi Irom
- Tracy Simmons
- Wendy Raney
- Alison Boggs
- Erin Tomson
- Hyelim Lee
- Gabby Bedoyan
- Imran Haider
- Jennifer Henrichsen

- Jordan Foley
- Matt Loveless
- Marvin Marcelo
- Lawrence Pintak
- Lisa Waananen-Jones
- Cara Hawkins-Jedlicka
- Megan Starr-Gepford
- Nanu Iyer
- Rebecca Cooney
- Richard Taflinger
- Traci Gillig

Impact on Other Locations/Programs:

Briefly describe any impacts on other WSU programs and locations, and how you came to these conclusions (who was consulted?). If there are potential adverse impacts, describe how these will be addressed. Consider such things as: reallocation of faculty time, reallocation of AMS courses, impact of blended courses, internal competition, “cannibalization” of other programs, curricular effects for other degrees, effects on recruitment markets for other campuses. Indicate how such problems will be addressed for each campus or department affected.

The Global Campus serves different students than the residential and urban campuses, and therefore the impact on enrollments at these other locations should not be impacted by the addition of the degree to the Global Campus. Students seeking a degree online are typically not the same students who would be interested in a degree from one of our physical campuses. Instead, this online degree will serve a new and untapped population who might not have pursued a degree with WSU otherwise. This is expected to serve as a strong extension of the WSU and Murrow College footprint statewide and beyond. Offering this degree creates a unique learning opportunity in a growing market of digital communication strategies to those who will strive and thrive in online professional development and higher-learning engagement experience with WSU.

Sustainability

What are the plans for continuing the program past 5 years if the goals for enrollment are not met, or other circumstances prevent the execution of the plan described here?

We will evaluate progress toward enrollment goals each year and increase marketing and recruiting efforts if enrollment goals are not met. Within five years if the goals for enrollment are not met, faculty will review the existing curriculum and consider whether the program is viable.

External Reviews

If this program is new to the Washington State University system, please provide the names and addresses of 2-3 external experts from similar institutions who could be contacted to provide reviews of this program.

Name	Contact Information (email, phone, address)
N/A	N/A

Attachments:

- Financial Worksheet Exhibit C
- Four-Year Degree Plan (undergraduate); curriculum overview (graduate and professional)
- Curriculum Map (undergraduate – Sara’s 4-Year Plan) Exhibit B
- Assessment Plan Exhibit A
- Letters of financial commitment (dean’s agreement to cover shortfall if necessary)
- Contracts or MOUs if applicable (N/A)

Send in Word format to: provost.deg.changes@wsu.edu

EXHIBIT A
Assessment Plan

Online JMP BA Program Assessment Plan

The Murrow College of Communication’s Department of Journalism and Media Production has recently revised and strengthened its assessment for on-campus programs, including key feedback to help the department, College, and University meet accreditation requirements. This includes ways to incorporate systematic assessment in online courses and programs. The learning outcomes and the assessment plan will be the same for the proposed degree option to be delivered through the Global Campus. Students in our assessment can be identified (at the administrative level) as Pullman versus Global Campus and hence we will be able to evaluate each group separately (and combined) using the same process.

Murrow College will coordinate assessment activities that include online students and courses with sufficient sample size and representation to ensure that these activities track to student learning excellence and program integrity within the format the Department developed in consultation with WSU’s Office of Assessment for Curricular Effectiveness. The online Journalism and Media Production (JMP) Media Innovation degree program will be added to that format along with additional questions that measure the online-specific learning experience as a part of that entire evaluation. This includes the use of Qualtrics, Canvas, and other polling means to gather data. As students near completion of their online JMP degree and throughout their instruction, Murrow will collect capstone and senior-level data for the online degree. Industry professionals who participate, mentor, and evaluate student work provide meaningful feedback as well, which will greatly benefit the evaluation of online course learning. These methods of assessment will enable Murrow to establish baselines for comparison to see over time if differences occur between the Pullman and online JMP offerings.

Direct and Indirect Measures of Student Performance

Direct measures of student performance

Students will be evaluated by course requirements each semester with the expectation of scoring a grade of “B” or above for related assignments as specified in rubrics.

