

Cover/Signature Page – New Programs Follow-up Report Template

Institution Submitting Request: University of Utah
Program Title: Media Studies Minor
School or Division or Location: College of Humanities
Department(s) or Area(s) Location: Department of Communication
Recommended Classification of Instructional Programs (CIP) Code¹: 09.0199
Board of Regents' Approval Date: 01/13/2010

Proposal Type (check all that apply):

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.6.1	<input checked="" type="checkbox"/>	Three-Year Follow-Up Report of Recently Approved Programs
5.6.2	<input type="checkbox"/>	Two-Year Follow-Up Report of Fast Tracked Certificate

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date:

Printed Name:

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Report – Third-Year Report Template
 University of Utah
 Media Studies Minor
 10/01/2013

Program Description

The minor in Media Studies is designed to serve students who have interests and/or needs to develop enhanced knowledge related to the contemporary media. The Media Studies Minor is appropriate for students who do not major in Communication but who need a systematic program of study as they face an increasingly mediated world. The Media Studies minor program includes a minimum of 18 credit hours, 6 of which must be upper division. At least one introductory course must be taken to ensure that students learn basic background concepts, and the remaining credits are to be selected from a set of courses that focus on media studies.

Enrollment and Revenue Data

Use department or unit numbers as reported in the approved R401 proposal for "Prior to Program Implementation" and "Estimated" columns. Many of these data are missing because documentation for the original proposal did not include Student FTE or Faculty FTE estimates.

Departmental/Unit Enrollment and Staffing Data	Prior to Program Implementation	Year 1		Year 2		Year 3	
		Est.	Actual	Est.	Actual	Est.	Actual
Total Department Student FTE <i>(Based on Fall Third Week Data)</i>	NA	NA	825	NA	826	NA	917
Total Department Faculty FTE <i>(A-1/S-11/Cost Study Definition)</i>	27	29	29	32	32	29	29
Student FTE per Faculty FTE <i>(from Faculty FTE and Student FTE above)</i>	NA	NA	28.4	NA	25.8	NA	31.6
Program Level Data							
Total Number of Declared Majors in Program	X	NA	0	NA	2	NA	3
Total Number of Program Graduates	X	NA	0	NA	0	NA	0
Departmental Revenue							
Total Revenue to Department <i>(Total of Funding Categories from R401 Budget Projection Table)</i>		NA	0	NA	0	NA	0
Departmental Instructional Cost per Student Credit Hour <i>(per Institutional Cost Study Definition)</i>		X	NA	X	NA	X	NA

Institutional Analysis of Program to Date

This minor was initiated with no increase in funding or staffing or the departmental or institutional levels. The proposal anticipated that existing Communication courses would support a minor designed for students

across campus. Thus, the minor entails packaging existing courses that are regularly taught into a coherent program to better ensure that students have the opportunity to pursue Media Studies in a structured, developmental manner. Courses that count toward the minor have been regularly offered. These include all three introductory courses: One has been offered every Fall, Spring, and Summer; the second has been offered every Fall and Spring; and the third has been offered every Spring. Of the 18 elective courses, one has been offered twice a year (Fall and Spring), 8 have been offered annually (Fall or Spring), and the remaining electives have been offered less frequently.

The 2010 proposal did not include first- through third-year enrollment projections, which might have contributed to the failure to track progress as the minor began. Furthermore, the Department's 2012 transition from 2 majors (Mass Communication and Speech Communication) to a single Communication major might have resulted in confusion regarding the Media Studies Minor. Both students who initially enrolled in the minor dropped it in Year 2. Since then, 1 student has applied to graduate in Fall 2013 with this minor, and in recent months 2 additional students have been declared into the minor.

Information about the minor has been included in all advising materials distributed to students and posted on the Department's website, which includes a separate page for minors. However, it is evident from the numbers that low visibility has contributed to low enrollment. Because the data demonstrate a clear need to actively advertise the Media Studies Minor across campus, the Department will begin to build awareness and actively promote the minor to all students.

Employment Information

No students have yet completed the Media Studies Minor. Our majors are well-prepared for positions in the multimedia, electronic, print, corporate, government, and nonprofit sectors, as well as graduate work in law, social work, business, and public administration. We anticipate that students who complete the Media Studies Minor would be similarly prepared.