

**COORDINATING COMMISSION
FOR POSTSECONDARY EDUCATION**

140 N. 8th Street, Suite 300
Lincoln, NE 68508

Telephone: (402) 471-2847
FAX: (402) 471-2886

PROPOSAL FOR NEW INSTRUCTIONAL PROGRAM
Form 92-40

SECTION I

Institution Submitting Proposal: University of Nebraska at Kearney

Title of Program: Media Studies Comprehensive

CIP Code: 09.0499

Organizational Unit in which program will be located:

Department of Communication
College of Arts and Sciences

Name of contact person in the event additional information is needed: David S. Jackson, Ph.D., Vice Provost

Telephone: 402-472-5242

Degree, Diploma, or Certificate to be offered (use separate submittal for each level):

Bachelor of Science

Proposed date to initiate program: When Approved by the Coordinating Commission

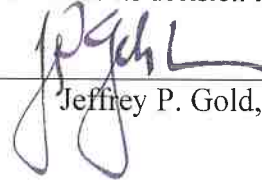
List the location(s) where this program will be offered: UNK

If the program has a projected ending date, please so indicate:

Date approved by Governing Board: April 19, 2024

(Attach all documents related to this proposal upon which the Governing Board made its decision to approve the proposal.)

Chief Executive Officer's or other authorized officer's signature: _____



Jeffrey P. Gold, M.D.



April 23, 2024

Michael Baumgartner, Ph.D.
Executive Director
Coordinating Commission for Postsecondary Education
PO Box 95005
Lincoln, NE 68509-5005
mike.baumgartner@nebraska.gov

Dear Dr. Baumgartner:

Enclosed is a copy of the proposal to establish a new Bachelor of Science (BS) degree in Media Studies Comprehensive administered by the Department of Communication at the University of Nebraska at Kearney (UNK). In the enclosure, you will find information that was approved at the April 19, 2024 Board of Regents meeting. Note that this degree offering is a repackaging of several existing degrees. Correspondence regarding those programs is also being conveyed to your attention.

Please do not hesitate to contact Dr. Jackson or me if you have any questions.

With warmest personal regards,


Jeffrey P. Gold, M.D.
Executive Vice President and Provost

Enclosure

JPG/ai

cc: Kathleen Fimple, Academic Programs Officer, CCPE
David Jackson, Vice Provost, NU System
Douglas Kristensen, Chancellor, UNK
Julie Shaffer, Senior Vice Chancellor, UNK
Bev Mathiesen, Executive Associate, UNK
Tami Plugge, Executive Associate, UNK
Angela Iwan, Executive Assistant, NU System

New Academic Program or Organizational Units

UNK-Proposal to establish a BS in Media Studies Comprehensive

Proposed Data of First Offering or Org. Unit Creation:		Upon approval by CCPE (Fall 2024)		
New/Additional Annual Program Costs*	Program Management		Brief Explanation	
	FTE	Savings		
Faculty	0	\$ -		
Staff	0	\$ -		
Additional Expenses**				
Total Annual Expense		\$ -		
*Total salary and benefits at year 5; **Additional costs on an annualized basis estimated for Year 5				
AAU Recognition Potential Impact: [<input type="checkbox"/>]Very Negative [<input type="checkbox"/>]Negative [<input type="checkbox"/>]None [<input type="checkbox"/>]Positive [<input type="checkbox"/>]Very Positive [<input checked="" type="checkbox"/>]Not Applicable				
AAU Recognition Criterion Impacted (If any):				
Minimum Estimated Program Enrollment (Year 5)				
	Enrollment	Credit Hours	Tuition Rate	Income
Resident*	16	192	\$ 216.00	\$ 41,472.00
Non-Resident				\$ -
Fees**				\$ 22,064.00
			Total Income	\$ 63,536.00
			Net Income	\$ 63,536.00
*UNK estimate based on a single tuition rate-assumes 12 CH of classwork in the Department per year per student; **Estimated fees of \$1,379 per year per student				

UNK
OFFICE OF THE CHANCELLOR

February 12, 2024

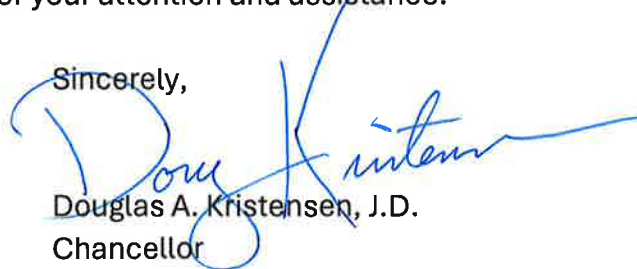
Jeffrey P. Gold, Executive Vice President and Provost
University of Nebraska
3835 Holdrege Street – Varner Hall
Lincoln, NE 68583

Dr. Gold:

The University of Nebraska at Kearney Department of Communication, College of Arts and Sciences, has submitted a proposal to offer a Bachelor of Science in Media Studies Comprehensive. The proposal seeks to replace four current majors (Journalism; Advertising and Public Relations; Multimedia; and Sports Communication) and is the result of ongoing departmental review and renewal, with focus on efficiency and on societal and industry employment opportunities and demands. No additional department staffing will be required, all necessary coursework currently exists, and student demand appears quite strong.

I support the recommendation of Interim Senior Vice Chancellor Julie Shaffer that favorable consideration be given to UNK's Bachelor of Science in Media Studies Comprehensive proposal. Thank you for your attention and assistance.

Sincerely,



Douglas A. Kristensen, J.D.
Chancellor

bjm



DATE: February 2, 2024
TO: Douglas A. Kristensen, Chancellor
FROM: Julie J. Shaffer *JJS*
Interim Senior Vice Chancellor for Academic Affairs
SUBJECT: Proposed Bachelor of Science in Media Studies Comprehensive

Attached please find a proposal for a Bachelor of Science in Media Studies Comprehensive degree in the Department of Communication, in the College of Arts & Sciences. I concur with the recommendations from the respective Dean and Chair in requesting that positive consideration be given to this proposal.

This new proposal combines four current majors into a single comprehensive program. The degree is designed to give students a broader education in the areas of corporate and persuasive communication, social media strategies, media production on all platforms, writing, storytelling techniques and design. This rebranding will better match the content of the program and terminology of the industry.

With your approval we will submit this proposal to the University of Nebraska Council of Academic Officers.

Please let me know if you have questions or need additional information.

Thank you.

tlp

Cc: Paul Twigg, Dean
Nanette Hogg, Department Chair



February 5, 2024

To: Dr. Julie Shaffer
Interim Senior Vice Chancellor

Dr. Shaffer,

I am writing to you in support of the proposed Media Studies Comprehensive B.S. major put forward by the Department of Communication. The proposal has support from the department chair as well.

The proposal consists of four tracks embedded within the degree; Journalism, Advertising and Public Relations, Multimedia, and Sports Communication. These emphases all start from the same core which increases clarity for students and makes advising more efficient for faculty. Both of these factors have been shown in increase retention and graduation rates.

The Media Studies Comprehensive B.S. will be cost effective in that it requires no new department staffing. Additionally, all of the necessary coursework already exists and is routinely offered. The student audience for this major is strong. The current levels of graduates in the programs that would comprise this new major well exceeds the CCPE guidelines. The Communication Department has also shown strong enrollment in their majors. They are not basing their future prosperity on General Studies courses, but rather they have a solid foundation of graduates who have employment in all forms of Nebraska media. Many of their students earn their chops working for local newspapers and radio while they complete their academic work and have jobs waiting for them when they graduate.

In summary, I fully support the approval of the Media Studies Comprehensive B.S. The Communication faculty have done the work to ensure the success of this program. Please do not hesitate to contact me if I can provide any further support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Paul Twigg', written in a cursive style.

