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The Five Hundred and Forty-eighth Report of the Curricular Affairs Committee: Creation of a Minor in Sports Media and Communication

University of Rhode Island Faculty Senate

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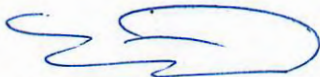
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Serial Number #17-18-38C

TO: President David Dooley
FROM: Mark Conley, Chairperson of the Faculty Senate

1. The attached BILL titled, the Five Hundred and Forty-eighth Report of the Curricular Affairs Committee: Creation of a Minor in Sports Media and Communication, is forwarded for your consideration.
2. This BILL was adopted by vote of the Faculty Senate on April 19, 2018.
3. After considering this bill, will you please indicate your approval or disapproval. Return the original, completing the appropriate endorsement below.
4. In accordance with Section 10, paragraph 4 of the Senate's By-Laws, this bill will become effective May 10, 2018 three weeks after Senate approval, unless: (1) specific dates for implementation are written into the bill; (2) you return it disapproved; or (3) the University Faculty petitions for a referendum.



Mark Conley
Chairperson of the Faculty Senate

April 19, 2018

ENDORSEMENT

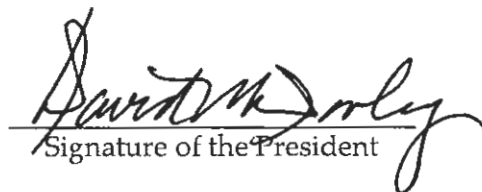
TO: Chairperson of the Faculty Senate
FROM: President of the University

a. Approved ____.

b. **Approved subject to Notice of the Council on Postsecondary Education** ____.

c. Disapproved ____.

Noticed 6/20/18



Signature of the President

4.26.18

(date)

UNIVERSITY OF RHODE ISLAND FACULTY SENATE April 19, 2018

Faculty Senate Curricular Affairs Committee Five Hundred and Forty-eighth Report

At the March 26, 2018 meeting of the Curricular Affairs Committee and by electronic communication, the following matters were considered and are now presented to the Faculty Senate.

SECTION II Curricular Matters Which Require Confirmation by the Faculty Senate

PROGRAM PROPOSALS

COLLEGE OF ARTS AND SCIENCES:

Communication Studies Department:

Creation of a Minor in Sports Media and Communication: (see Appendix A)

According to the new academic plan, a critical area of development is innovation in the curriculum with the objective of enhancing student success. One approach for achieving this goal includes creating innovative, interdisciplinary, academic programs and collaborations. This program will help fulfill the academic vision of URI and the Harrington School of Communication and Media, and satisfy the incredible demand from students for a program of study in sports communication.

This interdisciplinary minor in Sports Media and Communication exposes students to historical, critical, analytical, practical, and professional approaches to sports media and communication. Students who complete the program understand how to critically and effectively evaluate, analyze, and produce sports media and communication products using a variety of technologies and media, from their voice for broadcasting to social media platforms for advertising. With a focus on the interdisciplinary nature of the sports media and communication industry, students will complete a wide variety of courses that will all develop and harness their skills and help launch their sports media and communication career. In order to bridge academic instruction with the professional world, students are expected to complete an internship or experiential learning opportunity on or off campus. Many of these internships can be had on campus and have already been developed. Students will also have ample opportunities to meet with distinguished alumni working in the sports industry as broadcasters, anchors, advertisers, public relations specialists, announcers, film producers, and more.

Students will be advised to take the general education pre-requirements for the included courses, and in particular COM 100. Students are required to complete 18 hours of coursework, at least three credits must be from an internship in Com 477, FLM 477 or JOR 345.

**Modified Form
For New Interdisciplinary Minors, and New
Tracks/Options/Sub-plans/Concentrations**

A Proposal for: A Minor in Sports Media and Communication

Date: January 2018

A. PROGRAM INFORMATION

A1. Name of institution University of Rhode Island

A2. Name of department, division, school or college
Harrington School of Communication and Media
College of Arts and Sciences

A3. Title of proposed program and Classification of Instructional Programs [\(CIP\) code](#)
Program title: Sports Media and Communication Minor
Classification code (CIP) SMC

A4. Intended initiation date of program change. Include anticipated date for granting first degrees or certificates, if appropriate.
Initiation date: Fall 2018
First degree date: Spring 2019

A5. Intended location of the program
Kingston

A6. Description of institutional review and approval process

Approval Date

Department
College
CAC/Graduate Council
Faculty Senate
President of the University

A7. Summary description of proposed program (not to exceed 2 pages)

According to the new academic plan, a critical area of development is innovation in the curriculum with the objective of enhancing student success. One approach for achieving this goal includes creating innovative, interdisciplinary, academic programs and

collaborations. This program will help fulfill the academic vision of URI and the Harrington School of Communication and Media, and satisfy the incredible demand from students for a program of study in sports communication.

This interdisciplinary minor in Sports Media and Communication exposes students to historical, critical, analytical, practical, and professional approaches to sports media and communication. Students who complete the program understand how to critically and effectively evaluate, analyze, and produce sports media and communication products using a variety of technologies and media, from their voice for broadcasting to social media platforms for advertising. With a focus on the interdisciplinary nature of the sports media and communication industry, students will complete a wide variety of courses that will all develop and harness their skills and help launch their sports media and communication career. In order to bridge academic instruction with the professional world, students are expected to complete an internship or experiential learning opportunity on or off campus. Many of these internships can be had on campus and have already been developed. Students will also have ample opportunities to meet with distinguished alumni working in the sports industry as broadcasters, anchors, advertisers, public relations specialists, announcers, film producers, and more.

