

Program Change Request

New Program Proposal

Date Submitted: 03/20/19 4:41 pm

Viewing: **FMS-CRTU : Media Cultures**

Last edit: 09/20/19 9:04 am

Changes proposed by: g963h115

Academic Career Undergraduate, Lawrence

Program Type Certificate

Department/Program Film and Media Studies

School/College School of the Arts, CLAS

Consulting School(s)/College(s)

Consulting Department(s)

CIP Code

Program Name Media Cultures

Location(s) of Instruction Lawrence

Do you intend for this program to be offered online?

Yes

Other Resources
[Describe Other Resources](#)
 Program will be offered via the College Online program through the College of Liberal Arts and Sciences

Effective Catalog 2018-2019

In Workflow

A. ARTS Dean or Associate Dean

B. Provost's Office

C. ARTS Undergraduate Program and Course Coordinator

D. CUSA Subcommittee

E. CUSA Committee

F. CAC

G. ARTS Final Approval

H. OIRP CIP Approval

I. Provost's Office

J. Future Academic Catalog

Approval Path

A. 03/22/19 10:13 am

Karen Ledom (kjh): Approved for ARTS Dean or Associate Dean

B. 05/13/19 10:45 am

Linda Luckey (lluckey): Approved for Provost's Office

C. 05/14/19 3:07 pm

Rachel Schwien (rschwien): Approved for ARTS Undergraduate Program and Course Coordinator

D. 09/20/19 9:04 am

Bridget Bradley (bbradley): Approved for CUSA Subcommittee

Program Description

The program offers an examination of media strategies for analysis and storytelling in contemporary culture. The certificate is structured around five 8-week courses that integrate theory and application, designed for non-residential, non-traditional, and professional students.

Demand/Need for the Program

A 2016 study by the Stanford Graduate School of Education indicates that college students need greater media literacy skills in order to evaluate information they take in, particularly through online media. In a media saturated environment, the ability to evaluate, process, and produce effective visual media is a vital skill. In addition, in 2016 Forbes reports that employers most report a need for recent college graduates to improve writing proficiency (44%) and communication skills (46%). The ability to tell stories in effective, compelling ways is a key component in a wide range of social and professional contexts.

A Media Cultures certificate combines courses that address this range of need: courses on domestic and international media offer a global perspective and the analytical framework for evaluating media in a diversity of contexts. In addition, courses in storytelling and aesthetics emphasize written, visual, and technologically-based strategies for effective, ethical communication in contemporary culture. The University of Kansas already provides in-person opportunities to major and minor in Film and Media Studies, programs that focus on production and analysis of media and film. The certificate program would augment, but not duplicate, these efforts by creating a critical approach to media that complements the academic study and professional needs of students in a variety of fields.

Comparative/Locational Advantage

An online Media Cultures program at University of Kansas would be a unique offering for the region. Online offerings at Wichita State University, Fort Hays State University, Kansas State University, Washburn University, and University of Missouri-Kansas City do not include majors, minors, or certificates in film, media, or culture

There are in-person certificate programs in media, most notably at Johnson County Community College, but little available online.

Online course offerings in film and media present unique challenges, including copyright and technology demands. KU's ability to offer a media certificate in a wholly online format would make it a leader in the region.

Admission Requirements Students pursuing the certificate must be admitted to KU.

Degree Requirements

To be awarded the certificate, students must successfully complete four of the following five courses

Course List

Code	Title	Hours
FMS 200	Film and Media Aesthetics	3
FMS 323	War and Memory in Asian Film	3
FMS 355	Storytelling with Digital Media	3
FMS 410	US Diversity in Visual Culture	3
FMS 425	Ethics in Storytelling	3

Faculty Profile

Name of Faculty and Rank	Highest Degree	Number of Faculty FTE
Michael Baskett, Chair\Germaine Halegoua, Assistant Professor\Margaret Jamieson, Assistant Professor\Faculty\additional graduate students and lecturers as needed	Ph.D.\Ph.D.\MFA	3

Student Profile

Anticipated student enrollment			
	Full Time	Part Time	Total
Year 1	30	0	30
Year 2	30	0	30
Year 3	30	0	30

Anticipated number of program graduates	
After 5 Years	285
After 7 Years	325

Academic Support

None

Facilities and Equipment

None

Program Review, Assessment, Accreditation

N/A

Costs, Financing

	Salaries	OOE	Equipment	Other	TOTAL
Year 1	4000	0	0	0	4000
Year 2	4000	0	0	0	4000
Year 3	4000	0	0	0	4000

What is the source of the new funds?

The certificate will be funded through existing contracts, as faculty will be teaching on-load. Salaries for lecturers will come from student enrollments.

Rationale for proposal

The Media Cultures certificate is a dynamic program distinct from the FMS minor. This certificate focuses on real-world applications and cultural implications of media; media literacy; and media-making strategies that appeal to diverse learning communities and professional settings. A fluency in media and culture is a key skill in the marketability of graduates, and a flexible certificate program with a contemporary focus positions KU and the department to reach a broader student audience.

Additional Information

Supporting Documents

[Media cultures cert email.docx](#)

Program Reviewer Comments

Bridget Bradley (bbradley) (03/16/17 2:16 pm): FMS 323 and FMS 425 are not approved as courses at this time.
Bridget Bradley (bbradley) (09/05/17 10:23 am): Certificate sent back from Department on 8.22 but FMS 323 and FMS 425 are still not proposed courses (per R. Schvien). I emailed Karla Conrad today to see if I could be of further assistance.

Bridget Bradley (bbradley) (09/11/17 1:59 pm): Sent to Dean Lejuez for 1st approval on 9.11.17
Bridget Bradley (bbradley) (10/03/17 8:38 am): Approved to move forward to Provost's office and CUSA subcommittee by Carl Lejuez.
aball (11/06/17 9:59 am): Rollback: Please work with Journalism to ensure this certificate is not duplicating their offerings. Please append a statement of support when resubmitting.
Karen Ledom (kjh) (11/10/17 9:21 am): Rollback: Please see separate email communication regarding requested consultation with Journalism re: this certificate. Thanks!
Karen Ledom (kjh) (03/22/19 10:09 am): Per AB in Provost's office, Journalism Dean feedback concerns have been addressed and proposal can be re-introduced into workflow (see attached email). Dept. had proposal in their queue and re-submitted as of 3/20/2019.
Bridget Bradley (bbradley) (09/20/19 9:04 am): Certificate approved at subcommittee 9.17.19

Key: 566