Dr. Paul Twigg
Dean of the College of Arts and Sciences

Date: November 14, 2023
To: Dr. Paul Twigg, Dean, CAS, UNK
From: Dr. Nanette Hogg, Chair, Dept. of Communication, UNK
RE: Media Studies Comprehensive Bachelor of Science

Dr. Twigg,

I am writing today to ask for your written support for the update in four majors to a single comprehensive degree, Media Studies Comprehensive. The new comprehensive program will consist of four different emphases and will replace the following majors:

- Journalism, BA and BS, 36 hours plus minor
- Advertising and Public Relations, BA and BS, 36 hours plus minor
- Multimedia, BA and BS, 36 hours plus minor
- Sports Communication, BA and BS, 36 hours plus minor

The major will use 30 to 31 hours of the UNK general studies program and then contain 62 hours of classes. The four emphases will be the Broadcasting & Journalism emphasis, Multimedia emphasis, Advertising & Public Relations emphasis and the Sports Communication emphasis. All four emphasis start with the Media Studies 15 credit hour core and then move to specific classes in the emphasis. The Broadcasting & Journalism emphasis and Advertising & Public Relations emphasis include a variety of Loper Media classes for the newspaper and radio station and supports tracks that give students an opportunity to study abroad. The Multimedia emphasis splits the courses between the Department of Communication, Art and Design and Cyber Systems. The Sports Communication emphasis will have both Lopers Media courses and requirements from the Sports Management program. All emphases offer some electives.

The specific courses are listed starting on page 11 of this packet. Beyond the major there will be open electives to meet the 120 credit hours for graduation, allowing students to select a minor to compliment the major if desired.

The new Media Studies Comprehensive Major is aligned with the academic goals of the Department of Communication, the College of Arts and Sciences and the University of Nebraska at Kearney. The department's goal is to use creativity, critical thinking, and technology utilizing hands-on and real-world experiences to create oral and written content that apply to contemporary issues and everyday life. The faculty in the College of Arts and Sciences are committed to providing students the opportunity for education of the highest quality within the College's discipline areas. UNK values learning and as such each department ensures ongoing review and continuous improvement of the curriculum across all academic programs on campus, hence the updated new major.

The audience for this program is like that of the majors being replacing. As of Fall 2023 there are 35 full-time Advertising / Public Relations majors, 13 full-time Journalism majors, 25 full-time Multimedia majors and 17 full-time Sports Communication majors.

The department's majors (including Speech majors) have maintained consistent numbers in degrees conferred over the last decade.

Year	22-23	21-22	20-21	19-20	18-19	17-18	16-17	15-16	14-15	13-14
Degrees Conferred	38	23	26	35	31	36	41	36	31	40

The department's four media majors have maintained consistent numbers in degrees conferred over the last decade.

Year	22-23	21-22	20-21	19-20	18-19	17-18	16-17	15-16	14-15	13-14
Degrees Conferred	23	13	24	17	23	23	19	16	11	21

The department's minors (including Speech minors) have maintained consistent numbers in degrees conferred over the last decade.

Year	22-23	21-22	20-21	19-20	18-19	17-18	16-17	15-16	14-15	13-14
Degrees Conferred	6	18	17	10	12	19	27	13	13	17

In addition to the numbers above, the data show that several students declare these majors after their sophomore year, coming mainly from other majors because students want the video, web content and design aspects of these emphases. Many of these students have a balance of left and right brain functions. They are logical, rational, and calculating while also artistic and creative. The new major, with the four emphases will be a great fit for the students.

The demand for new student enrollments is projected to increase as the demand for employees with media skills, in all industries, intensifies. Currently, we add an average of 10 to 15 new majors each year. Additionally, students from other majors at UNK switch to the media majors as sophomores and sometimes as juniors. We also welcome approximately five students each year from other majors that are interested in courses as electives.

The Media Studies Comprehensive program will be an on-campus program with classes held in computer laboratories with industry level hardware and software for design, print materials, computer programming, video, audio and web content. Although classes were taught online during the pandemic, students want to be on-campus, for the hands-on experiences with group work and real-world experiences. The campus student-run newspaper and radio station are used in this major.

No resources are required for the Media Studies Comprehensive program. All faculty and equipment are in place in the department. All new courses are approved and in the current course catalog. Some classes are offered for multiple emphases. Please see the rotation of the courses in Appendix B on page 26.

The Media Studies Comprehensive program with a **Broadcasting & Journalism emphasis** is an upgrade of the old Journalism BS/BA majors. The emphasis partners with *The Antelope* student newspaper, KLPR, the student radio station, and the video studio, giving the students opportunities to present the news in print, with Audio at the Antelope, and Video at the Antelope. Students also have the option to partner with local, regional, and national media outlets for internships up to six credit hours. This emphasis also partners with the international office to offer an option for study abroad.

The Media Studies Comprehensive program with a **Advertising & Public Relations emphasis** is an upgrade of the old Advertising and Public Relations BS/BA majors. The name of this emphasis uses the updated terminology from the industry. In this comprehensive we add the social media strategies and the persuasion course from the speech side of the department. This emphasis also partners with the newspaper and radio

station, bringing in revenue for both. This emphasis also partners with the international office to offer an option for study aboard.

The Media Studies BS Comprehensive program with a **Sports Communication emphasis** is bringing the old Sports Communication BS/BA major to a comprehensive major so all the programs are aligned. This emphasis adds an advanced writing course as well as upper-level communication classes. This emphasis includes a partnership with the Kinesiology and Sport Sciences department using courses in the Sports Administration Major. Nine credit hours are required with another six credit hours of electives.

The Media Studies BS Comprehensive program with a **Multimedia emphasis** is a collaborative partnership between three UNK areas, the Department of Communication, Art & Design and Cyber Systems. The Multimedia Comprehensive major is competitive. There is no duplication of the Multimedia major across the University of Nebraska system. The program is unique to UNK. Nationally, most multimedia majors focus on the design aspect and do not offer the programming and content development that is offered at UNK. Other nation-wide programs focus on Multimedia Journalism (which is incorporated into the new Media Studies Comprehensive.), but do not include the design aspects that the UNK Multimedia students will receive in this program.

There is substantial demand in the industry for media communication professionals. There are thousands of careers and jobs that UNK's media graduates can fill. These jobs are advertised world-wide in all industries. Data and examples can be found on page 18. In general, we cater to the rural population and first-generation students. Our students have jobs locally, regionally, and nationally. They are prepared for jobs that require multiple skill sets in rural and urban areas. The UNK program with the four emphases has substantial advantages over programs at the state, regional and national level, specifically the attraction of the rural populations. Details can be found in Section III.

Updating the media programs to a single comprehensive degree will support time and financial savings for the students and faculty. The program allows greater opportunity for paid internships that would defray both student and department costs. Streamlining the curriculum will simplify advising, saving costs associated with faculty and student time. Using existing courses will increase enrollments, saving costs while giving the students the skills that the industry is demanding.



Nanette Hogg, Ph.D.
University of Nebraska at Kearney
Department Chair & Associate Professor
Department of Communication
University Residence South Pod D
Office: URS D103
Kearney, NE 68849
308-865-1574
hognn@unk.edu

Date: November 14, 2023

To: NU Central Administration

From: Dr. Nanette Hogg, Chair, Dept. of Communication, University of NE at Kearney

RE: New Media Studies Bachelor of Science Comprehensive

I am writing today to update of four majors into a new single Media Studies Bachelor of Science Comprehensive. The new comprehensive program will consist of four different emphases that will replace the following majors:

- Journalism, BA and BS, 36 hours plus minor
- Advertising and Public Relations, BA and BS, 36 hours plus minor
- Multimedia, BA and BS, 36 hours plus minor
- Sports Communication, BA and BS, 36 hours plus minor

1. What is the content of the proposed program?

The major will use 30 to 31 hours of the UNK general studies program and then contain 62 hours of classes. The four emphases will be the:

- Broadcasting & Journalism emphasis
- Advertising & Public Relations emphasis
- Multimedia emphasis
- Sports Communication emphasis

All four emphasis use the Media Studies 15 credit hour core and then move to specific classes in the emphasis. The Broadcasting & Journalism emphasis and Advertising & Public Relations emphasis include a variety of Loper Media classes for the newspaper and radio station and supports tracks that give students an opportunity to study abroad. The Multimedia emphasis splits the courses between the Department of Communication, Art and Design and Cyber Systems. The Sports Communication emphasis will have both Lopers Media courses and requirements from the Kinesiology and Sport Sciences Department's Sports Management program. All emphases offer some electives.

