November 29, 2010

MEMORANDUM

TO: Kevin Klose
Dean, Philip Merrill School of Journalism

Charles Caramello
Associate Provost and Dean, Graduate School

FROM: Elizabeth Beise
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Establish a Graduate Certificate in Professional Studies for Multimedia Journalism (PCC log no. 10002)

On November 24, 2010, Chancellor Kirwan gave final approval to your proposal to offer a new iteration of the Graduate Certificate in Professional Studies in Multimedia Journalism.

The Graduate Certificate in Professional Studies is effective Spring 2011. The School should ensure that the Graduate Certificate in Professional Studies is fully described in the Graduate Catalog and in all relevant descriptive materials, and that all advisors are informed.

MDC/
Enclosure

cc: David Salness, Chair, Senate PCC Committee
Sarah Bauder, Office of Student Financial Aid
Reka Montfort, University Senate
Erin Howard, Data Administration
Donna Williams, Institutional Research & Planning
Anne Turkos, Archives
Linda Yokoi, Office of the Registrar
Thomas Castonguay, Graduate School
Katherine McAdams, Journalism
November 24, 2010

Dr. Wallace D. Loh
President
University of Maryland, College Park
1101 Main Administration Building
College Park, MD 20742

Dear Wallace:

Thank you for forwarding the request from University of Maryland, College Park for a new iteration of the existing Graduate Certificate in Professional Studies award program which focuses on Multimedia Journalism.

I am delighted to approve this request. Please express my appreciation to departmental faculty and administrative committees for their careful work.

Sincerely yours,

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
Charles Caramello, Assoc. Provost and Dean, Graduate School
Kevin Klose, Dean, College of Education
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

- Please submit the signed form to: Office of the Associate Provost for Academic Planning & Programs, 1119 Main Administration Building, CAMPUS.
- Please e-mail the rest of the proposal as an MSWord attachment to pcc-submission@umd.edu.

DATE SUBMITTED: July 30, 2010

COLLEGE/SCHOOL: College/School Unit Code—First 8 digits: JOUR / 01203400
Unit Codes can be found at https://hypprod.umd.edu/Html_Reports/units.htm

DEPARTMENT/PROGRAM: Department/Program Unit code—Last 7 digits: JOUR / 1340101

TYPE OF ACTION (choose one):
- Curriculum change (including information specializations)
- Suspend/delete program
- Renaming of program or formal Area of Concentration
- New academic degree/award program
- Addition/deletion of formal Area of Concentration
- New Professional Studies award iteration
- New Minor
- Other

 Italics indicate that the proposed program action must be presented to the full University Senate for consideration.

SUMMARY OF PROPOSED ACTION:

The Philip Merrill College of Journalism submits this proposal to create the Graduate Certificate in Professional Studies in Multimedia Journalism. The 12-credit professional certificate targets working professionals and is timed to meet their work schedules by offering courses on Saturdays during the fall and spring semesters. Completion of all four courses provides media professionals with a thorough understanding of digital communication and entrepreneurship, including the fundamentals of Web publishing, social networking and online community building. The self-support program will be administered through the Office of Extended Studies.

APPROVAL SIGNATURES: Please print name, sign, and date

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 University Senate (if required): ____________________________
8. Vice President of Academic Affairs & Provost: ____________________________

Proposal for new instructional program, p. 1
Graduate Certificate in Professional Studies
PROPOSAL FOR

NEW INSTRUCTIONAL PROGRAM

UNIVERSITY OF MARYLAND AT COLLEGE PARK, MARYLAND

Graduate Certificate in Professional Studies in
Multimedia Journalism

PROPOSED INITIATION DATE: Spring 2011
I. OVERVIEW and RATIONALE

A. Briefly describe the nature of the proposed program and explain why the institution should offer it.

The Graduate Certificate in Professional Studies in Multimedia Journalism is designed to offer updated skills training to professionals in a field where technology and software change rapidly. By offering this program through the Philip Merrill College of Journalism, the University fulfills a need in the Washington, D.C. area, providing professionals in the field with the resources to enhance and/or advance their careers by gaining more practical skills in applying digital principles and tools that align more effectively and ethically in a 21st-century media environment. The 12-credit professional certificate targets working professionals and is timed to meet their work schedules by offering courses on Saturdays during the fall and spring semesters. Completion of all four courses provides media professionals with a thorough understanding of digital communication and entrepreneurship, including the fundamentals of Web publishing, social networking and online community building. The self-support program will be administered through the Office of Extended Studies.

