June 2, 2008

MEMORANDUM

TO: Thomas Kunkel
    Dean, Philip Merrill College of Journalism

FROM: Phyllis Peres
    Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to rename the Ph.D. in Journalism and Public Communication as the Ph.D. in Journalism Studies

On April 1, 2008, Chancellor Kirwan gave final approval to your proposal to rename the Ph.D. in Journalism and Public Communication as the Ph.D. in Journalism Studies. On May 19, the Maryland Higher Education Commission acknowledged the change and modified their academic program inventory accordingly. A copy of the approved proposal is attached.

The changes are effective Fall, 2008. The College should ensure that the changes are fully described in the Graduate Catalog and in all relevant descriptive materials, and that all advisors are informed.

CWR/

Enclosure

cc: Carmaen Balthrop, Chair, Senate PCC Committee
    Sarah Bauder, Office of Student Financial Aid
    Reka Montfort, University Senate
    Barbara Hope, Data Administration
    Denise Nadasen, Institutional Research & Planning
    Anne Turkos, Archives
    Linda Yokoi, Office of the Registrar
    Mary Ann Ottinger, Graduate School
    Marchelle Payne-Gassaway, Philip Merrill College of Journalism
May 19, 2008

Dr. C. D. Mote, Jr.
President
University of Maryland, College Park
1101 Main Administration Building
College Park, Maryland 20742

Dear Dr. Mote:

The Maryland Higher Education Commission has reviewed a request from the University of Maryland, College Park to rename the Ph.D. in Journalism and Public Communication as the Ph.D. in Journalism Studies. On the recommendation of the Assistant Secretary for Planning and Academic Affairs, Dr. George W. Reid, I am pleased to inform you that this request has been administratively approved. The HEGIS and CIP codes will not change. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission’s Policies and Procedures for Academic Program Proposals and the Code of Maryland Regulations.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<table>
<thead>
<tr>
<th>Current Program Title</th>
<th>New Program Title</th>
<th>Degree Level</th>
<th>HEGIS</th>
<th>CIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism and Public Communication</td>
<td>Journalism Studies</td>
<td>Ph.D.</td>
<td>0602-00</td>
<td>09.0401</td>
</tr>
</tbody>
</table>

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

James E. Lyons, Sr.
Secretary of Higher Education

JEL:GWR:jmc

cc: Ms. Theresa W. Hollander, Associate Vice Chancellor for Academic Affairs, USM
    Dr. George W. Reid, Assistant Secretary for Planning and Academic Affairs, MHEC
April 1, 2008

Dr. C. D. Mote, Jr.
1101 Main Administration Building
University of Maryland. College Park
College Park, MD 20742

Dear Dan:

Thank you for forwarding the request of the University of Maryland, College Park, Philip Merrill College of Journalism, to change the name of the Ph.D., in Journalism and Public Communication to Ph.D., in Journalism Studies. I am delighted to approve this change. Please express my appreciation to departmental faculty for their careful work in planning for this change.

Sincerely,

William E. Kirwan
Chancellor

cc: Irwin Goldstein, Sr. Vice Chancellor for Academic Affairs
Theresa Hollander, Associate Vice Chancellor for Academic Affairs
Nariman Farvardin, Sr. Vice President for Academic Affairs and Provost
Thomas Kunkel, Dean, Philip Merrill College of Journalism
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS:
- Provide one form with original approval signatures in lines 1 - 4 for each proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

DATE SUBMITTED__
PCC LOG NO. 07032

COLLEGE/SCHOOL__Philp Merrill College of Journalism_

DEPARTMENT/PROGRAM_

PROPOSED ACTION (A separate form for each) ADD_____ DELETE_____ CHANGE____X

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.)

The Philip Merrill College of Journalism proposes that the name of the doctoral program be changed from Journalism and Public Communication to Journalism Studies.

"The Philip Merrill College of Journalism is a professional school dedicated to two missions: First, to educate and train students to become leaders of the news business in print, television/radio and online journalism. Second, to prepare scholars of distinction whose published works and critiques will advance the standards and practices of journalism and our understanding of the news media and its influence on society. In offering a Ph.D. in journalism, Maryland provides scholars and journalistic practitioners a unique opportunity to study the workings of the media and assess its impact on society in the news center of the world" (The Maryland Ph.D. Program Statement of Principles).

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

The doctoral name change addresses several key issues:

1. Journalism Studies more accurately reflects the type of academic studies and scholarly research conducted by journalism practitioners and media scholars. The College’s approach to blend media theory seminars and advanced professional colloquia with a full range of methodological approaches to the study of journalism and media reiterates the impact of media on the culture, as well as the impact of culture on the media.

2. Journalism Studies is an easily understood concept whereas Journalism and Public Communication is an ambiguous descriptor that fails to accurately reflect the College’s doctoral program. In addition, Journalism Studies allows the College to better market the program to prospective students.

3. Journalism and Public Communication continues to inherently cause confusion between the doctoral program offered by the Philip Merrill College of Journalism and the doctoral program offered by the Department of Communication. The College has established a curriculum and doctoral experiences emphasizing journalism and media studies, and needs a name that accurately reflects the program.

No additional resources will be needed to make the change. In addition, the doctoral name change will not require any curricular changes. The College will request a Program Code change since JOPC will not be used.
APPROVAL SIGNATURES

1. Department Committee Chair
2. Department Chair
3. College/School PCC Chair
4. Dean
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
7. Chair of Senate
8. Vice President for Academic Affairs & Provost

DATE

11.29.07
11.29.07
3/6/08
3/10/08
6/2/08

VPAAP 8-05