The specific courses are listed starting on [page 9](#) of this packet. Beyond the major there will be open electives to meet the 120 credit hours for graduation, allowing students to select a minor to compliment the major if desired.

2. How is this proposed program aligned with the academic goals of the department(s), college(s), and University?

The new Media Studies Comprehensive Major is aligned with the academic goals of the Department of Communication, the College of Arts and Sciences and the University of Nebraska at Kearney. The department's goal is to use creativity, critical thinking, and technology utilizing hands-on and real-world experiences to create oral and written content that apply to contemporary issues and everyday life. The faculty in the College of Arts and Sciences are committed to providing students the opportunity for education of the highest quality within the College's discipline areas. UNK values learning and as such each department ensures ongoing review and continuous improvement of the curriculum across all academic programs on campus, hence the updated new major.

3. Who will be the audience for this program?

The audience for this program is like that of the majors being replaced. As of Fall 2023 there are 35 full-time Advertising / Public Relations majors, 13 full-time Journalism majors, 25 full-time Multimedia majors and 17 full-time Sports Communication majors.

The department’s four media majors have maintained consistent numbers in degrees conferred over the last decade.

Academic Year	22-23	21-22	20-21	19-20	18-19	17-18	16-17	15-16	14-15	13-14
Degrees Conferred	23	13	24	17	23	23	19	16	11	21

Incoming freshman numbers do not correspond to the degrees conferred since many students come to our majors as sophomores and even juniors.

4. What is the demand for new student enrollments? What is the proposed enrollment level?

The demand for new student enrollments is projected to increase as the demand for employees with media skills, in all industries, intensifies. Currently, we add an average of 10 to 15 new majors each year. Additionally, students from other majors at UNK switch to the media majors as sophomores and sometimes as juniors. We also welcome approximately five students each year from other majors that are interested in courses as electives. Current enrollments in the four majors being replaced is approximately 90. During advising in October 2023, 5 undecided students joined on of the majors.

5. Will this be an on-campus program and/or a fully online program or a hybrid/blended program? If it is an online program, how will the program be designed to meet the needs of online students?

The Media Studies Comprehensive program will be an on-campus program with classes held in computer laboratories with industry level hardware and software for design, print materials, computer programming, video, audio and web content. Although classes were taught online during the pandemic, students want to be on-campus, for the hands-on experiences with group work and real-world experiences. The campus student-run newspaper and radio station are used in this major.

6. What resources are needed to support the proposed program (i.e., instructional capacity, advising, student support, space, budget, etc.) at the proposed enrollment levels? Are these resources currently available?

No additional resources are required for the Media Studies Comprehensive program. All faculty and equipment are in place in the department. All new courses are approved and in the current course catalog. Some classes are offered for multiple emphases. Please see the rotation of the courses in [Appendix B on page 11](#).

7. Are collaborative partnerships involved in offering this program across departments, campuses, or institutions?

The Broadcasting & Journalism emphasis will partner with *The Antelope* student newspaper and KLPR, the student radio station, giving the students opportunities to present the news in print, with Audio at the Antelope, and Video at the Antelope. Students also have the option to partner with local, regional, and national media outlets for internships up to six credit hours. This emphasis also partners with the international office to offer an option for study aboard.

The Advertising & Public Relations emphasis will partner with *The Antelope* student newspaper and KLPR, the student radio station as their advertising agency, bringing in revenue to cover student travel to conferences and recruitment initiatives.

The Media Studies BS Comprehensive program with a Sports Communication emphasis includes a partnership with the Kinesiology and Sport Sciences department using courses in the Sports Administration Major. Nine credit hours are required with another six credit hours of electives.

The current Multimedia major partners with Art & Design and Cyber Systems. That collaborative partnership will continue in the new Multimedia emphasis.

8. What is the proposed program's competitive landscape (within Nebraska, regionally, and nationally)?

University of Nebraska Omaha: UNO has Bachelor of Science and Bachelor of Arts degrees in Journalism and Media Communication. It is not as focused on serving students from rural areas as well as first-generation college students as is the program at UNK. It does not offer a major or concentration in sports communication.

Lincoln has a College of Journalism and Mass Communications with majors in broadcasting and journalism. It is a much larger and more focused program. UNK's revised major prepares media communication generalists to work in a range of fields as well as preparing multimedia reporters to work in community media. UNK's major emphasizes meeting the needs of students from rural areas as well as first-generation college students.

Lincoln began offering a Sports Media and Communication major in 2017, several years after the launch of the UNK sports communication program. The UNK Department of Communication Sports Communication comprehensive major differs notably from the UNL major in being a multidisciplinary major working together with the Sports Management program.

University of Nebraska Omaha does not have any similar program to the multimedia emphasis. University of Nebraska – Lincoln has the emerging media arts major (mostly art, no journalism or computer science) and a minor in informatics (only a minor and no computer science.)

9. What is the workforce need and demand for recipients of this credential?

There is substantial demand in the industry for media communication professionals. There are thousands of careers and jobs that UNK's media graduates can fill. These jobs are advertised world-wide in all industries. Data and examples can be found on [page 6](#). In general, we cater to the rural population and first-generation students. Our students have jobs locally, regionally, and nationally. They are prepared for jobs that require multiple skill sets in rural and urban areas. The UNK program with the four emphases has substantial advantages over programs at the state, regional and national level, specifically the attraction of the rural populations. Details can be found in [Section III](#)

10. Financial savings (and, if none, why)

No additional faculty, equipment or facilities are required for this new major. All new courses are approved and in the 2023 Fall catalog. Updating the media programs to a single comprehensive degree will support time and financial savings for the students and faculty. The program allows greater opportunity for paid internships that would defray both student and department costs, eliminating most of the need for independent study courses. Streamlining the curriculum will simplify advising, saving costs associated with faculty and student time. Using existing courses will increase enrollments, saving costs while giving the students the skills that the industry is demanding.

UNK New Instructional Program Media Studies Bachelor of Science Comprehensive

I. Descriptive Information

Name of Institution
University of Nebraska at Kearney (UNK)
Name of Proposed Instructional Program
Media Studies Bachelor of Science Comprehensive
Name of Program
Department of Communication
Type of Instructional Program
<input checked="" type="checkbox"/> Undergraduate Program _____ Graduate Program _____ Undergraduate Certificate _____ Graduate Certificate
Degrees/Credentials to be awarded:
Bachelor of Science Comprehensive Degree
Other Programs Offered in this Field by this Institution
Communication Studies Bachelor of Science Comprehensive Minors in Health Communication, Journalism, Media Production, Multimedia, Professional Communication & Strategic Communication
CIP Code [ARIR can help with CIP codes or browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55]
09.0499
Subject Code
JMC
Primary Administrative Unit
Department of Communication
All Units Participating
Department of Communication Sports Management (Sports Communication Emphasis) Art and Design (Multimedia Emphasis) International Studies (Advertising & Public Relations & Cyber (Multimedia Emphasis) Broadcasting & Journalism Emphases)
Proposed Delivery Site
On campus through University of Nebraska at Kearney
Will be offered [full program, not individual courses]
<input checked="" type="checkbox"/> On-campus only _____ Distance only _____ Both (on-campus and distance)
Will be offered to
_____ UNK degree seeking _____ UNK non-degree seeking <input checked="" type="checkbox"/> Both _____ Other (please explain)
Date Approved by the Governing Board
Pending
Proposed Date the New Instructional Program will be Initiated
Upon final approval by CCPE

II. Details

A. Description of New Instructional Program

The Media Studies Bachelor of Science Comprehensive Degree is a revision/update of existing BA/BS degrees designed to give students a broader education in the media areas of corporate and persuasive communication, social media strategies, media production on all platforms, writing, storytelling techniques and design. We are also rebranding the majors to better match the content of the program and the terminology of the industry. This change addresses recommendations from our 2022 Academic Program Review and is aligned with UNK's mission to ensure ongoing review and continuous improvement of the curriculum across all academic programs on campus.