LEARNING OUTCOME	DATA SOURCE	METHOD(S) OF ASSESSMENT
Explain fundamental communication concepts and issues	Performance in coursework (COM 101, COM 102, COM 105, COMJOUR 350, COM 321)	Rubric-based scores on assignments; GPA in coursework; Online metrics tracking and evaluation
Analyze the credibility and applicability of information sources	Performance in coursework (COM 321, COM 415, COM 440, COMJOUR 250, COM 464, COM 471, COM 479, COM 420, COM 421, COMSTRAT 324)	Rubric-based scores on assignments; GPA in coursework; Online metrics tracking and evaluation
Reflect critically and independently about the role of media, as well as the legal requirements and ethical implications of journalism and media production	Performance in coursework (COMJOUR 350, COM 420, COM 440)	Rubric-based scores on assignments; GPA in coursework; Online metrics tracking and evaluation
Create effective communication products, whether written, visual, or	Projects produced in coursework (COM 210,	May include peer and instructor evaluation of project management and leadership skills;

verbal, that address communication objectives via multiple media platforms	COM 320, COMJOUR 390, COM 481 490)	Instructor, peer, and industry professional evaluation of student's ability to understand and apply principles to journalism and media production problems; Instructor evaluation of writing, video production, data visualization, web development, mobile app development, reports; Rubric-based scores on assignments; GPA in coursework
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Indirect measures of student performance

OTHER ASSESSMENT ACTIVITIES	COLLECTED
Entrance survey (assessment benchmark)	Survey to be developed within the first year of the program offering, to be administered each semester for students who have completed COM 101/105 and are preparing for other lower core courses.
Mid-point survey (assessment after completion of COM 210 and 300, which are prerequisite courses)	Survey to be developed within the second year of the program offering, to be conducted with students who have successfully completed the lower core courses.
Exit survey (assessment for success in achieving objectives based on metrics presented in entrance survey)	Survey to be developed by the third year of the program offering, to be conducted with any students who are completing their program, including students transferring into the program from another degree or institution. Survey will be administered at the close of each semester when course is offered.
JMP Online BA Program Exit survey (primarily focused on student overall experience in the program)	Collected as part of the culminating course at the close of each semester when course is offered.
Faculty development workshops and training (with emphasis on meeting student learning outcome objectives for online teaching)	Ongoing
Course evaluations	Each semester
Instructor culminating course evaluations (review and feedback of materials presented in student final project work)	Each semester when the culminating course is offered
Program assessment and review meetings with core program and college leadership teams	Ongoing
Review of curriculum maps for individual courses by faculty and college leadership	Bi-annually
Review and evaluation of policies and procedures core to online faculty and student success	Annually
Faculty meetings with agenda items specific to those teaching online or developing courses	Each semester
Faculty review and conclusion of needed content matriculation with emphasis on changing up of assignments and exams	Annually

EXHIBIT B
Curriculum Map

Online BA JMP – Media Innovation

Curriculum Map

Media Innovation (120 Credits)

Digital Media and Innovation focuses on emerging media platforms, management of digital media to enhance user engagements, online communities, and the role of digital media and technology on social landscapes.

Admission Requirements

Students are admitted directly into their desired major in the College of Communication upon admission and enrollment at Washington State University.

To remain admitted in any major in the College of Communication, a student must complete all required courses and have a minimum cumulative 2.0 GPA. COM 300 must be completed with a C or better, and only two attempts are allowed and a “W” is counted as an attempt. With an appeal to the department chair, a student may request to take COM 300 for a 3rd attempt during a summer session. All pre-requisites must be met in order to move through the Murrow curriculum. If a student fails to complete the required curriculum, they will not be able to remain admitted in the Murrow College. If a student is failing to complete academic requirements in a reasonable timeline, an advisor will work with the student to identify another academic path. Students must remain in good academic standing in order to graduate with a degree from the Murrow College.

Direct to Degree for Transfer Students

Transfer students bringing in 30 or more semester credits from an outside institution, and a 3.0 or higher transfer GPA will be directly admitted into the Murrow College. After consulting with a Murrow Professional Academic Advisor, a student transferring with junior status (60 or more semester credits), with a 3.0 or higher transfer GPA, and who has completed COM 101 or COM 105 from another institution, will be allowed to take COM 300 in their first semester at WSU with all remaining 100 level required communication courses. All transfer students are required to consult with a Murrow Professional Academic Advisor prior to enrollment at WSU.

Additional majors within the Strategic Communication Degree

Students with a primary major in Journalism and Media Production, can elect to earn an additional major within the degree or within the college, with the exception of Integrated Strategic Communication, by completing the second set of major requirements and two additional upper-division courses in COM, COMJOUR, and COMSTRAT. These courses cannot be used elsewhere in the degree. If interested in this option, please consult with a Murrow Professional Academic Advisor.