B. How big is the program expected to be? From what other programs serving current students, or from what new populations of potential students, onsite or offsite, are you expecting to draw?

The program targets professional journalists in the Washington, D.C. area and consists of four campus-based courses for a total of 12 graduate credits. Initial enrollment is anticipated at 7-10 students in Year 1 and to reach a maximum of 15-25 students by Year 3.

II. Curriculum

A. Provide a full catalog description of the proposed program, including educational objectives and any areas of concentration.

The Graduate Certificate in Professional Studies in Multimedia Journalism, Phillip Merrill College of Journalism, is designed to help professional journalists, communicators and journalism educators learn the skills and concepts involved in digital storytelling across media platforms, particularly the internet and mobile devices. The program blends practical training in video, audio, photography, blogging, and interactive Web publishing with the critical application of editorial, ethical and legal principles in digital media concepts that align more effectively in a 21st-century media environment. The courses are structured to offer updated skills training to professionals in a field where technology and software are changing so rapidly that it is hard for anyone to stay current. The program consists of four courses: Introduction to Multimedia Skills, Intermediate Multimedia Journalism, Mobile Journalism, and New Media Entrepreneurship. Completion of all four courses will provide media professionals and educators a thorough understanding of digital communication and entrepreneurship, including the fundamentals of Web publishing, social networking and online community building.

B. List the courses (number, title, semester credit hours) that would constitute the requirements and other components of the proposed program. Provide a catalog description for any courses that will be newly developed or substantially modified for the program.
JOUR455: New Media Entrepreneurship (3 Credits) - Principles and practices of entrepreneurship and business models for media. Students develop and pitch ideas for media businesses, perform skill-building exercises in business analysis and digital media technologies, and study emerging media business models.

JOUR626: Advanced Multimedia Reporting (3 Credits) - Examining the basics of producing and editing digital photos, video, and audio. Topics include: framing, lighting, and other aspects of composition; sequencing, using wide, medium, and tight shots; and ethical considerations when collecting sound and visuals.

JOUR652: Online Journalism (3 Credits) - This is an existing course.

JOUR623: Mobile Journalism (3 Credits) - Mobile consumers want news. This course goes beyond just text messaging with a review of several mobile applications and the "hands-on" skills needed to collect and share news in the field. First, students learn how to remotely post information to blogs and social networks. Students then learn and practice the latest location-based production techniques using web services on wireless laptops and mobile devices. Students use laptops (and their own "SmartPhone") to record, edit and upload audio and video. Basic computer skills are required.

C. Describe any selective admissions policy of special criteria for students selecting this field of study.

The admissions policy will reflect current standards established by the Graduate School, including the requisite bachelor’s degree and a minimum cumulative 3.0 GPA. Official undergraduate transcripts from all colleges attended must be provided. Admission is on a rolling basis for the fall and spring semesters.

III. STUDENT LEARNING OUTCOMES AND ASSESSMENT

The purpose of this assessment plan is to set clear guidelines, identify articulated outcomes, and ensure avenues for continuous improvement for each graduate certificate program managed by the Program Oversight Committee and housed in the Graduate School. It is our mission to provide programs that meet UMD’s institutional goals and objectives for educational activities.

The College of Journalism will use the following learning outcomes to ensure avenue for continuous improvement for this certificate:

- Students will demonstrate facility with digital news and storytelling by using a variety of techniques, formats, and media platforms as appropriate.
- Students will use to best advantage the news and storytelling technologies currently available for digital publishing—technologies that include but are not limited to the internet and an assortment of mobile devices.
- Students will master basic skills needed to convey messages via digital video, audio, photography, blogging, mobile feeds, and interactive web editing and publishing.
- Students will apply in all digital publishing the critical journalistic values of editorial, ethical, and legal care and excellence.
- Students will demonstrate understanding of processes and conditions needed for successful communication with today’s multimedia consumers and audiences.
- Students will be able to articulate the need for constant education and re-education in today’s changing media environment.
The College will use the *Certificate Assessment Sheet* found in Appendix I (p. 9) to measure the above learning outcomes.

