



Connecticut State University System

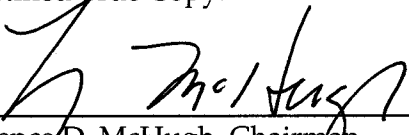
BR#05-16



RESOLUTION
concerning
LICENSURE AND ACCREDITATION
of a program in
MEDIA STUDIES
leading to a
BACHELOR OF ARTS DEGREE
at
SOUTHERN CONNECTICUT STATE UNIVERSITY
April 1, 2005

- RESOLVED, That the Board of Trustees for the Connecticut State University System approves Southern Connecticut State University's proposal to offer a Bachelor of Arts degree program and a minor in Media Studies, and be it further
- RESOLVED, That under the authority granted to the Board of Trustees for Connecticut State University System in Chapter 185b, Section 10a-87 and 10a-149 of the Connecticut General Statutes, the Chancellor of the Connecticut State University System is authorized to seek licensure and accreditation for this program from the Connecticut Board of Governors for Higher Education.

A Certified True Copy:



Lawrence D. McHugh, Chairman

ITEM

Licensure and Accreditation of a Bachelor of Arts degree program and a minor in Media Studies at Southern Connecticut State University

BACKGROUND

This proposal is a modification of the current B.A. in Communication--Media Studies to create a new B.A. program in Media Studies. It maintains the strengths of the current specialization while creating a flexibility to add new courses more aligned with the Media Studies Discipline. It is designed to allow students to examine the many contributing aspects of media theory and to explore the properties of media artifacts and to increase their awareness of the cultural contexts of mediated messages. Its new design is intended to more precisely target the educational experiences necessary to prepare majors as media scholars and industry executives.

ANALYSIS

This program is being modified to address workforce and economic development needs in the state of Connecticut that are suited for media studies majors. Based on Connecticut Department of Labor projections, demand exceed supply in marketing, advertising and promotion and public relations specialties. Graduates will also be prepared for continuing graduate level education.

Courses in the program also support mandates for media literacy from the National Council for the Accreditation of Teacher Education and the National Council of Teachers of English.

Over the past three years, the number of students enrolled in media studies courses has doubled. The program is expected to maintain its current cadre of over 90 majors, with 12-15 graduating each spring. The faculty (4 full-time), library holdings (over 7,000 titles), classroom facilities, and fiscal support currently used in the existing specialization will effectively serve the needs of the program. As the program grows, additional faculty may be required.

The B.A. in Media Studies curriculum has been designed to include a strong assessment component, which includes a capstone course and periodic portfolio evaluations. Alumni follow-up surveys are also used for program improvement. Program faculty encourage internships for all students. There is also a program advisory committee comprised of scholars and practitioners who were consulted on the modifications.

CHANCELLOR'S RECOMMENDATION

Approve the proposal from Southern Connecticut State University to offer a Bachelor of Arts degree program and a minor in Media Studies.