



The University of North Carolina

GENERAL ADMINISTRATION

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Constituent Universities
Appalachian State
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State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

University of
North Carolina
School of the Arts

Western Carolina
University

Winston-Salem
State University

Constituent High School
North Carolina
School of Science
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MEMORANDUM

TO: Members, Committee on Educational Planning, Policies, and Programs

FROM: Alan Mabe

DATE: February 1, 2011

SUBJECT: UNC Degree Program Proposals for Discontinuations and New Programs

Background: There are sixty proposals for discontinuation and two proposals for new degree programs. The discontinuations grow out of a campus review based on our biannual program review process that identifies programs whose productivity is low and asks the campuses to carefully review the programs. The productivity standards are included in the report. When programs have very little enrollment campuses have typically moved the resources from these programs to other programs so there is very little direct savings in these discontinuations. Faculty members serving these programs have other assignments which will expand as these programs are discontinued. Students currently enrolled in a program will have the opportunity to complete the degree even when a program is discontinued.

Jurisdictional Authority: The Code 100.1, 301 C: It [Committee on Educational Planning, Policies, and Programs] shall receive the advice and recommendations of the president and make recommendations to the board in all areas pertaining to the development of a coordinated system of higher education in North Carolina, including...the review of requests for the initiation of new degree programs and recommendations for the termination of existing programs....

Issues Involved: Some of these proposals are outright discontinuations while others will be merged into other degree programs. For example, instead of having a separate program for teacher licensure in a subject, some campuses are moving those licensure programs to the subject area program and discontinuing the separate licensure program. Student will still be able to pursue licensure in those subject areas.

Recommended Action: All the discontinuations are recommended as are the two proposed new degree programs.

Request for Authorization to Establish a Bachelor of Arts in Business Journalism at UNC Chapel Hill

UNC Chapel Hill requests authorization to establish a BA in Business Journalism (CIP 09.0401).

Program Description

The proposed BA in Business Journalism will prepare students to write about the important issues involving Wall Street, corporate America, and the US and world economies. This will be the only such baccalaureate program in the eastern US. The School of Journalism and Mass Communication, in conjunction with the Kenan-Flagler Business School, will offer a rigorous curriculum that will enable potential journalists and communications professionals to address the growing need for understanding how markets and business work and the ability to explain these increasingly complex areas in a way that the average mass communication consumer can understand. The program will prepare students for positions in journalism, public relations, and internal communications. The Kenan-Flagler school will provide students with a key understanding of accounting and how business works, while the School of Journalism will provide training in communicating about business, the economy and markets in a way that provides understanding and context to consumers. Chris Roush, the lead faculty member planning this degree, has been named by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education as the 2010 North Carolina Professor of the Year.

UNC Tomorrow Relevance

The degree would address several recommendations from the UNC Tomorrow Report including Enhancing Our Global Readiness and Our Communities and Their Economic Transformation.

Highlights from UNC-GA Data Template

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. Businesses and organizations are developing newsletters and websites, and more companies are publishing materials directly for the Internet. Professional, scientific, and technical services firms, including public relations agencies, also are growing and should be another source of new jobs. In the last three years, UNC Chapel Hill has added 3 baccalaureate, 6 master's, and 3 doctoral degrees and has discontinued 1 baccalaureate, 6 master's, and 5 doctoral degrees.

Outcome of Consultation with Disciplinary Panel

In addition to representatives from UNC Chapel Hill and GA, faculty members from ASU and NCA&TSU participated in a discussion of the proposal. NCA&T faculty appreciated the opportunity for their students to take some of the courses that will be offered online in the summer. Faculty from other campuses were supportive of the proposal.

Student Demand

The degree will build on the success of the School's certificate program in business journalism, which began in 2004 and has produced 35 graduates. Graduates of the certificate program have gone on to jobs at The Wall Street Journal, The New York Times, Bloomberg News, Reuters and other business media as well as jobs in corporate communications.

Opportunities for Graduates of the Program

There are approximately 10,000 business journalists in the US. Unlike many other areas of mass communication, there is a growing demand for journalists and other communicators who can report and write about business, the markets and the economy. Many business news media, such as Charlotte-based American City Business Journals, are hiring journalists with an ability to cover business news at a time when journalists in other areas of reporting and writing are being cut.

Resource Implications

Resource needs: The School of Journalism plans to hire one new faculty member in the next two years. Current facilities, library holdings, and technology are adequate.

Resources allocated: Most courses have been developed. Kenan-Flagler will reserve spaces in its business and accounting classes for participants in the program. The program will intentionally be kept small with a total enrollment of about 15.

Estimated cost to the State: Based on the University funding formula, when the program reaches full enrollment, UNC Chapel Hill would receive additional State appropriations of approximately \$15,990 annually if fully funded by the General Assembly.

Recommendation

It is recommended that the Board of Governors approve UNC Chapel Hill's request to establish a BA in Business Journalism (CIP 09.0401) subject to the availability of funding.

General Information Template for Academic Program Review

Degree Area and Level:

BA in Business Journalism (CIP 09.0401)

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, "There are approximately 10,000 business journalists in the United States. Unlike many other areas of mass communication, there is a growing demand for journalist and other communicators who can report and write about business, the markets and the economy. Many business news media, such as Charlotte-based American City Business Journals, are hiring journalists with an ability to cover business news at a time when journalists in other areas of reporting and writing are being cut."

US Labor Department Analysis:

- *Summary* – 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.

Source: U.S. Department of Labor and America's Career InfoNet

Availability of Programs Statewide (Enrollment and Degrees Awarded in Last 3 Years):

- *Public universities* – N/A
- *Private universities* – N/A

Available or not from Academic Common Market:

North Carolina does not participate in the ACM at the undergraduate level.

UNC-CH Campus enrollment and degrees awarded by similar programs at the Bachelors level:

(Based on two CIP digits – 09 CIP is the summary group for Communication, Journalism, and Related Programs under which Business Journalism is a program.)

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
UNC-CH	Speech Communication and Rhetoric	AB	457	412	511	483	532	486	479
	Mass Communication/Media Studies	AB	758	733	764	744	798	783	839

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
UNC-CH	Speech Communication and Rhetoric	AB	207	200	222
	Mass Communication/Media Studies	AB	335	354	341

Campus Average of enrollment and degrees awarded in this degree area at the Bachelors level:
(Based on two CIP digits – 09 CIP is the summary group for Communication, Journalism, and Related Programs under which Business Journalism 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
ASU	5	104	49
ECU	1	303	127
ECSU	1	26	14
FSU	1	49	11
NCA&T	2	137	56
NCCU	1	60	38
NCSU	1	491	251
UNCA	1	60	39
UNC-CH	2	627	277
UNCC	1	547	228
UNCG	2	178	73
UNCP	1	95	38
UNCW	1	269	174
WCU	2	75	36
WSSU	1	84	18
Campus Average:		207	95

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

- *Bachelor*
 - BA Archaeology (09/07/2007)
 - BA English – joint with the National University of Singapore (01/11/2008)
 - BA Economics – joint with the National University of Singapore (01/11/2008)
- *Master*
 - 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)
 - MA Technology and Communication (04/09/2010)
 - MRS Radiologic Science (04/09/2010)
- *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 (05/09/2008)
 - MS Speech and Hearing Sciences, Speech and Language Pathology (05/09/2008)
- *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)