***ALABAMA COMMISSION ON HIGHER EDUCATION***

***INSTRUCTION***

**Proposal Form for the Addition of an Option, Track, Specialization, or**

**Concentration, etc., to an Existing Program**

1. Institution: **The University of Alabama**
2. CIP Code, Program Title, and Degree Nomenclature of the existing program [see instructions below]:

CIP Code: 09.0499

Program Title: Journalism & Media Studies

Degree Nomenclature: M.A.

1. Name of the proposed extension: **Community Journalism**
2. **Fill in the table provided** with the following information:

|  |  |
| --- | --- |
| Semester Hours in the General Education Curriculum (Certificate, Associate, and Baccalaureate Programs Only) | N/A |
| Semester Hours in the Program Core | 16 |
| Semester Hours in the Option, Concentration, Etc. | 12 |
| Semester Hours in other coursework (electives, supporting courses, etc.) | 3 |
| Total Semester Hours in the Program with the Proposed Extension/Alteration | 31 |

1. List the courses in the **program core** with the number of semester hours for each:

**JCM 500 Introduction to Graduate Studies (1 credit)**

**JCM 552: Journalism Theory and Research (3 credits)**

**or MC 550 Research Methods**

**JCM 553 Making Media Innovation** **(3 credits)**

**or MC 551 Seminar in Communication Theory**

**or JCM 555 Entrepreneurial Journalism**

**JCM 563 History of Journalism and Media (3 credits)**

**JCM 562 Contemporary Issues (3 credits)**

**or JCM 522 Science and Environment in Popular Media and Culture**

**or JCM 520 Media Effects**

**or MC 526 Race and Gender in Media**

**or MC 546 Contemporary Issues in Sports Media**

**JCM 597 Comprehensive exams/master’s project (3 hours)**

**Examples of elective classes could be any of the courses not taken above (e.g., JCM 522, JCM 520, MC 526, or any other JCM electives offered at the 500-level or above). Classes outside JCM/MC would need to be approved by the student's graduate advisor.**

1. List the courses in the proposed option, **concentration**, specialization, or track, etc., with the credit hours for each:

**Students in this concentration must select JCM 552, JCM 553 or JCM 555 and JCM 562 in their program core and then complete the following 12 hours of coursework:**

**JCM 501: Media Production Tools (3 credits)**

**JCM 511: Depth Reporting (3 credits)**

**JCM 502: Producing Community Journalism (3 credits)**

**JCM 572: Seminar in Professional Journalism (3 credits)**

1. What is the scope or effect of the proposed extension?
   1. How many of the major courses to be offered by the proposed extension are offered in the existing program?

All of these courses are currently taught in a scheduled rotation.

* 1. How will the proposed extension impact other public institutions?

**The concentration will not impact other public institutions given The University of Alabama is the only institution in the state offering a M.A. in Journalism & Media Studies. Further, we have been offering the program without a concentration designation for several years. Auburn University has an undergraduate journalism program and Troy has a communication undergraduate program. Students from both programs have been participants in our M.A. program, and we anticipate more students being recruited with the official concentration.**

* 1. Will the proposed extension move the program listing to a new two-digit CIP category in the Commission's academic program inventory? **No**

1. What is the impact of the proposed change on the existing program or unit?
   1. What will be the budgetary impact of the proposed extension?

No impact is expected.

* 1. What changes in faculty and staff will be required to implement the proposed extension/alteration?

No changes are anticipated.

1. If the extension will require additional resources, please provide a list of sources of funds available for the extension.

No additional resources are necessary.

1. Please state the rationale for the extension/alteration.

**This program was developed in 2006 as part of a grant with the Knight Foundation. After 14 years, the program, which is the only one in the nation, continues to prosper. It is an application-only program. This designation merely formally recognizes the program as a concentration.**

**The program has become sought after in recent years. Among the 20-21 cohort, only 50 percent were accepted. This designation will allow graduates to designate on their transcripts that they were accepted into this elite program.**

**In addition, this recognized concentration would allow JCM to recruit nationally for top students, which was an area noted as needing improvement in the ACEJMC re-accrediting report from 2015-16.**

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Signature of Institution’s Authorized Representative Date

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Title

The University of Alabama

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Institution