Double Degree

Students with a primary major/degree in Journalism and Media Production can earn a second degree in the department of Strategic Communication. To be admitted into a second Murrow degree option, please consult with a Murrow Professional Academic Advisor. *Note: to earn a second degree, you must complete 150 credits.

Online BA JMP – Media Innovation

4-Year Plan

Academic Requirements

Below is a detailed schedule of studies in a 4-year format. However, students will develop their own academic plan in consultation with their professional academic advisor through the Murrow Center for Student Success. The BA in Journalism and Media Production is broken down into four main categories as found in myWSU under your Academic Requirements:

1. College Core Requirements: COM 101; 102; 105; 138; 210; and 300 (18 credits).
2. Journalism and Media Production Degree Requirements: COM 320; 415; 440; COMJOUR 350; COM 321; and one Advanced Media and Society course from approved list (in footnotes) (18 credits).

3. Media Innovation Major Requirements: COM 420; 481; and 490; COMSTRAT 310; COMSTRAT 324 (15 credits).

4. Major Upper-Division Electives: (in footnotes) (9 credits).

First Year

<i>First Term</i>	<i>Credits</i>
COM 101	3
COM 138	3
Diversity [DIVR]	3
ENGLISH 101 [WRTG]	3
Social Sciences [SSCI]	3

<i>Second Term</i>	<i>Credits</i>
COM 102 [COMM]	3
COM 105 [HUM]	3
HISTORY 105 [ROOT]	3
Quantitative Reasoning [QUAN]	3
Elective	3

Second Year

<i>First Term</i>	<i>Credits</i>
Arts [ARTS]	3
Biological Sciences [BSCI] or Physical Sciences [PSCI] ¹	3
COM 210	3
COM 300 [M]	3
Elective	3

<i>Second Term</i>	<i>Credits</i>
Biological Sciences [BSCI] or Physical Science [PSCI] (with lab) ¹	4
COMJOUR 350	3
Electives	9
Complete Writing Portfolio	

Third Year

<i>First Term</i>	<i>Credits</i>
COM 320	3
COM 321	3
COMSTRAT 324 [M]	3
Electives ²	6

<i>Second Term</i>	<i>Credits</i>
COM 415	3

COM 420	3
COMSTRAT 310 or COMJOUR 390	3
Electives ²	6

Fourth Year

<i>First Term</i>	<i>Credits</i>
COM 440	3
COM 481	3
Integrative Capstone [CAPS]	3
Advanced Media and Society Course ³	3
Major Elective ⁴	3
<i>Second Term</i>	<i>Credits</i>
COM 490	3
Major Electives ⁴	6
Electives ²	5

Footnotes

¹ For a total of 7 credits—one Biological Sciences [BSCI] and one Physical Sciences [PSCI] course, including one lab course.

² A maximum of 12 credits of COM/COMJOUR/COMSTRAT 495/497/499 allowed towards 120 credits required for graduation. Consult with a Murrow advisor.

³ Advanced Media and Society Course (3 credits): Select from COM 421, 464, 471, or 479.

⁴ Major Electives (9 credits): Select 300-400-level courses from COM, COMJOUR, COMSTRAT not used to meet other requirements, COM 495 internship credits, COM 497 or 499 Special Projects credits in consultation with advisor. A maximum of 6 credits of 495/497/499 may apply towards major electives.