The new Media Studies comprehensive program will consist of four different emphases with 30 -31 hours of the UNK general studies program and 62 hours of classes. The four emphases will be the Broadcasting & Journalism emphasis, Multimedia emphasis, Advertising & Public Relations emphasis and the Sports Communication emphasis. The single Media Studies major will replace the BA & BS majors in Journalism, Multimedia, Advertising / Public Relations and Sports Communication.

All four emphases start with the Media Studies 15 credit hour core in communication software, media writing, audio production, video production, and communication law to offer an improved, comprehensive, state-of-the-art degree in Media Studies for UNK students. The Media Studies Core will provide students with a common set of skills and knowledge necessary to work in contemporary media. The Media Studies core will help students find a focus for careers in news production with print and or web, content design, audio and video or sports media.

The next area of requirements is the Loper Media. Students must complete a set number of semesters (hours) of work in a variety of student media including *The Antelope* student newspaper, the student video newscast, and KLPR student radio news or sports. We know that our graduates, regardless of the medium they go to work for, will be expected to report and tell stories in a variety of formats and be able to add content to the company's website. Students can enroll in Lopers Media courses, twice, 2 credits each time, allowing students to move into leadership roles.

Next, the students will select an emphasis in Broadcasting & Journalism, Advertising & Public Relations, Multimedia, or Sports Communication. All classes in the core and in the emphases were created and are included in the current catalog. No new classes and no new faculty are required for this major. The emphases courses are mainly unique to each, but some courses are used in more than one emphasis or as electives, therefore the new course rotation (as of Fall 2023) will support each emphasis and allow students to graduate in four years with 15 credit each semester.

The Broadcasting & Journalism emphasis core includes 21 credit hours including Website Design, Digital Storytelling, Advanced Media Writing, Media Design, Photojournalism, Social Media Strategies and Commentary and Blogging. Broadcasting & Journalism emphasis requires 8 credit hours of Loper Media (each is 2 credit hours) including two times working at *The Antelope: News at Antelope* x 2, Video at Antelope & Audio at Antelope.

Advertising & Public Relations emphasis core will be 27 credit hours in Integrated Marketing Communications, Website Design, Digital Storytelling, Advertising Copywriting, Public Relations, Media Design, Persuasion and Propaganda, Social Media Strategies and the Strategic Communication Campaigns course. This emphasis requires 4 credit hours of Loper Media (No choices).

JMC 350– News at Antelope

JMC 351 – Advertising and Promotion at Antelope

The Multimedia emphasis core will be 15 credit hours including Website Design, Interactive Media Design, Website Design II, CMS - WordPress and the Multimedia Capstone. This emphasis includes 9 credit hours from the Cyber Department and 15 credit hours from the Art & Design Department. Loper media is not required in the Multimedia emphasis. Any students can take any of the Loper Media courses as open electives. These students will also take 8 hours of electives from across the three departments, for a total of 62 hours. These students are often hired at the student newspaper for their Web skills.

Sports Communication emphasis core will be 16 hours in Integrated Marketing Communications, Advanced Media Writing, Professional Communication, Small Group or Leadership Communication, a Senior Portfolio course and an internship. These students will also take 9 credit hours in the Sports Management degree from the Kinesiology and Sport Sciences Department including Sociology of Sport, Marketing in Sport, Recreation and Events and Organization and Administration in Recreation, Sport and Events. Additionally, student will select 16 credits of electives between the departments. The Sports Communication emphasis requires 6 credit hours of Loper Media so students can choose 3 from:
Radio Workshop: Sports
Sports at Antelope
Audio at Antelope
Video at Antelope

In addition to courses from within the department, students with the Broadcasting & Journalism emphasis and the Advertising & Public Relations emphasis will also complete a 12-hour support track constructed in consultation with the student's adviser and the department head. The tailor track is selected as an area of interest, for example, political science. Twelve hours of study abroad is also an option for completing the support track. This is in response to students telling us they want to study abroad but don't have a place in the curriculum plan to put it. We believe as a department that a valuable part of a college education is the opportunity to study abroad.

Each emphasis will have a set number of electives for the students to select additional classes.

Justification for the proposed Media Studies Comprehensive BS

The Media Studies Bachelor of Science Comprehensive Degree is a revision/update of existing BA/BS degrees designed to give students a broader education in the media areas of corporate and persuasive communication, social media strategies, media production, writing, storytelling techniques and design. We are also rebranding the majors to better match the content of the program and the terminology of the industry. This change addresses recommendations from our 2022 Academic Program Review and is aligned with UNK's mission to ensure ongoing review and continuous improvement of the curriculum across all academic programs on campus.

The single major with emphases will provide benefits to the students by updating the class list to include the knowledge and skills expected in the activities of media professionals. Each emphasis relates to a specific area of the media. Still allowing a few electives, the comprehensive majors will direct the students to what they need to be successful in the media industries.

It will allow the program to be far more responsive to the ever-changing needs of modern media. Media Studies is an area in which programs need to be quickly reactive, given the constant evolution of media technologies, trends, and laws. The proposed structure will improve that responsiveness by allowing new media to be addressed via changes to emphases rather than the creation of new majors. This will allow the department to better prepare students for the media landscape as they move into the workforce.

Secondly, the emphases are largely drawn from existing majors which will be discontinued after current students have graduated. The transition to the new Media Studies Comprehensive will not cause any issues for our current students. By combining the existing degrees into a single major with emphasis options, we streamline our existing programs and improve our ability, both now and in the future, to make better use of course offerings and effective use of faculty expertise throughout the department. The improvement in the course rotations and scheduling will positively affect advising. Students will appreciate the more streamlined approach to Media Studies which will allow them to begin their studies in their majors while still deciding on the specific career they want to pursue.

Additionally, by combining the majors, we unite students with common interests and skills, thus creating a strong community and greater opportunity for students to interact with a select group of faculty and with other students who have similar skillsets and interests. The comprehensive major will also address the problem of students wanting to add a minor from the department that has too many duplications with the current majors. This is a big plus, eliminating the need for substitutions in the media production minor which was established for students from other majors. This proposal will also make it easier to analyze and report enrollment in our media studies curriculum (and, by extension, optimize our course rotation and deploy our faculty more effectively) by combining all media studies into a single, easy-to-track major rather than splitting the students across multiple existing media majors.

Thirdly, students will benefit considerably from having the program offered at UNK. Several opportunities exist at UNK and in the Kearney area that are not available to Media students elsewhere in the state. For instance, students choosing the sports communication emphasis will have unparalleled opportunities to announce play-by-play of live sports events compared to students in larger schools. Our students can call play-by-play starting as Freshman with far more opportunities than in the larger programs at UNL. Students in the Broadcasting & Journalism emphasis will be able to take advantage of our existing relationships to secure internships at the local newspaper and radio stations. NTV constantly contacts us for students that can cover high school sporting events. Currently, 6 sports communication students work part time for local radio stations. Students choosing the Advertising & Public Relations or Multimedia emphases will be able to take advantage of the department's established programs for working with local companies and clients to get real-world experience and build professional portfolios while still enrolled at UNK. Local companies that offer internships to the media students include Heartland Hosting, SCORR Marketing, Kearney Hub, The Buckle and several radio stations, to name a few.

