

PROGRAM DESCRIPTION

1. Briefly describe the proposed new program. Please indicate if it is an expansion of an existing program; a new program; a cooperative effort with another institution, business or industry; or an on-campus or off campus program. Attach any formal agreements established for cooperative efforts.

This proposal is not for a new program, per se, or for the expansion of an existing program. Within the School of Journalism, a Radio-Television Department was created in 1958, and since then deans, in addition to their other duties, have supervised the remaining print division. No separate department was established. The creation of a print department will formalize a distinction already in place and allow the dean, with the approval of the president, to appoint a chair to supervise students enrolled in print and photojournalism. Current figures show an increase in enrollment of about 40 percent since 1998, and enrollment in this division, which includes the photojournalism option, now exceeds 300 students. The establishment of a print department will equitably distribute labor within the school and make the mission of the school clearer to prospective students, contributors and the general public.

2. Summarize a needs assessment conducted to justify the proposal. Please include how the assessment plan was developed or executed and the data derived from this effort.

Over the past 42 years the School of Journalism enrollment has increased, and so have the duties of the dean, particularly in the areas of extramural fund raising, personnel management, recruitment and retention and public relations. By tradition, the dean has also taught one course per year, the Senior Seminar, a required course in which enrollment has steadily increased. The school has no assistant or associate deans and no development officer.

3. Explain how the program relates to the Role and Scope of the Institution as established by the Board of Regents.

This program does not affect the Role and Scope of the Institution as established by the Board of Regents.

4. Please state what effect, if any, the proposed program will have on the administrative structure of the institution. Also indicate the potential involvement of other departments, divisions, colleges, or schools.

This proposal relates to the school only and will have no effect on the institution as a whole.

5. Describe the extent to which similar programs are offered in Montana, the Pacific Northwest, and states bordering Montana. How similar are these programs to the one herein proposed?

The print journalism program, which has been in place since 1914, is the second oldest undergraduate program in the United States. This program is a part of the only School of Journalism in the Montana University System. It resembles other schools in the region that offer a professional approach to journalism education.

6. Please name any accrediting agency(ies) or learned society(ies) that would be concerned with the particular program herein proposed. How has this program been developed in accordance with the criteria developed by said accrediting body(ies) or learned society(ies)?

This program has been recognized and fully accredited by the Accrediting Council for Education in Journalism and Mass Communication since 1948. It was fully re accredited in 2000. All 12

standards of the ACEJMC were met, and the vote for re accreditation was unanimous. Of more than 400 programs in the United States, only 109 are accredited. The site-visit team reported, "Students, alumni and area professionals are very pleased with the quality of undergraduate and graduate teaching in all majors at the School of Journalism and describe School's reputation for excellent teaching as well deserved." The agency granted reaccreditation, unanimously. The national recognition followed reaccreditation two years ago by the Pacific Northwest Newspaper Association. The team of PNNA editors wrote, "The University of Montana School of Journalism, with its emphasis on practical experience for both students and faculty, continues to be a model for journalism programs that meet or exceed PNNA expectations."

7. Prepare an outline of the proposed curriculum showing course titles and credits. Please include any plans for expansion of the program during its first three years.

No changes in the curriculum are proposed, and expansion of the program will depend on increases in enrollment and resources.

FACULTY AND STAFF REQUIREMENTS

1. Please indicate, by name and rank, current faculty who will be involved with the program proposed herein. Please project the need for new faculty over the first five-year program. Include special qualifications or training. If present faculty are to conduct the new program, please explain how they will be relieved from present duties.

The current faculty who teach print journalism will continue in their present duties. They are as follows:

Professors Sharon Barrett, Clem Work, Carol Van Valkenburg, Jerry Brown; associate professors Dennis MacAuliffe and Dennis Swibold; assistant professor Keith Graham; visiting assistant professors Michael Downs, Laura Camden and Sheri Venema. Three part-time adjuncts teach a total of four courses per year. Any new faculty sought will not result from the creation of the print journalism department unless an increase in enrollment is a consequence. A print journalism professor will be selected as chair, and the stipend will that specified under the CBA. The chair will be relieved of one elective course.

2. Please explain the need and cost for support personnel or other required personnel expenditures.

No additional support personnel expenditures are involved in this proposal.

CAPITAL OUTLAY, OPERATING EXPENDITURES, AND PHYSICAL FACILITIES

1. Please summarize operating expenditure needs.

No additional operating expenses are needed.

2. Please evaluate library resources. Are they adequate for operation of the proposed program? If not, how will the library need to be strengthened during the next three years?

Current resources are adequate.

3. Please indicate special clinical, laboratory, and/or computer equipment that will be needed. List those pieces of equipment or computer hardware presently available in the department.

N/A

4. Please describe facilities and space required for the proposed program. Are current facilities adequate for the program? If not, how does the institution propose to provide new

facilities?

No new facilities or space are required for the proposed change.

EVALUATION OF PROPOSED PROGRAM

1. Please name faculty committees or councils that have reviewed and approved the program herein proposed.

A faculty committee, appointed by the dean, met and suggested that the print division be formally recognized with departmental status.

2. If outside consultants have been employed, please list the names of these consultants, their current positions, and titles. Append copies of their written reports (this is required of new doctoral programs).

Susanne Shaw, executive director of the national accrediting council, visited the School of Journalism and recommended that an administrative restructuring recognizing the print division be made. No formal report was filed.

FISCAL IMPACT AND BUDGET INFORMATION

On this form, indicate the planned FTE enrollment, estimated expenditures, and projected revenues for the first three years of the program. Include both the reallocation of existing resources and anticipated or requested new resources. Second and third year estimates should be in constant dollars.

04	FY	2001-02	FY	2002-03	FY	2003-
	FIRST YEAR		SECOND YEAR		THIRD YEAR	
	<u>FTE HEADCOUNT</u>		<u>FTE HEADCOUNT</u>		<u>FTE HEADCOUNT</u>	
I. PLANNED STUDENT ENROLLMENT						
A. New Enrollment	234.75	313	242.25	323	249.75	333
B. Shifting Enrollment						
GRAND TOTAL PLANNED STUDENT ENROLLMENT	234.75	313	242.25	323	249.75	333
	<u>FIRST YEAR</u>		<u>SECOND YEAR</u>		<u>THIRD YEAR</u>	
	<u>FTE</u>	<u>COST</u>	<u>FTE</u>	<u>COST</u>	<u>FTE</u>	<u>COST</u>
II. EXPENDITURES						
A. Personnel Cost						
1. Faculty						
2. Administrators	.05	2,731	.05	2,813	.05	2,897
3. Adjunct Faculty						
4. Graduate/Instruc Assistants						
5. Research Personnel						
6. Support Personnel						
7. Fringe Benefits						
8. Other (_____)						
Total Personnel FTE/Cost	.05	\$ 2,731	.05	\$ 2,813	.05	\$2,897
B. Operating Expenditures						