EXHIBIT C Budget Review

Use Table 2 to report program costs and revenues									
Journalism and Media Production BA									
9/26/2022									
	1st	2nd	3rd	Nth*	1st	2nd	3rd	Nth*	
	FTE	FTE	FTE	FTE	Academic	Academic	Academic	Academic	
	Year	Year	Year	Year	Year	Year	Year	Year	
Total Student HDC	45	65	85	125	45	65	85	125	
Total Student AAFTE	27	39	51	75	27	39	51	75	
†Enrollment values linked to Table 1‡									
Personnel									
Faculty									
	Salary	[Insert employee FTE by job title]			[Insert annual salaries by job title]				
Career Track Faculty	#####	0.00	0.00	1.00	1.50	-	-	70,000	105,000
Adjunct	\$ 5,500.00	1.00	2.00	0.00	0.00	5,500	11,000	-	-
	Subtotal	1.00	2.00	1.00	1.50	5,500	11,000	70,000	105,000
Exempt									
Coordinator	\$50,000	0.15	0.15	0.15	0.15	7,500	7,500	7,500	7,500
	Subtotal	0.15	0.15	0.15	0.15	7,500	7,500	7,500	7,500
Classified									
<Insert Job Title>		0.00	0.00	0.00	0.00	-	-	-	-
	Subtotal	0.00	0.00	0.00	0.00	-	-	-	-
Graduate									
TA		1.00	2.00	2.00	3.00	17,460	34,920	34,920	52,380
	Subtotal	1.00	2.00	2.00	3.00	17,460	34,920	34,920	52,380
Total Personnel		2.15	4.15	3.15	4.65	30,460	53,420	112,420	164,880
Benefits									
[Insert benefits based on current benefit rates]									
Faculty						-	3,564	22,680	34,020
Exempt						-	-	-	-
Classified						-	-	-	-
Graduate						2,095	4,190	4,190	6,286
Total Benefits						2,095	7,754	26,870	40,306
Link to current benefits model rates									
Goods and Services (Course Dev)									
Travel						8,000	-	-	-
Equipment (laptops, cameras, software)						1,000	1,000	1,000	1,000
Total Direct Costs						41,555	62,174	140,290	206,186
Total Indirect Costs	35%					17,530	32,940	75,003	110,485
Total Costs						59,085	95,114	215,293	316,670
One-Time Costs						9,000	1,000	1,000	1,000
Recurring Costs						50,085	94,114	214,293	315,670
Total Costs						59,085	95,114	215,293	316,670
Calculated total cost per student AAFTE:									
Calculated direct cost per student AAFTE:									
					2,188	2,439	4,221	4,222	
					1,539	1,594	2,751	2,749	
Revenue									
Internal Departmental /Area Reallocation						(52,945)	(74,326)	(38,210)	(56,314)
Enrollment Funding						94,500	136,500	178,500	262,500
New State Funds						-	-	-	-
WSU Allocation (Institutional reallocation)						-	-	-	-
Indirect Allocation (Central reallocation for support services)						17,530	32,940	75,003	110,485
Other <Insert Description>						-	-	-	-
Total Revenue						59,085	95,114	215,293	316,670
					TRUE	TRUE	TRUE	TRUE	
†Total costs must equal total revenue‡									
*Note on Year "N": Please replace the letter "N" with the year in which you expect the program to reach full enrollment.									

Use Table 1 to report enrollment projections

Students	Year 1	Year 2	Year 3	Year 4	Year 5	Year N*
Headcount	45	65	85	105	125	125
AAFTE	27	39	51	63	75	75

EXHIBIT D
Letter of Support from Libraries

Statement of Library Support

I am writing to state that the existing collections and services of the WSU Libraries are fully able to support the proposed Online BA Journalism and Media Production (JMP) degree in Digital Media Innovation as put forward by the Edward R. Murrow College of Communication. Because the program uses existing courses currently supported by the libraries, and because most of these courses are already taught through the Global Campus, any impact of the new program on the WSU Libraries' collections, services and personnel should be minimal and existing personnel and services can meet the needs of this program.

The focus of this program falls within areas of research and teaching in the field of communication that the Libraries' collection policies currently support.

The databases and e-book collections that Digital Media Innovation students use on campus are available to Global Campus students, as are online tutorials, guides, book delivery and other library services designed to support WSU students taking classes online (for more information, see the Library Services for WSU Global Campus website, here: <http://libguides.libraries.wsu.edu/global>).

While the addition of Global Campus students in the JMP Digital Media Innovation program may result in some more time and attention from the Librarian for Communication, the Libraries' book delivery and interlibrary loan services and online research help services, the program's emphasis on open access materials makes it likely that any additional demands on the Libraries will be minimal. I am confident that this program will not place a burden on the Libraries or library staff.

The WSU Libraries are well prepared to meet the needs of students and instructors in the JMP Digital Media Innovation program in the Global Campus. I wish to convey my thanks and appreciation to Rebecca Cooney and The Edward R. Murrow College of Communication for their mindful consultation with the Libraries during the process of proposing the expansion of this program.

Erica Carlson Nicol

Librarian for Communication

Terrell Library 120 M

Washington State University, Pullman

509.335.8614

eacarlson@wsu.edu

EXHIBIT E
Letter of Fiscal Support