



University Council

September 15, 2023

UNIVERSITY CURRICULUM COMMITTEE – 2023-2024

Susan Sanchez, Chair

Agricultural and Environmental Sciences – Kylee Duberstein

Arts and Sciences – Jonathan Haddad (Arts)

Paula Lemons (Sciences)

Business – Karen Aguar

Ecology – Amanda Rugenski

Education – Amy Murphy

Engineering – Kun Yao

Environment and Design – Katherine Melcher

Family and Consumer Sciences – Sheri Worthy

Forestry and Natural Resources – Gino D'Angelo

Journalism and Mass Communication – Yan Jin

Law – Joe Miller

Pharmacy – Michelle McElhannon

Public and International Affairs – Rongbin Han

Public Health – Pamela Orpinas

Social Work – Harold Briggs

Veterinary Medicine – Shannon Hostetter

Graduate School – Rodney Mauricio

Ex-Officio – Provost S. Jack Hu

Undergraduate Student Representative – Gabriella Lewis

Graduate Student Representative – TBD

Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication to revise the entrance requirements and high demand major selection criteria for the majors in Advertising (A.B.), Entertainment and Media Studies (A.B.), Journalism (A.B.), and Public Relations (A.B.) will be an agenda item for the September 22, 2023, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

cc: Provost S. Jack Hu

Dr. Marisa Pagnattaro

PROPOSAL TO CHANGE THE ENTRANCE STATUS AND REQUIREMENTS OF AN UNDERGRADUATE MAJOR

Date: May 3, 2023

School/College: Grady College of Journalism and Mass Communication

Department/Division: Advertising and Public Relations
Entertainment and Media Studies
Journalism

Programs: Advertising (A.B.)
Entertainment and Media Studies (A.B.)
Journalism (A.B.)
Public Relations (A.B.)

Proposed Effective Date: Fall 2024

1. Justification: What is the academic justification for instituting the requirement?

The college voted unanimously to admit students earlier in their academic careers. This will allow more flexibility in students' schedules and will enable more field study and study abroad opportunities. It will eliminate the frustration students feel when they are made to wait until their junior year to pursue their intended majors.

2. Requirements: What specific entrance requirements are proposed?

The following revisions are proposed for the entrance requirements and high-demand major selection criteria.

Entrance Requirements:

- Enrolled in and accepted to UGA
- ~~Complete Areas I-V of the General Education Core Curriculum prior to final acceptance. Students may apply while in their final semester of core courses.~~
- Completion of 24 credit hours toward Areas I-V of the General Education Core Curriculum prior to final acceptance. Students may apply to the major while in their final semester of completing this requirement.
- **Minimum** overall G.P.A. of 2.8.
- ~~Good academic standing (2.0 cumulative UGA G.P.A.)~~

- Completion of a written statement of interest. The maximum length will be 2 pages. The statement must be written at the UGA Testing Center.
- Completion of an online application within the application window dates each semester.

The above criteria are minimum application requirements and do not guarantee admission to Grady College or to a particular major.

High Demand Selection Criteria:

Admission to Grady's high demand majors is highly competitive, and acceptance is not guaranteed. High demand is expected to continue due to high interest in journalism and mass communication, the vibrant reputation of Grady College, and the high quality of students who apply to study at UGA.

Selection of applicants will be based on scores in the following areas:

- ~~Grades in Areas I, IV, and V of the General Education Curriculum will constitute 75% of the admission decision.~~
- **Grades in the 24 hours of courses completed in Areas I-V of the General Education Core Curriculum will constitute 75% of the admission decision.**
- The score on the statement of interest will constitute 25% of the admission decision.

The number of spaces available for new students varies by semester and is determined by the availability of teaching staff, classroom space, lab facilities, and other resources for each major, as well as the college's commitment to help students proceed efficiently through the four-semester programs.

3. Results: How will the proposed requirement solve the academic problems outlined in the justification?

Currently, students apply after completing Areas I, IV, and V in the General Education Core Curriculum, which prevents traditional students from taking major courses until their junior year. This change will enable students to engage with the college and their coursework immediately. It will also offer students more flexibility to schedule courses in dual majors, minors, and certificates, and to participate in study abroad and domestic field studies.

4. Consequences of the Requirement

a. How will this requirement affect the major involved?

It should have no negative impact. Departments will still be able to manage enrollment.

b. What effects are anticipated on other majors within the University?

Students will have more flexibility to schedule courses, allowing them to participate in dual majors, minors, and/or certificates.

c. Are there any other anticipated effects on enrollment patterns within the University?

Faculty believe that engaging students earlier will keep enrollments stable.

Documentation of Approval and Notification

Proposal: Revise the entrance requirements and high demand major selection criteria for the following majors: Advertising (A.B.), Entertainment and Media Studies (A.B.), Journalism (A.B.), Public Relations (A.B.)

College: Grady College of Journalism and Mass Communication

Department: Grady College of Journalism and Mass Communication

Proposed Effective Term: Fall 2024

School/College:

- Grady College of Journalism and Mass Communication Associate Dean for Academic Affairs, Dr. Janice Hume, 5/8/2023