Finally, the proposed Media Studies major is updating, combining, and strengthening our existing programs, and will improve the Department of Communication's ability to continue and to further our services to the campus and to the community. Several classes in the proposed major are included as requirements and/or electives in other programs on campus, including the Sports Management comprehensive major, English Language Arts 7-12 Teaching Field Endorsement, Information Technology and Networking Comprehensive, the Digital Marketing minor, and the Women's and Gender Studies minor to name a few. This proposed major will be able to offer the courses needed in these programs more reliably. The improved program will have the strength to add to and to extend existing services to the university and community, such as the current initiative to sell *The Antelope* newspaper subscriptions to alumni (thus highlighting the work and events happening on campus and deepening alumni-university relations) or providing newspaper subscriptions to Nebraska high schools to aid in recruitment. The existing media programs at UNK already provide service to the community, such as through our students' work with community partners or by providing live coverage of all home athletics events and some away games. The improved program will be well placed to continue and expand these forms of community service.

In summary, the proposed major will be an improvement over the existing media offerings in the Department of Communication. It will update and improve our existing programs while combining them into a single streamlined and comprehensive major that provides students with both the necessary knowledge and skills common throughout the media professions while preserving their ability to specialize in the areas that most interest them. It will allow students to declare and begin their major studies while still exploring the media professions and making their final decisions regarding their career goals. It will allow students to take advantage of opportunities and relationships that the Department of Communication has built over many years and will secure and extend the department's ability to serve both the campus and the wider community. By combining our award-winning radio and newspaper programs and our community-connected public relations and multimedia programs into a single comprehensive major, we will significantly improve the quality of media studies education available to UNK students.

B. Learning Outcomes

1. Utilize hands-on, real-world experiences to build their creativity, communication, and critical-thinking skills.
2. Demonstrate and apply professional oral and written communication skills.
3. Exhibit and employ creativity and relevant professional oral and/or visual communication skills.
4. Apply communication-related concepts to contemporary issues and everyday life.
5. Display informational literacy including how to gather, evaluate, and interpret information.
6. Use creativity, critical thinking, and technology to create compelling messages that shape their world.

C. Admission

Per current UNK policy, students must meet the Core Course Requirements.
Students must have successfully completed 16 units of selected high school courses.

Core high school course requirements cover the areas of English (four years), math (three years), natural science (two years selected from biology, chemistry, physics, and earth science including laboratory instruction) social studies (three years), foreign language (two years, same language), and an elective (one year).

In addition to meeting the above core course requirements, First-Year applicants should meet Performance Requirements.

Score 20 or higher on the ACT.

Or, score a total of 1040 or higher on the SAT Critical Reading and Math sections.

Or, rank in the top half of their high school graduating class.

Or, have a 3.0 cumulative high school grade point average.

Admission by Review

Applicants who do not qualify for admission by meeting all entrance criteria may be considered for Admission by Review.

Admission of Students with a GED (General Education Diploma)

Applicants who complete equivalent academic training such as the GED will be considered for admission under Admission by Review.

Admission of Students who are over age 21

Freshman students over the age of 21 who do not meet the above requirements for admission, but present evidence of ability to do university work, may be considered for special admission.

Transfer Students

For admission to the University of Nebraska at Kearney, transfer students must:

Be a graduate of a regionally accredited high school, homeschool or have a general education diploma (GED).

Be in good standing at your previous institution(s) and have a 2.0 or above GPA.

If 24 or more transferable semester hours from a regionally accredited collegiate institution following high school graduation have been completed, the student is considered to have met the high school core course requirements that are required for admission.

The Office of Records and Registration will determine the number of acceptable “transferable” credit hours from previous college(s).

If fewer than 24 semester hours of transferable coursework from a regionally accredited collegiate institution following high school graduation have been completed, the student must meet the high school core course requirements.

All students must complete an online application and submit the \$45.00 non-refundable admissions application fee.

All students must transcripts, either from high school and or from accredited collegiate institutions.

D. Requirements – All students will complete the General Studies requirements.

Required Courses	Credit Hours
<p>General Studies Foundational Requirements (LOPERS 1-4) Including:</p> <ul style="list-style-type: none"> • LOPER 1: First-year Seminar • LOPER 2: Writing Skills ENG 101 Introduction of Academic Writing -All emphases • LOPER 3: Oral Communication Skills SPCH 100 Fundamentals of Speech Communication -All emphases • LOPER 4: Mathematics, Statistics and Quantitative Reasoning MATH 106 Mathematics for Liberal Arts or MATH 102 & CYBR 101 for the Multimedia emphasis <p>Broad Knowledge Requirements (LOPERS 5 – 8) Including:</p> <ul style="list-style-type: none"> • LOPER 5: Visual or Performing Arts ART 120 for the Multimedia emphasis • LOPER 6: Humanities • LOPER 7: Social Science • LOPER 8: Natural Science: Must choose a lab science course. BS Science-related course requirements: Science Lab <p>Dispositional Requirements (LOPERS 9 – 10) Including:</p> <ul style="list-style-type: none"> • LOPER 9: Civic Competency and Engagement JMC 100 Global Media Literacy -All emphases • LOPER 10: Respect for Human Diversity • Wellness (LOPER 11) Optional 	<p>3 3 3 3 3 3 3 3 3 3 3 3</p>
<p>Total General Studies</p>	<p>30 -31</p>
<p>BS Science-related course requirements Science Lab</p>	
<p>Program Specified Requirements 3 ENG 102 Special Topics in Academic Writing and Research* *Students are encouraged to take the Communications specific section of ENG 102.</p>	

Media Studies Core for all emphases

Required Courses	Credit Hours
JMC 112 Communication Software	3 credit hours
Choose one	3 credit hours
JMC 218 Writing for the Media	
JMC 219 Sports Writing for the Media	
JMC 226 Audio Production & Announcing	3 credit hours
JMC 265 Video Production	3 credit hours
JMC 414 Communications Law	3 credit hours
Total Media Studies Core Requirements	Total 15 credit hours
Students selecting a major in Media Studies Bachelor of Science Comprehensive must compile evidence of achievement particular to their chosen career field. Students will present this portfolio and discuss its contents with a Faculty Portfolio Committee in the semester prior to their graduation.	

Media Studies **Broadcasting & Journalism Emphasis**

Media Studies Core Requirements	Total 15 credit hours
Broadcasting & Journalism Emphasis Requirements	Total 21 credit hours
JMC 300 Website Design	3 credit hours
JMC 302 Digital Storytelling	3 credit hours
JMC 305 Advanced Media Writing	3 credit hours
JMC 330 Media Design	3 credit hours
JMC 322 Photojournalism	3 credit hours
JMC 370 Social Media Strategies	3 credit hours
JMC 406 Commentary and Blogging	3 credit hours
Loper Media	Total 8 credit hours
JMC 343 Video at Antelope	2 credit hours
JMC 350 News at Antelope	4 credit hours
JMC 356 Audio at Antelope	2 credit hours
Broadcasting & Journalism Electives	Total 6 credit hours
JMC 336 Radio Workshop	3 credit hours
JMC 352 Photojournalism at Antelope	2 credit hours
JMC 353 Sports at Antelope	2 credit hours
JMC 365 Professional Video	3 credit hours
JMC 402 CMS - WordPress	3 credit hours
JMC 425 Topics in Mass Media	3 credit hours
JMC 427 Advanced Video Production	3 credit hours
JMC 460 Mass Media and Society	3 credit hours
JMC 475 Internship in Mass Media	1-6 credit hours
JMC 497 Senior Portfolio	1 credit hours
JMC 499 Independent Study in Mass Media	3 credit hours
Broadcasting & Journalism Support Track	Total 12 credit hours
Select one of the following two support tracks: <ul style="list-style-type: none"> • Tailored Option • Take 12 hours from the following: INTS 200 Introduction to International Studies Study abroad credit (9-12 hours) 	
Total Media Studies Broadcasting & Journalism Emphasis	62 Total credit hours

