



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

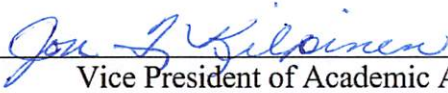
Substantive Program Modification Form

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

UNIVERSITY:	<u>BHSU</u>
CURRENT PROGRAM DEGREE:	<u>Bachelor of Science</u>
CURRENT PROGRAM MAJOR/MINOR:	<u>Communication and Media</u>
CURRENT SPECIALIZATION (If applicable):	
CIP CODE:	<u>090199</u>
UNIVERSITY DEPARTMENT:	<u>Arts and Humanities</u>
BANNER DEPARTMENT CODE:	<u>BSAH</u>
UNIVERSITY COLLEGE:	<u>College of Liberal Arts</u>
BANNER COLLEGE CODE:	<u>6A</u>

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



 Vice President of Academic Affairs or
 President of the University

3/20/2024
 Click here to enter a
 date.

 Date

1. This modification addresses a change in (place an "X" in the appropriate box):

- | | |
|--|---|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input checked="" type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Program name | <input checked="" type="checkbox"/> Existing specialization |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |

- Modification requiring Board of Regents approval
Must have prior approval from Executive Director or designee

2. Effective date of change: 8/1/2024

3. Program Degree Level (place an "X" in the appropriate box):

Associate Bachelor's Master's Doctoral

4. Category (place an "X" in the appropriate box):

Certificate Specialization Minor Major

5. If a name change is proposed, the change will occur (place an "X" in the appropriate box):

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: Multimedia Journalism

Reminder: Name changes may require updating related articulation agreements, site approvals, etc.

6. Is the program being modified associated with a current articulation agreement?

Yes No

a. If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:

7. Primary Aspects of the Modification (add lines or adjust cell size as needed):

Existing Curriculum				Proposed Curriculum (highlight changes)			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
REQUIRED CORE							
ART	161	Graphic Communications	3	ART	161	Graphic Communications	3

				ART	265	Basic Photography	3		
				ART	257	Intermediate Graphic Communication	3		
CMST	201	Interpersonal Communication	3			REMOVE			
				CMST	215	Public Speaking	3		
				MCOM	151	Intro to Mass Communication	3		
MCOM	210	Basic Media Writing	3	MCOM	210	Basic Media Writing	3		
				MCOM	266	Photojournalism	3		
				MCOM	317	Multimedia Reporting	3		
				MCOM	325	Digital Storytelling	3		
				MCOM	410	Advanced Reporting	3		
				MCOM	430	Media Law	3		
				MCOM	448	Interactive Multimedia Design	3		
				MCOM	452	Media Issues	3		
MCOM	458	Integrated Media Production Lab I	3			REMOVE			
		OR				REMOVE			
MCOM	459	Integrated Media Production Lab II	3			REMOVE			
MCOM	494	Internship	3	MCOM	494	Internship	3		
				MCOM	495	Practicum	1-4		
TEXTUAL COMMUNICATION EMPHASIS				REMOVE					
<i>Take one of the Following:</i>						REMOVE			
BADM	344	Managerial Communications	3			REMOVE			
ENGL	379	Technical Communication	3			REMOVE			
MCOM	317	Multimedia Reporting	3			REMOVE			
MCOM	330	Writing for Digital Media	3			REMOVE			
VISUAL COMMUNICATION EMPHASIS				REMOVE					
ART	265	Basic Photography	3			REMOVE			
ART	266	Photojournalism	3			REMOVE			
ART	328	Advertising Media Communication	3			REMOVE			
MCOM	331	Video Production	3			REMOVE			
DIGITAL COMMUNICATION EMPHASIS				REMOVE					
MCOM	220	Introduction to Digital Media	3			REMOVE			
MCOM	235	Social Media Survey	3			REMOVE			
MCOM	351	Web Design	3			REMOVE			
MCOM	458	Integrated Media Production Lab I	3			REMOVE			
		OR				REMOVE			
MCOM	459	Integrated Media Production Lab II	3			REMOVE			
AUDIO COMMUNICATION & PERFORMANCE EMPHASIS				REMOVE					
CMST	215	Public Speaking	3			REMOVE			
CMST	222	Argumentation and Debate	3			REMOVE			
CMST	434	Small Group Communication	3			REMOVE			