The College has received email notification found in Appendix II (p. 10) from the University Libraries that a library assessment is not warranted.

**IV. FACULTY AND ORGANIZATION**

A. *Who will provide academic direction and oversight for the program?*

   Graduate Director  
   Katherine McAdams, Associate Professor and Associate Dean  
   Philip Merrill College of Journalism  
   
   Administrative Oversight  
   Terrie Hruzd, Director of Programs  
   Office of Extended Studies  
   
   Graduate School Representative  
   Charles Caramello, Dean  
   Graduate School

B. *If the program is not to be housed and administered within a single academic unit, provide details of its administrative structure.*

   The Graduate Certificate in Professional Studies in Multimedia Journalism will be housed in the Graduate School and administered by the Program Oversight Committee (described above). A faculty member from the college providing the foundation courses, Katherine McAdams, College of Journalism, will service as the Graduate Director and will provide the academic leadership for the team.

   Faculty selection and appointments are made by the Journalism Department. All faculty will be members of the Graduate Faculty and approved by the Dean of the Graduate School to teach.

**V. OFF-CAMPUS PROGRAMS (if necessary)**

A. *If at Shady Grove—indicate how students will access student services.*  
   Not applicable

B. *If on-line—describe the concerns in “Principles and Guidelines for Online Programs” are to be addressed.*  
   Not applicable

**VI. OTHER ISSUES**

A. *Describe any cooperative arrangements with other institutions or organizations that will be important for the success of this program.*  
   None
B. Will the program require or seek accreditation? Is it intended to provide certification or licensure for its graduates? Are there academic or administrative constraints as a consequence?

No

VII. COMMITMENT TO DIVERSITY
The Philip Merrill College of Journalism has a long-standing record of diversity in its student, faculty, and staff ranks. The College is proud that its undergraduate program has the best rates on campus for the retention and graduation rates of minority students and of all students. The College is the home of the National Association of Black Journalists, NABJ, which has offices on the third floor of our building, John S. and James L. Knight Hall. Much of the research by professors and graduate students in the College deals with mass media representations of underrepresented groups and of stereotypes of particular groups. The College proudly offers its course in Minorities and Mass Media every semester; similar content is found in the regularly taught classes in Media Literacy, Introduction to Mass Media, and Media Ethics.

Our commitment to Diversity will extend to all courses in our new Graduate Certificate in Multi-Media Journalism, which will be taught by several long-time teachers of courses in our curriculum. To market the Certificate program, we will communicate with the diverse Journalism graduates in the University’s Alumni Association, as well as with current graduate students in our program and other programs on campus. In addition, we will advertise the course through the National Association of Black Journalists staff members and through our faculty and staff. Our Development Director will be attending local meetings in the fall of the Society of Professional Journalists and the Radio Television News Directors Association. At both sites, she will be distributing information about the new Certificate.

VIII. REQUIRED PHYSICAL RESOURCES

A. Additional library and other information resources required to support the proposed program. You must include a formal evaluation by Library staff.

The Office of Extended Studies received the following email response from University Libraries on Wednesday, August 25, 2010:

Good afternoon, Stephanie,

Dean Steele forwarded me your e-mail regarding the "Request for Library Assessment" (below), as I am the Librarian for Journalism and Hearing and Speech Sciences. I have reviewed your request and also consulted with the College Coordinator for the Libraries for LOA (Maggie Cunningham). We agree that you may wish to create a library assessment component if you desire - but our understanding is that creating such an outcome/assessment is not mandatory for certificate programs. Does this help in any way?

Maggie Saponaro
University Libraries

******************************************************************************
Maggie Z. Saponaro
Librarian for Journalism and Hearing and Speech Sciences
University of Maryland Libraries
4109 McKeldin Library
College Park, MD 20742
B. Additional facilities, facility modifications, and equipment that will be required. This is to include faculty and staff office space, laboratories, special classrooms, computers, etc.

None.

C. Impact, if any, on the use of existing facilities and equipment. Examples are laboratories, computer labs, specially equipped classrooms, and access to computer servers.

This program does not require additional resources.

IX. RESOURCES NEEDS AND SOURCES

A. List new courses to be taught and needed additional sections of existing courses. Describe the anticipated advising and administrative loads. Indicate the personnel resources (faculty, staff, and teaching assistants) that will be needed to cover all these responsibilities.