Media Studies Multimedia Emphasis

Media Studies Core Requirements	15 Total credit hours
Media Studies Multimedia Emphasis Requirements	15 Total credit hours
JMC 300 Website Design	3 credit hours
JMC 304 Interactive Media Design	3 credit hours
JMC 401 Web Site Design II	3 credit hours
JMC 402 CMS - WordPress	3 credit hours
JMC 498 Multimedia Capstone	3 credit hours
ART & Design	15 Total credit hours
ART 228 Creative Photography	3 credit hours
ART 301M Typography I/Multimedia	3 credit hours
ART 305M Graphic Applications/Multimedia	3 credit hours
ART 309 Graphic Imaging	3 credit hours
ART 318M Design I / Multimedia	3 credit hours
CYBR	9 Total credit hours
CYBR 158 Introduction to Information Security	3 credit hours
CYBR 235 Fundamentals of Networking & Systems	3 credit hours
Choose one	3 credit hours
CYBR 302 Principles of Management Inform Systems	
CYBR 405 Interactive Web Application Development	
Multimedia Electives – 7 credits at the 300 / 400 level	8 Total credit hours
Any ART class	
Any CYBR class	
Any JMC class	
Any SPCH class	
Total Media Studies Multimedia Emphasis	62 Total credit hours

Media Studies Sports Communication Emphasis

Media Studies Core Requirements	15 Total credit hours
Media Studies Sports Communication Emphasis Requirements	16 Total credit hours
JMC 230 Integrated Marketing Communications	3 credit hours
JMC 305 Advanced Media Writing	3 credit hours
SPCH 340 Professional Communication	3 credit hours
JMC 475 Internship in Mass Media - Limit 6 total	3 credit hours
Choose one	3 credit hours
SPCH 370 Small Group Communication SPCH 451 Leadership Communication	
JMC 497 Senior Portfolio	1 credit hours
Loper Media Choose 3	6 Total credit hours
JMC 339 Radio Workshop: Sports	2 credit hours
JMC 353 Sports at Antelope	2 credit hours
JMC 356 Audio at Antelope	2 credit hours
JMC 343 Video at Antelope	2 credit hours
Sports Communication Electives select 10 credits	10 Total credit hours
JMC 300 Website Design	3 credit hours
JMC 309 Public Relations	3 credit hours
JMC 322 Photojournalism	3 credit hours
JMC 330 Media Design	2 credit hours
JMC 365 Professional Video	3 credit hours
JMC 370 Social Media Strategies	3 credit hours
JMC 406 Commentary and Blogging	3 credit hours
JMC 425 Topics in Mass Media	3 credit hours
JMC 427 Advanced Video Production	3 credit hours
SPCH 453 Interviewing	3 credit hours
SPCH 401 Seminar: Special Topics	1-6 credit hours
JMC- 475 Internship in Mass Media - Limit 6 total	1-6 credit hours
Sports Management Requirements	9 Total credit hours
PE 402 Sociology of Sport	3 credit hours
PE 429 Marketing in Sport, Recreation and Events	3 credit hours
PE 430 Organization and Admin in Recreation, Sport and Events	3 credit hours
Sports Management Electives Choose 2	6 Total credit hours
PE 230 Sports Officiating	3 credit hours
PE 334 Track Theory	3 credit hours
PE 337 Baseball/Softball Theory	3 credit hours
PE 401 Psychology of Sport	3 credit hours
REC 354 Programming in Sport, Recreation, and Events	3 credit hours
REC 422 Facilities in Recreation, Events and Sport	3 credit hours
Total Media Studies Sports Communication Emphasis	62 Total credit hours

Media Studies **Advertising & Public Relations Emphasis**

Media Studies Core Requirements	15 Total credit hours
Media Studies Advertising & Public Relations Emphasis Requirements	27 Total credit hours
JMC 230 Integrated Marketing Communications	3 credit hours
JMC 300 Website Design	3 credit hours
JMC 302 Digital Storytelling	3 credit hours
JMC 307 Advertising Copywriting	3 credit hours
JMC 309 Public Relations	3 credit hours
JMC 330 Media Design	3 credit hours
SPCH 360 Persuasion and Propaganda	3 credit hours
JMC 370 Social Media Strategies	3 credit hours
JMC 420 Strategic Communication Campaigns	3 credit hours
Loper Media	4 Total credit hours
JMC 350 News at Antelope	2 credit hours
JMC 351 Advertising and Promotion at Antelope	2 credit hours
Advertising & Public Relations Electives select 4 credits	4 Total credit hours
JMC 322 Photojournalism	3 credit hours
JMC 336 Radio Workshop	3 credit hours
JMC 343 Video at Antelope	2 credit hours
JMC 353 Sports at Antelope	2 credit hours
JMC 365 Professional Video	3 credit hours
JMC 402 CMS - WordPress	3 credit hours
JMC 406 Commentary and Blogging	3 credit hours
JMC 425 Topics in Mass Media	3 credit hours
JMC 427 Advanced Video Production	3 credit hours
JMC 460 Mass Media and Society	3 credit hours
JMC 475 Internship in Mass Media	3 credit hours
JMC 497 Senior Portfolio	1 credit hours
SPCH 454 Intercultural Communication	3 credit hours
Advertising & Public Relations Support Track	12 Total credit hours
Select one of the following two support tracks: <ul style="list-style-type: none"> • Tailored Option • Take 12 hours from the following: INTS 200 Introduction to International Studies (3 hours) Study abroad credit (9-12 hours) 	
Total Media Studies Advertising & Public Relations Emphasis	62 Total credit hours

Students selecting a major in Media Studies must compile evidence of achievement particular to their chosen career field. Students will present this portfolio and discuss its contents with a Faculty Portfolio Committee in the semester prior to their graduation.

E. Completion of Requirements

University of Nebraska at Kearney Requirements to earn the undergraduate bachelor's degree, a UNK student must satisfactorily complete 120 semester credit hours of which 40 credit hours must be in Junior & Senior level courses. All students are required to meet a minimum cumulative grade point average of 2.0 (C). The Department of Communication requires a grade point average of 2.5 in all majors. The catalog in effect at the time (academic year) of initial enrollment determines degree requirements. Students apply for graduation and pay a \$25 Graduation Fee. The Office of the University Registrar determines if all requirements are met.

F. Evaluation of Program

Capstone courses and media product artifacts are used for evaluation of the program. The JMC 420 Strategic Communication Campaigns and the JMC 498 Multimedia capstone courses will be evaluated through assessment of students' work. Final public presentations in these courses are assessed every Spring. Broadcasting & Journalism and Sports Communication emphases are assessed weekly, publicly via the newspaper and broadcasts content. All students in the Media Studies major are required to produce a graduation portfolio website assessed by a committee of faculty members. The graduation portfolio is used to determine students have meet requirements. As important these reviews will show any gaps or related concern for the major and are used for department assessment.

G. Impact on Other Units and Programs

The Media Studies Comprehensive impacts student media in all four emphases, giving the students real-world experience and supplying the student media with an ongoing flow of student workers, including writers, broadcaster, designers, advertisers and web content creators and webmasters. Several courses are required or are electives in other UNK programs, including the Sports Management comprehensive major, English Language Arts 7-12 Teaching Field Endorsement, Information Technology and Networking Comprehensive, the Digital Marketing minor, and the Women's and Gender Studies minor to name a few.

H. Impact on Course Subject Codes

The core courses are required in each emphasis and will result in full enrollment and for the course rotation that is in place as of Fall 2023.

III. Review Criteria

A. Centrality to UNK Role and Mission

To meet UNK's mission to be one of the nation's premier undergraduate institutions with excellent graduate education, scholarship, and public service the department teaches, "with special emphasis on teaching the undergraduate or first-professional level student." Further, the Board of Regents recognizes that periodic review coupled with coordinated, long range strategic planning is essential to ensure the quality of academic programming.