MCOM	221	Audio Production	3			REMOVE		
MCOM	305	Sports Broadcasting	3					
THEA	131	Introduction to Acting	3			REMOVE		
CULTURAL CONTEXT EMPHASIS						REMOVE		
CMST	410	Organized Communication	3			REMOVE		
MCOM	430	Media Law	3			REMOVE		
MCOM	452	Mass Media Issues	3			REMOVE		
MCOM	475	Public Relations	3			REMOVE		
Take 3 additional courses from the above list and from above MCOM or CMST prefix.						REMOVE		
Total number of hours required for major, minor, or specialization			<u>39</u>	Total number of hours required for major, minor, or specialization			<u>43-</u>	
Total number of hours required for degree			<u>120</u>	Total number of hours required for degree			<u>46</u>	
							<u>120</u>	

8. Explanation of the Change:

The proposed changes will streamline the major, provide a clear identity for the program, and ensure that students are provided industry standard edification. Based on industry research, we feel this will provide students a more focused education, while still providing a robust curriculum of courses.

Currently, the major is composed of multiple “choose one” options that current faculty staffing cannot realistically offer or maintain. As such, we are eliminating all the “choose one” options for students and providing a clear academic path for students, while also ensuring that the courses offered are all taught by current, full-time faculty. The “choose one” courses that are being eliminated are: BADM 344, ENGL 379, MCOM 330, ART 328, MCOM 331, MCOM 220, MCOM 235, MCOM 351, MCOM 458, MCOM 459, CMST 222, CMST 434, MCOM 221, MCOM 305, THEA 131, CMST 410, and MCOM 475.

Instead of a buffet of courses to choose from without a clear focus or outcome, we instead provide a set of courses all aligned under the “Multimedia Journalism” major. The courses are focused on providing students with clear career-oriented training in becoming well-rounded multimedia journalism practitioners. As such, we focused on providing students with practical skills in reporting, writing, copy editing, audio and video production and postproduction, graphic design and layout, as well as balancing the curriculum with a solid theoretical/critical thinking foundation.

For substantial modifications requiring Board approval, complete the items below. References to external sources should be documented with a footnote (including web addresses where applicable).

9. Date of approval from the Executive Director or designee.

10. Identify the program modification requested.

11. Provide justification for the desired modification.

The modification will create a cohesive, industry-focused major. This change, first and foremost, will provide students with a major that features a clear pathway of coursework dedicated to ensuring they receive a well-rounded education in multimedia journalism. The modification eliminates extraneous courses and electives that no longer meet the teaching expertise of faculty nor the needs of the major.

12. Would the requested modification require a change to the catalog description and/or the program learning outcomes? If so, describe.

The catalog descriptions will not change as the added courses are SDBOR common courses. The program learning outcomes will focus on providing students with industry standard production skills along with the critical thinking skills necessary to produce ethical content.

13. Indicate the number of students currently enrolled in the program.

30

14. Describe the real impact to students.

Currently enrolled students have the option to adopt the new catalog or use course substitutions to fulfill current major requirements. Course substitutions have been a common theme with Mass Comm majors due to lack of faculty members. New students will automatically be enrolled in the new catalog. This curriculum change does not negate the minor requirement for the Bachelor of Arts Degree. Graduation end date for current students is Spring 2027.

15. Describe the real impact to the university.

The impact to the university should be positive. There may be some advising challenges up front, but a clear path for students to successfully complete the major paired with a sustainable course rotation for one full-time faculty member should ease advising concerns long term.

16. Describe any cost associated with the program modification.

No cost increases, but it may save the program money by no longer needing to employ adjunct faculty.

17. Describe any risks and unintended consequences associated with the program modification.

This plan has been thoroughly vetted with allied faculty and all agree that no negative impact is expected.

18. Would this modification be effective for current and future students, or only students who enroll following the change?

Only future students unless current students elect to adopt the new major catalog.