



The University of Georgia

University Council
Athens, Georgia 30602

January 15, 2014

UNIVERSITY CURRICULUM COMMITTEE – 2013-2014

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Journalism and Mass Communication - Dr. Alison F. Alexander

Law - No representative

Pharmacy - Dr. Cory Momany

Public and International Affairs - Dr. Robert Grafstein

Public Health - Dr. Katie D. Hein

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Veterinary Medicine - Dr. Scott A. Brown

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Graduate Student Representative - Ms. Margaret Robbins

Dear Colleagues:

The attached proposal to change the name of the James M. Cox Jr. Institute for Newspaper Management Studies to the James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership will be an agenda item for the January 22, 2014, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Interim Provost Libby V. Morris
Dr. Laura D. Jolly

UNIVERSITY OF GEORGIA

NAME CHANGE JUSTIFICATION FORM

School/College Name: Grady College of Journalism and Mass Communication

Department: Journalism

Institute Name Change

Current Institute Name: James M. Cox Jr. Institute for Newspaper Management Studies

Proposed Institute Name: James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership

JUSTIFICATION:


We propose changing the name of the James M. Cox Jr. Institute for Newspaper Management Studies to the James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership. We believe the new name—focusing on innovation, management and leadership—better identifies the directions the Institute is pursuing—and must pursue—as digital technologies transform the organization, practices and management of journalistic enterprises. For several years the Institute has extended its teaching, research and outreach well beyond the management of newspapers.

Faculty connected to the Institute and to the Department of Journalism will continue to teach courses in media management, ethics, reporting and business. Students studying publication management will continue to take courses in the Terry College. The Institute will continue its summer Management Seminar for College News Editors.

The Institute anticipates establishing a journalism management and leadership academy and a journalism innovation lab, developing programs with industry and university partners. The Cox Institute will continue to develop its teaching-training partnership with UGA's J.W. Fanning Institute for Leadership Development. The Athens Chapter of the Technology Association of Georgia is being established and will be hosted at UGA, a collaboration between the Cox Institute, the Grady College, the UGA College of Engineering and the Franklin College of Arts and Sciences. In 2014, the Cox Institute will conduct a second Cox-Poynter Leaders Program with the Poynter Institute. In 2013, fifteen students received a non-credit, extra-curricular Media Leadership Certificate in the first class to volunteer for the Cox-Poynter Leaders Program. Other collaborations and initiatives in innovation, management and leadership are in the works.

SIGNATURES:

Grady College:  _____

Department of Journalism:  _____

Cox Institute:  _____