The Media Studies Comprehensive major is being completed by the department at the urging of our 2022 Academic Program Review. We have taken their suggestions one step further and combined the majors and formed the emphases. In their report, the committee wrote:

We are impressed with the new departmental curriculum focusing on five comprehensive majors for the department: Media Communication, Strategic (Ad/PR) Communication, Sports Communication, Multimedia Communication, and Communication Studies. All will address future student needs and stay abreast of significant changes in the discipline and

professions. Each permits students to focus on the area of communication study that most interests them while providing an overall grounding that will make them competitive candidates for the new and evolving needs of future communication employers.

B. Evidence of Need and Demand

Comparison to the University system:

Journalism

University of Nebraska Omaha: UNO has Bachelor of Science and Bachelor of Arts degrees in Journalism and Media Communication. It is not as focused on serving students from rural areas as well as first-generation college students as is the program at UNK. It does not offer a major or concentration in sports communication. UNO does not have any similar program to Multimedia or Sports Communication.

University of Nebraska-Lincoln:

Lincoln has a College of Journalism and Mass Communications with majors in broadcasting and journalism. It is a much larger and more focused program. UNK's revised major prepares media communication generalists to work in a range of fields as well as preparing multimedia reporters to work in community media. UNK's major emphasizes meeting the needs of students from rural areas as well as first-generation college students.

University of Nebraska-Lincoln:

Lincoln began offering a Sports Media and Communication major in 2017, several years after the launch of the UNK sports communication program. The UNK Department of Communication Sports Communication comprehensive major differs notably from the UNL major in being a multidisciplinary major working together with the Sports Management program.

Demand for Majors

There is substantial demand in the industry for media communication professionals. A search for "media" on Indeed.com displays eight local jobs that our students qualify for with titles such as Anchor, Reporter, Multimedia Journalist and Communications Specialist. The term 'sports communication' list jobs in Kearney, Hastings, Lincoln and Omaha while 'sports media' pops up over 6700 jobs nationwide. Under the term "multimedia" another 13,000 jobs are listed with titles such as Multimedia Specialist, Multimedia Communication Specialist and Multimedia Design Specialist, in many different industries including public schools, universities and the Navy. UNK currently has two such Multimedia positions unfilled. One of the largest growing areas is video. Indeed.com has over 16 thousand jobs nationwide listed under the term "video." A typical job posting from Indeed reads:

2+ years in a video production, editing or design related role and 2+ years producing video content. Experience with Adobe After Effects, Adobe Premiere, Photoshop, Illustrator, color correction, and Camtasia including knowledge of 2D animation and 3D effects. Online portfolio that demonstrates video producing and editing skills.
Bachelor's Degree in Arts or Science, or equivalent work or military experience.

The classes offered in the media emphases can check off all the requirements. The students will be ready to take on such careers. The media graduates take jobs in many different industries. For example, YuJin Oh, a 2020 graduate with an Advertising and Public Relations BS and Multimedia Minor took a job with Omaha's largest storage unit facility. During the interview, they offered her the job, on the spot, because of her skills with the Web development, including CMS-WordPress and her design skills that she was able to share using her Senior Portfolio (graduation requirement) demonstrated her video editing skills.

The Department of Communication has demonstrated reliable interest from students, with over 100 declared majors and many more minors each year over the last decade. The department is popular within the College of Arts and Sciences ranking between 5th and 7th out of 21 departments in the college in terms of both upper division undergraduate credit hours (1262) and overall credit hours (4943) offered during the 2022 – 2023 academic year. The Advertising & Public Relations major specifically has maintained 20-40 students each year over the last decade, making it the largest media major in the Department of Communication.

MAJORS BY DEPARTMENT FALL 2023 SEMESTER

(Only one major per student – this does not consider that some of our students are double majors.)

Undergraduate	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
ARTS & SCIENCES	1941	1,941	1,976	1,986	1,932	1,855	2,006	2,101	2,172	2,255	2,334	2,490
Geography	6	5	7	5	5	3	7	8	13	11	13	18
International Studies	11	10	13	12	18	11	18	26	27	30	29	34
Math/Statistics	24	28	36	39	42	42	42	33	41	51	48	72
Modern Languages	25	31	35	35	38	38	37	50	51	62	65	82
Sociology	38	32	28	36	38	40	34	34	25	31	45	51
Physics/Physical Sci	39	37	40	38	24	15	22	27	25	28	28	28
Chemistry	45	47	75	61	55	36	23	18	29	14	13	15
General Studies	55	51	50	64	66	62	79	74	67	67	60	60
Political Science	61	59	43	42	47	47	49	45	50	47	46	52
English	73	83	86	82	88	94	93	93	92	96	109	119
Music & Perform Arts	80	97	80	96	88	94	99	108	116	130	125	146
Art/Art History	102	106	96	89	111	102	131	122	133	150	162	169
Communication	103	106	118	111	114	110	123	144	149	153	148	167
History	106	106	98	113	105	112	107	108	118	116	135	147
Criminal Justice	117	119	117	142	133	131	131	158	191	201	207	227
Social Work	142	167	192	197	166	138	121	120	133	125	130	133
Biology	187	194	251	256	242	255	237	237	210	224	226	223
Psychology	236	233	214	187	180	170	174	180	197	201	202	210
Health Sciences	491	429	394	379	368	350	363	387	409	411	449	453
Philosophy		1	3	2	4	5	10	8	6	3	8	4
Comp Sci/Infor Sys							106	121	90	104	86	80

https://www.unk.edu/factbook/_files/fallenr_department.pdf

The Communication Studies major was previously a comprehensive program. The update to the Communication Studies comprehensive program was approved last year by the UNK campus.

C. Adequacy of Resources

1. Faculty/Staff
All faculty are in place. No additional faculty will be required.
2. Physical Facilities and Equipment
All Physical Facilities and Equipment are in place, including the computer lab, video studio and radio station.
3. Instructional Equipment and Informational Resources
All Instructional Equipment and Informational Resources are in place.
No additional equipment or resources are required.
4. Budget Projections [see Table 1 and Table 2].
No additional expenses will be required.
Projected revenue based on incoming freshmen and transfer students.

D. Avoidance of Unnecessary Duplication

The programs at UNO and UNL and UNK are all different. See the Comparisons above. We attract the rural student population and many students that want the hands-on experiences.

E. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

The Mission of the Department of Communication in accordance with the role, mission and objectives of the University of Nebraska at Kearney as approved by the University of Nebraska Board of Regents and in accordance with the statewide plan of the Coordinating Commission for Post-secondary Education educates students to be creatively ethical professional communicators in the rapidly changing, diverse, global environment.

The aim and vision of the department are to enable students who are graduating to:

1. Utilize hands-on, real-world experiences to build their creativity, communication, and critical-thinking skills.
2. Demonstrate and apply professional oral and written communication skills.
3. Exhibit and employ creativity and relevant professional oral and/or visual communication skills.
4. Apply communication-related concepts to contemporary issues and everyday life.
5. Display informational literacy including how to gather, evaluate, and interpret information.
6. Use creativity, critical thinking, and technology to create compelling messages that shape their world.

The faculty are uniquely qualified to provide instruction in the field of media studies with emphases in advertising and public relations, sports communication, multimedia, and broadcasting & journalism.

The Department is meeting its mission by providing students with up-to-date curricula to include web content, social media strategics and video communication.

Specifically, media is not going away; it is changing. Our major will meet several of the Comprehensive Statewide Plan for Postsecondary Education goals and visions.

1. Postsecondary institutions will need to respond rapidly to employer needs and become increasingly flexible in course content and in the use of technology not only in the delivery of instruction but also in content creation.

