

**University Council Recommendations
The University of Georgia**

To: President Michael F. Adams
Re: DOCUMENT NUMBER: 2005.12.01.07
Issue: A proposal requesting to terminate the Minor in Mass Communication.
Discussion: None
Action: The vote was called and the proposal was approved.

Submitted by: Rebecca L. Macon
Rebecca L. Macon, Secretary

12.06.05
Date

- Approved
- Reconsider
- Vetoed (see attached explanation)
- Received

Michael F. Adams
Michael F. Adams, President

12-12-05
Date

Attachment



The University of Georgia

University Council
Athens, Georgia 30602

October 14, 2005

UNIVERSITY CURRICULUM COMMITTEE - 2002-2003

Dr. William Vencill, Chair
Agricultural and Environmental Sciences - Dr. Amy Batal
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Veterinary Medicine - Dr. Scott Brown
Graduate School - Dr. Richard Siegesmund
Undergraduate Student Representative - Ms. Amanda Sundal
Graduate Student Representative - Mr. Todd Hawley

Dear Colleagues:

The attached proposal and letter will be on the agenda for the October 21, 2005, Full University Curriculum Committee meeting:

- Termination of the Minor in Mass Communication

The proposal for the termination of the Minor in Mass Communication was returned to the University Curriculum Committee from the Executive Committee of University Council for additional justification.

Sincerely,

Dr. William Vencill, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Dr. Delmer D. Dunn

The University Council: Executive Committee, Committee on Facilities, Committee on Intercollegiate Athletics,
Committee on Student Affairs, Curriculum Committee, Educational Affairs Committee, Faculty Admissions Committee,
Committee on Statutes, Bylaws and Committees, Faculty Affairs Committee,
Faculty Grievance Committee, Strategic Planning Committee, University Libraries Committee
An Equal Opportunity/Affirmative Action Institution

PROPOSAL TO TERMINATE MINOR

School/College:	Grady College of Journalism and Mass Communication
Department:	Undergraduate Student Affairs
Proposed Termination:	Minor in Mass Communication
Proposed Effective Date of Termination:	January, 2006
Last date students admitted to minor:	Fall, 2005
Last date students will graduate with minor	Fall, 2006

Abstract of minor and rationale for termination:

The minor in mass communication has provided courses in journalism and mass communication for UGA students interested in the field but not seeking professional majors in the College. The minor has included four introductory courses (ADPR 3100, ADPR 3850, JOUR 3310 and TELE 3010) and 2 upper division courses chosen from ADPR 3140, JOUR 5670/7670, JRLC 5040/7040, JRLC 5080, JRLC 5210, JRLC 5400, JRLC 5490/7490, TELE 3310, TELE 5440.

Because of a dramatic increase in student interest in Grady majors, which continues at high levels at present, the College was unable to offer admission to a significant number of students who applied to Grady College majors in Fall 04. The Minor in Mass Communication was offered as an option to many of these students to help them package their course work and interests.

However, the number of students seeking minors quickly began to exceed the College's capacity to serve additional students. The number of students enrolled in the minor increased 100%, from 100 students in Fall 03 to 200 students in Fall 04.

For a number of reasons related to this demand, along with our desire to serve majors and other UGA students in major degree programs that entail Grady courses, Grady faculty reached a decision to discontinue the minor in Fall 2004. After deliberation,

faculty decided it was more important, given Grady's professional orientation, to serve majors, rather than a large and increasing number of minors.

One important point to note is that Grady is a professional college. The job market in journalism and mass communication is best served by majors, rather than minors. The minor, designed to serve another goal, does not provide the professional grounding in journalism and mass communication that students seek today.

This decision to focus on serving majors is especially important in a time of limited resources. The University has been generous in allowing us to hire to meet our demand for majors. These additional hires, however, were tied to an increase in the number of majors.

The importance of dedicating faculty and resources to serve professional majors, rather than minors, is highlighted in our advanced courses in each major. Because of attention to student writing, technology and equipment needs and the requirements of our accrediting council (AEJCMC), these advanced courses require small sections. There is no longer availability in these sections to serve additional students. Further, to revise minor requirements in order that such courses would not be needed would compromise the pedagogical viability of the minor.

There are 1,275 pre-Grady majors. We were able to admit 79% of students who applied for admission to the College in Fall 05. Demand for Grady majors is expected to continue, while resources are not expected to increase. Enrollment compared to total seats across the college remains, and, in some cases, exceeds our capacity. Our decision has thus been to continue to serve as first priority Grady majors and to serve the approximately 62 UGA students in Agricultural Communications and Consumer Journalism whose major degree programs require a significant number of our advanced courses.

At present there are 140 students enrolled in the minor. We will continue to serve these students in a timely way, and we expect the last cohort to graduate in Fall 2006.

In sum, we have proposed to terminate the minor in mass communication because continuing to offer it would prove a detriment to serving the majors we are committed to and also would prove a detriment to providing needed Grady courses to the other majors we serve.

Though this is preliminary at this point, with respect to demand for journalism and mass communication majors, we have been in the process of discussing the feasibility of offering an additional degree at Grady, perhaps in media studies; however, such discussions remain exploratory for now.

Curriculum Systems-3

Currently, we only allow majors to take two to three courses per semester. Our classes operate at capacity. To continue to serve minors would keep majors from their needed classes.

Alison Alexander, Ph.D.
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