

## **Request for Authorization to Establish a Master of Arts in Technology and Communication at UNC-Chapel Hill**

UNC-Chapel Hill requests authorization to establish a Master of Arts in Technology and Communication degree (CIP 09.0702).

### **Program Description**

Dramatic changes in the way news and information are created and delivered in today's wired world have left many journalists and communication professionals searching for ways to update their skills and knowledge. The MA in Technology and Communication (MATC) will focus on interactive media, the Internet, and digital economics, addressing issues that are reshaping journalism and mass communication in this century. The degree will be the only curriculum of its kind among the School of Journalism and Mass Communication's peer institutions nationwide. The MATC will build on the success of the School's fully online Certificate in Technology and Communication, which has offered five online courses to students since 2003. Although the program will be online, several brief on-campus residencies will be required, including a program orientation to build relationships between the student cohort and faculty.

### **UNC Tomorrow Relevance**

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1), and Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2). As recognized in the UNC Tomorrow report, technological changes are putting extreme pressure on North Carolina organizations and individuals to remain competitive in a global economy. The MATC will prepare NC communicators and other qualified applicants to succeed in an evolving digital-medial environment.

### **Highlights from UNC-GA Data Template**

The US Department of Labor reports that technical writing, blogging, and other writing for interactive media that provide readers with nearly real-time information will provide opportunities for writers. Print magazines and other periodicals increasingly are developing market niches, appealing to readers with special interests, and making Internet-only content available on their websites. Online publications and services are growing in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. In the last three years, UNC-Chapel Hill has established 3 baccalaureate, 5 master's, and 2 doctoral programs and has discontinued 1 baccalaureate, 6 master's, and 5 doctoral programs.

### **Outcome of Consultation with Disciplinary Panel**

In addition to the UNC-Chapel Hill and UNC-GA participants, faculty members from ECU and UNCW participated in the discussion. The panel was very positive about the program and noted the natural progression of the academic planning from a certificate to a master's program. The content and curriculum of the program were discussed and potential job opportunities for graduates were noted.

**Student Demand**

In fall 2008, the School engaged a consulting firm to conduct a comprehensive market-research study to measure interest in the proposed degree. A Web survey received 1,188 responses, confirming the very high interest in the proposed degree. The market research firm noted that the survey received more responses asking for additional information than any survey it has conducted. It is anticipated that 40 part-time students will be enrolled in this distance education program by its fourth year.

**Opportunities for Graduates of the Program**

The MATC will provide students with the knowledge and skills to solve communication problems using the new media solutions that are transforming business practices. The program will prepare current and aspiring managers for leadership positions in media, journalism, advertising, public relations and internal communication.

**Resource Implications**

**Resource needs:** The School plans to hire two new faculty members to offset the teaching load required of faculty teaching in this program. The program will be largely online, so need for facility space is limited. An electronic-resource librarian has been hired to support student and faculty needs.

**Resources allocated:** UNC-General Administration supported initial development of this program by funding an extensive market study. The degree program builds on the existing certificate program and thus will require fewer new courses to be developed.

**Estimated cost to the State:** By the fourth year of the program, 360 student credit hours (Master's, cost category level 1) for 40 part-time students would result in state appropriation of \$299,626.

**Recommendation**

It is recommended that the Board of Governors approve UNC-Chapel Hill's request for authorization to establish a Master of Arts in Technology and Communication degree (CIP 09.0702) contingent upon the availability of funding.

## General Information Template for Academic Program Review

### ***Degree Area and Level:***

MA in Technology and Communication at UNC-CH (CIP 09.0702)

### ***Addressing UNC Tomorrow:***

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1), and Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2).

### ***Role of Program in Relation to State and Regional Needs:***

According to the proposal, "The MATC will provide students with the knowledge and skills to solve communication problems using the new media solutions that are transforming business practices. The program will prepare current and aspiring managers for leadership positions in media, journalism, advertising, public relations and internal communication."

### ***US Labor Department Analysis:***

- *Summary* – The Occupational Supply Demand System puts this CIP under the Communications/Journalism/Broadcasting category. The available information for this category is, "Employment of writers and editors is expected to grow 10 percent, or about as fast as the average for all occupations, from 2006 to 2016. Employment of salaried writers and editors is expected to increase as demand grows for web-based publications. Technical writing, blogging, and other writing for interactive media that provide readers with nearly real-time information will provide opportunities for writers. Print magazines and other periodicals increasingly are developing market niches, appealing to readers with special interests, and making Internet-only content available on their websites. Businesses and organizations are developing newsletters and websites, and more companies are publishing materials directly for the Internet. Online publications and services are growing in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. Professional, scientific, and technical services firms, including advertising and public relations agencies, also are growing and should be another source of new jobs."

[http://www.occsupplydemand.org/OSD\\_UnitOfAnalysis.aspx?CLUSCODE=187B-03&ST=NC&PathNo=1](http://www.occsupplydemand.org/OSD_UnitOfAnalysis.aspx?CLUSCODE=187B-03&ST=NC&PathNo=1)

### ***Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):***

- *Public universities* – Not available.
- *Private universities* – Not available.

### ***Available or not from Academic Common Market:***

Not available.

***UNC-Chapel Hill Campus enrollment and degrees awarded in similar programs at the Masters level:***  
(Based on two CIP digits – 09 CIP is the summary group for Communications, Journalism, and Related Programs under which Technology and Communication is a program.)

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
UNC-CH	Communication Studies/Speech Communication and Rhetoric	MA	10	7	8	7	9	8	8
	Mass Communication/ Media Studies	MA	46	46	43	40	47	46	52

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Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
UNC-CH	Communication Studies/Speech Communication and Rhetoric	MA	11	3	6
	Mass Communication/ Media Studies	MA	22	18	14

***Campus Average of enrollment and degrees awarded in this degree area at the Masters level:***  
*(Based on two CIP digits – 09 CIP is the summary group for Communications, Journalism, and Related Programs under which Technology and Communication is a program over the last 3 Academic Years, Fall 2006-Fall 2009)*

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ECU	1	18	13
NCSU	1	38	17
UNCC	1	26	6
UNC-CH	2	27	12
Campus Average:		27	12

## ***UNC Chapel Hill Degree Programs added in the past three years:***

### *– Bachelor*

- BA English – joint with the National University of Singapore (03/16/2007)
- BA Archaeology (09/07/2007)
- BA Economics – joint with the National University of Singapore (01/11/2008)

### *– Master*

- MS Disaster Management (03/16/2007)
- MS Neurobiology (11/09/2007)
- MMDS Molecular Diagnostic Science (06/13/2008)
- MS Clinical Research (06/13/2008)
- MA German Studies – joint with Duke University (06/13/2008)

### *– Doctoral*

- PhD Bioinformatics and Computational Biology (11/09/2007)
- PhD German Studies – joint with Duke University (06/13/2008)

## ***UNC Chapel Hill Degree Programs discontinued in past three years:***

### *– Bachelor*

- BA Russian & East European Studies (03/20/2009)

### *– Master*

- MA Romance Languages and Literatures (03/20/2009)
- MA Romance Languages and Literatures, Italian Literature (03/20/2009)
- MA Romance Languages and Literatures, Spanish Literature (03/20/2009)
- MA Romance Languages and Literatures, Spanish-American Literature (03/20/2009)
- MA Geological Sciences (05/09/08)
- MS Speech and Hearing Sciences, Speech and Language Pathology (05/09/08)

### *– Doctoral*

- PhD Romance Languages and Literatures, French Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Italian Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Spanish Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Spanish-American Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Romance Philology (03/20/2009)