JOUR652: Online Journalism (3 Credits) will need an additional, separate, section to accommodate the students enrolled in this program.

The following new courses will need to be approved by VPAC:
- JOUR455: New Media Entrepreneurship (3 Credits)
- JOUR626: Advanced Multimedia Reporting (3 Credits)
- JOUR623: Mobile Journalism (3 Credits)

The Office of Extended Studies will provide administrative oversight for this self-support program. OES provides program development support (including budget development and projections), program management that includes scheduling, marketing research, planning and management, financial management (including faculty contracting and faculty pay processing), and student services management.

B. List new faculty, staff, and teaching assistants needed for the responsibilities in A, and indicate the source of the resources for hiring them.

University of Maryland faculty who teach in the program will be compensated using overloads. The faculty may include research faculty, retired faculty, and professionals in the field.

C. Some of these teaching, advising, and administrative duties may be covered by existing faculty and staff. Describe your expectations for this, and indicate how the current duties of these individuals will be covered, and the source of any needed resources.

Approval of all faculty overloads for teaching and advising will be in accordance with University of Maryland policy and procedures. The Office of Extended Studies is responsible for the overall administrative management of the program.

D. Identify the source to pay for the required physical resources indentified in Section VIII. above.
Tuition revenue will be used to cover this self-support program’s expenses. Courses may be cancelled due to low enrollment.

E.  List any other required resources and the anticipated source for them.
Not applicable

F.  Complete the additional proposal and financial tables as required by MHEC.
Not applicable. New Professional Studies award iteration.
New Courses requiring VPAC Approval

**JOUR455: New Media Entrepreneurship (3 Credits)** - Principles and practices of entrepreneurship and business models for media. Students develop and pitch ideas for media businesses, perform skill-building exercises in business analysis and digital media technologies, and study emerging media business models.

**JOUR626: Advanced Multimedia Reporting (3 Credits)** - Examining the basics of producing and editing digital photos, video, and audio. Topics include: framing, lighting, and other aspects of composition; sequencing, using wide, medium, and tight shots; and ethical considerations when collecting sound and visuals.

**JOUR623: Mobile Journalism (3 Credits)** - Mobile consumers want news. This course goes beyond just text messaging with a review of several mobile applications and the "hands-on" skills needed to collect and share news in the field. First, students learn how to remotely post information to blogs and social networks. Students then learn and practice the latest location-based production techniques using web services on wireless laptops and mobile devices. Students use laptops (and their own "SmartPhone") to record, edit and upload audio and video. Basic computer skills are required.
APPENDIX I

Philip Merrill College of Journalism
Graduate Certificate in Professional Studies in Multimedia Journalism
Assessment Sheet

The purpose of this form is to evaluate the success of the Merrill Graduate Certificate in Professional Studies in Multimedia Journalism. The members of the review committee responsible for evaluating students’ final projects will be asked to consider the questions below and check the appropriate score. A rubric explaining the rating system is below. Please return completed forms to Dr. Katherine McAdams, Associate Dean for Academic Affairs. Thank you for your cooperation.

1. Has the student demonstrated good communication skills and the ability to research and assess information critically for multimedia presentations to be published, broadcast, or distributed digitally or by internet?

   1____  2______  3______  4______  5______

2. Has the student demonstrated an understanding and awareness of the ethical guidelines and practices that govern the profession?

   1____  2______  3______  4______  5______

3. Has the student demonstrated the ability to apply tools and technology commonly used to distributed media messages for multi-media story-telling in today’s multi-media environment?

   1____  2______  3______  4______  5______

Rubric:

5 — Unable to answer this question based on the materials provided to the committee or the conversation with the candidate.

4 — Candidate is operating at an extraordinary level that will make him or her stand out from most other communication professionals.

3 — Candidate is operating at a level above that of an average newcomer to communication professions.

2 — Candidate is operating at an acceptable level for a newcomer to communication professions.

1 — Candidate’s work in this area is not up to the standards of professional communication.

0 — Candidate’s weakness in this area could be damaging to his or her reputation and future as a professional communicator.
## JOURNALISM: Graduate Certificate Budget

[This program is self-support. Instructors may not teach on-load.]