- a. Considering the demographics of rural Nebraska and the population of first-generation students and the changing environment of the media arena, updates to the media majors are necessary.
 - b. UNK Department of Communication has connections with local media to offer our students internships and part-time job opportunities that meet the Experiential Learning requirements and meet local business needs.
2. Nebraska's postsecondary institutions will be student-centered, create inclusive environments that foster student success, and offer lifelong learning opportunities that are responsive to students' and workforce needs.
and
3. Nebraska colleges and universities will foster critical thinking skills and provide their graduates with the knowledge and workplace skills needed to be successful employees, innovative entrepreneurs, and responsible citizens on a global stage.
 - a. The opportunities at UNK to work in student-run media outlets is the best in Nebraska. We have the radio station, and news output in both print and web and the advertising and public relations for both outlets that include the video components.
 - b. The video components include on-camera opportunities as well as the behind the scenes and editing positions.
4. Postsecondary education in Nebraska will be responsive to the workforce development and ongoing training needs of employers and industries to build and sustain a knowledgeable, trained, and skilled workforce in both rural and urban areas of the state. Our graduates are finding careers in both rural and urban areas. They can apply communication- related concepts to contemporary issues and everyday life. They learn to display informational literacy including how to gather, evaluate, and interpret information, to create compelling messages and to share those stories in a variety of media.
 - a. Media employees are needed in rural and metro areas. Our students have the opportunity to gain knowledge and skills in all different aspects of the media.
 - b. Assure that all students, including students of color and non-traditional-age students, are welcomed and integrated into campus life and have opportunities to succeed.
 - c. The media major produces employees for all geographic areas, races, and ages. We welcome and have several international students in our programs.

V. Additional Review Criteria

See the following story:

https://www.1011now.com/2023/10/06/college-grad-turns-hometown-newspaper-into-one-woman-show/?outputType=amp&fbclid=IwAR1Wrv_yEMOUip0Pu9iqIRYwe3JPnjBU3_dNDjwXFWDWr-1_aW1QEzCj2aE

The anchor (Grace McDonald) from 1011news as well as the subject (Alana Kellen) of the story are both **UNK media graduates**.

B. Projected Expenses Table 1

**TABLE 1: PROJECTED EXPENSES
NEW INSTRUCTIONAL PROGRAM**

	(FY 24/25)		(FY 25/26)		(FY 26/27)		(FY 27/28)		(FY 28/29)		Total	
	Year 1		Year 2		Year 3		Year 4		Year 5		FTE	Cost
Personnel	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty ¹											0	\$0
Professional ²											0	\$0
Graduate assistants											0	\$0
Support staff											0	\$0
Subtotal	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Operating												
General Operating ³											\$0	
Equipment ⁴											\$0	
New or renovated space ⁵											\$0	\$0
Library/Information Resources ⁶											\$0	\$0
Other ⁷											\$0	
Subtotal	\$0		\$0		\$0		\$0		\$0		\$0	
Total Expenses	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00

FOOTNOTES

¹ No additional faculty needed to implement and maintain the program.

² No additional full-time equivalent professional staff needed to implement and maintain the program.

³ Allowances for faculty development, laboratory supplies, travel, memberships, office supplies, communications, data processing, equipment maintenance, etc. are in place.

⁴ No additional expenditures for the acquisition of new or upgrades or replacement of existing equipment necessary for the implementation and/or operation of the program.

⁵ No additional expenditures for any facilities (general classroom, laboratory, office, etc.) that will be required. Include renovation of existing facilities and construction of new facilities. The recent update of the Library will meet the department's needs

⁶ No additional expenditures for library materials or other informational resources directly attributable to the new program.

⁷ No additional Other Expenses.

C. Projected Revenues Table 2

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY(_24/25_) Year 1	(FY_25/26_) Year 2	(FY_26/27_) Year 3	(FY_27/28_) Year 4	(FY_28/29_) Year 5	Total
Reallocation of Existing Funds ¹	\$0	\$0	\$0	\$0	\$0	\$0
Required New Public Funds ²	\$0	\$0	\$0	\$0	\$0	\$0
1. State Funds	\$0	\$0	\$0	\$0	\$0	\$0
2. Local Tax Funds (community colleges)	\$0	\$0	\$0	\$0	\$0	\$0
Tuition and Fees ³	\$0	\$15,884	\$31,768	\$47,652	\$63,536	\$158,840
Other Funding ⁴	\$0	\$0	\$0	\$0	\$0	\$0
1						\$0
2						\$0
3						\$0
Total Revenue ⁵	\$0	\$15,884	\$31,768	\$47,652	\$63,536	\$158,840

FOOTNOTES are for guidance only. Please provide your own footnotes, where appropriate, and delete ours.

¹ No funds will be reallocated from the budget to support this program.

² No additional public or state funds are required to support this program.

³ We are conservatively predicting growth of two new students per year in the revised major. We anticipate that each of these students will take six credit hours from the department per semester. Currently 27 students are in the program (Multimedia BS & BA) being replaced, so the projection of two students per year is very conservative.

⁴ We do not anticipate external funding or donations.

⁵ **Revenues are not expected to match expenses.**

NOTE: See the Tuition & Fees Tab for calculations.

Tuition & Fees

Diversity & Inclusion Fee	\$5.00 per Semester	10	
ID Card Fee	\$4.00 per Semester	8	
Academic Success Fee	\$3.00 per Credit Hour	72	
Library Fee	\$8.25 per Credit Hour	198	
Student Records Fee	\$4.00 per Semester	8	
Technology Fee (capped at \$165.00)	\$11.00 per Credit Hour	165	
Undergraduate Research Fellows Program Fee	\$3.00 per Credit Hour	72	
UPFF A Activity Fee	\$15.00 per Semester	30	
UPFF B Facilities Fee	\$95.00 per Semester	190	
UPFF B Health & Counseling Fee	\$138.00 per Semester	176	
UPFF B Student Events Fee	\$107.00 per Semester	214	
UPFF B Student Union Fee	\$55.00 per Semester	110	
UPFF B Wellness Center Fee	\$63.00 per Semester	126	
		\$1,379	Fees per year at 12 hours per semester
Tuition @ 216.00	6 hrs per semester	\$2,592	Tuition for one year for 6 hours in the department per semester
		\$3,971	Total Tuition (6 hrs. per semester) and Fees per YEAR

	\$3,971	# of students
		4 \$15,884
		8 \$31,768
		12 \$47,652
		16 \$63,536
		Total \$158,840



BOARD OF REGENTS AGENDA ITEM SUMMARY

Academic Affairs

April 19, 2024

AGENDA ITEM: Proposal to establish a new Bachelor of Science (BS) degree in Media Studies Comprehensive administered by the Department of Communication at the University of Nebraska at Kearney (UNK)

Review **Review + Action** **Action** **Discussion**

This is a report required by Regents' Policy.

PRESENTERS: Jeffrey P. Gold, Provost

PURPOSE & KEY POINTS

UNK proposes to establish a new Bachelor of Science in Media Studies Comprehensive within the Department of Communication in the College of Arts and Sciences. This new major will combine four separate majors (consisting of eight undergraduate degrees) into a single unified degree offering emphasis areas in Broadcasting & Journalism, Multimedia, Advertising & Public Relations, and Sports Communication. All students will complete a 15 credit hour core and then move to specific classes aligned with their area of interest. The Department of Communications has 90 full-time majors (Fall 2023) in its existing eight degree programs; the combined program will easily meet CCPE minimum standards. Also, updating the media programs to a single comprehensive degree will result in departmental efficiencies benefiting student recruitment, advising, and retention. The new curriculum should also provide students with additional opportunities/time for paid internships in their field of study.

Students completing this degree program will be qualified for employment in a wide variety of fields, including communications, advertising, and multimedia specialists across nearly every industry and news/sports anchor/reporter/multimedia specialists within the web, social media/podcast, and journalism fields.

BACKGROUND INFORMATION

Section 2.9 of the Bylaws of the Board of Regents provides that, "No curriculum leading to a degree or certificate shall be adopted... without the approval of the Board."

RECOMMENDATION

The Interim President recommends approval of the proposed Bachelor of Science in Media Studies Comprehensive.