<table>
<thead>
<tr>
<th>Resources Categories</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reallocated Funds</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>2. Tuition/Fee Revenue (d + f)</td>
<td>$67,560</td>
<td>$128,369</td>
<td>$165,655</td>
<td>$190,848</td>
<td>$209,997</td>
</tr>
<tr>
<td>2a. # of Professional Students</td>
<td>10</td>
<td>18</td>
<td>22</td>
<td>24</td>
<td>25</td>
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<tr>
<td>2b. Credit Hour Rate</td>
<td>$500</td>
<td>$525</td>
<td>$551</td>
<td>$579</td>
<td>$608</td>
</tr>
<tr>
<td>2c. Annual Credit Hours</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>2d. Total Tuition Revenue (a x b x c)</td>
<td>$60,000</td>
<td>$113,400</td>
<td>$145,530</td>
<td>$166,698</td>
<td>$182,326</td>
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<tr>
<td>2e. On-campus UM Mandatory Fee</td>
<td>$756</td>
<td>$832</td>
<td>$915</td>
<td>$1,006</td>
<td>$1,107</td>
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<tr>
<td>2f. Total UM Mandatory Fee Revenue (e x a)</td>
<td>$7,560</td>
<td>$14,969</td>
<td>$20,125</td>
<td>$24,150</td>
<td>$27,671</td>
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<td>3. Grants, Contracts, &amp; Other Extrnl Sources</td>
<td>—</td>
<td>—</td>
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<tr>
<td>4. Other Sources</td>
<td>—</td>
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<tr>
<td><strong>TOTAL (Add 1 - 4)</strong></td>
<td>$67,560</td>
<td>$128,369</td>
<td>$165,655</td>
<td>$190,848</td>
<td>$209,997</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure Categories</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Total Faculty (b+c below)</td>
<td>$23,760</td>
<td>$24,408</td>
<td>$25,056</td>
<td>$51,408</td>
<td>$52,704</td>
</tr>
<tr>
<td>1a. # of Instructors</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>1b. Total Salary</td>
<td>$22,000</td>
<td>$22,600</td>
<td>$23,200</td>
<td>$47,600</td>
<td>$48,800</td>
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<tr>
<td>1c. Total Benefits</td>
<td>$1,760</td>
<td>$1,808</td>
<td>$1,856</td>
<td>$3,808</td>
<td>$3,904</td>
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<tr>
<td>2. Total Administrative (b+c below)</td>
<td></td>
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<tr>
<td>2a. #FTE</td>
<td>—</td>
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<td>2b. Total Salary</td>
<td>—</td>
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<td>—</td>
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<tr>
<td>2c. Total Benefits</td>
<td>—</td>
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<td>3. Total Support Staff (b+c below)</td>
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<td>3a. #FTE</td>
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<td>3b. Total Salary</td>
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<td>3c. Total Benefits</td>
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<td>4. Equipment</td>
<td>—</td>
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<td>5. Library</td>
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<td>—</td>
<td>—</td>
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<tr>
<td>6. New or Renovated Space</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>7. Marketing &amp; Instructional Materials</td>
<td>$8,250</td>
<td>$12,450</td>
<td>$16,550</td>
<td>$16,600</td>
<td>$16,625</td>
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<tr>
<td>8. Other Expenses: UM Overhead (4.2% of program expenses)</td>
<td>$1,344</td>
<td>$1,548</td>
<td>$1,747</td>
<td>$2,856</td>
<td>$2,912</td>
</tr>
<tr>
<td>9. OES 10% Administrative Fee (tuition Revenue)</td>
<td>$6,000</td>
<td>$11,340</td>
<td>$14,553</td>
<td>$16,670</td>
<td>$18,233</td>
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<tr>
<td><strong>TOTAL (Add 1 - 9)</strong></td>
<td>$39,354</td>
<td>$49,746</td>
<td>$57,906</td>
<td>$87,534</td>
<td>$90,473</td>
</tr>
</tbody>
</table>

**Notes:**

1 In-state graduate rate for all students. Assumes a 5% annual increase.

2 Four 3-credit courses.

3 All students pay the part-time (less than 9 credits) graduate UM Mandatory Fee to support campus facilities, police, library use, technology use, and other campus usage. Assumes a 10% annual increase.

4 Assumes a 3% annual increase.