Students will be advised to take the general education pre-requirements for the included courses, and in particular COM 100.

Students are required to complete 18 hours of coursework from the following, at least three credits must be from an internship in Com 477, FLM 477 or JOR 345:

COM 202 Public Speaking (Special Section Devoted to Sports)
COM 246 New Media and Society
COM 302 Advanced Public Speaking (Special Section Devoted to Sports)
COM 307 Audio Communication in the Media
COM 340 Electronic Media Programming
COM 341 Documentary Pre-production
COM 342 Documentary Production
COM 346 Social and Cultural Aspects of Media
COM 414 Rhetoric of Sports in Film
COM 441 Race, Class and Gender in the Media
COM 455 Media Advertising
COM 447 Entertainment Media Research
COM 477 Internship in Communication Studies
FLM 110 Introduction to Film Media Production Technologies
FLM 477 Field Experience in Film Media
JOR 220 Media Writing

JOR 221 Multimedia Reporting
JOR 430 Advanced TV News
JOR 345 Journalism Internship (soon to be JOR 477)
KIN 278 Physical Activity, Cultural Diversity and Society
KIN 475 Gender Issues in Sport and Physical Culture
KIN 478 Sport, Cultural Politics and Media
PRS 300 Social Media Strategies for PR Professional
PRS 320 Strategic Media Relations
PRS 340 Public Relations (assessed fall 2017)
PRS 360 Strategic Sport Communication and Media

Students in the program will gain theoretical knowledge and practical experience in sports media, including, but not limited to, sports journalism, broadcasting, public relations, advertising, and communication. Courses range from critical-analytical studies of sports media and communication, to practical and professional experience in various aspects of the sports media industry. The program allows students to tailor specializations for careers in the sports media industry by providing courses across a variety of programs in the Harrington School of Communication and Media and beyond (e.g., Kinesiology). This will allow students to have knowledge and skills to:

- Bring a broad spectrum of knowledge and skills in which competence and understanding of sports media and communication is a factor in hiring;
- Achieve specialized knowledge and skills of specific focal areas within the sports media industry;
- Have a fundamental understanding of the sports media complex of industries

A8. Signature of the President

David M. Dooley

A9. Person to contact during the proposal review

Name: Kevin McClure
Title: Professor and Chair, Communication Studies
Phone: 401 874-4726
Email: kmclure@uri.edu

A10. List and attach any signed agreements for any cooperative arrangements made with other institutions/agencies or private companies in support of the program.

B. RATIONALE: There should be a demonstrable need for the program.

B1. Why is the new program being developed?

The likelihood of success of the program is evidenced by a number of indices. First, there has never been a better time to be preparing students for careers in the sports media industry. Among CBS/ESPN/NFL Network/NBC/Fox and the other regional sports networks and publications, there are a great need to create content to fill on TV, radio, print, and social media. This is perfect for our students insofar as URI is in a great location and our students can intern all over the Northeast (with many sports internship opportunities on campus that have already been created and cultivated). Most of the sports media in our country is within 2 hours of our campus. Second, the success of programs recently developed at other universities and schools in the northeast, including Ithaca College, Marist, Montclair, Rowan, and Sacred Heart, to name only a few, is a clear indicator of student demand. Third, every year significant numbers of students have expressed interest when soliciting information about the Harrington School of Communication and Media, and other students have left our programs as a result of us not offering sports communication and media. Lastly, the sports media industry employs substantial numbers of people across a wide spectrum of opportunities associated with the industry and expects continued rapid growth, particularly among individuals with digital and social media skills.

B2. What is the economic need and workforce data related to the program?

- a. Provide information on jobs available as a result of successfully completing the certificate or degree: job titles, job outlook/growth, and salaries.**

This link from the US Bureau of labor statistics provides ample evidence of the viability and variety of employment in the sports media industry:

https://www.bls.gov/oes/current/naics4_711200.htm

B3. What entities are advocating for this program? Was an advisory board used to develop the curriculum?

The departments associated with the Harrington School of Communication and Media. Members of the Harrington Advisory Board strongly support this minor, as do many of our graduates, and URI Athletics.

C. INSTITUTIONAL ROLE: The program should be clearly related to the published role, scope, and mission of the institution and be compatible with other programs and activities of the institution.

C1. Explain how the program is consistent with the published role, scope, and mission of the institution and how it is related to the institution's Academic Plan.

See A7 & B1 above

D. INTER-INSTITUTIONAL CONSIDERATIONS:

D1. What are the similar programs in the state and region?

a. If similar programs exist, how is this program different or why is duplication necessary?

Other programs in the region exist as noted in B1 above, but there are no similar programs in the State of RI. The closest comparable, although very different, program is at Johnson and Wales.

b. Have you communicated with other institutions about the development of this program and have any concerns been raised related to role, scope, and mission or duplication?

The only communication has been with some faculty at Johnson and Wales. The program is unique in the State, and should attract a great deal of attention and interest among current students, student-athletes, and prospective students.

D2. How do courses in this program transfer to other schools?

They could transfer like our other courses do.

D3. How does this program align to academic programs at other institutions?

A number of schools have recently developed programs in sports media and communication, as well as sports broadcasting and journalism. In fact, we are losing many of our prospective students on the basis of not having this program. We have the assets at URI to make this a truly unique, signature program, and collaborate with other academic (e.g., Kinesiology) and non-academic (e.g., URI Athletics) units, as well as any of our graduate who work in this industry.

D4. Are recipients of this credential accepted into programs at the next degree level without issue?

Yes.

D5. How does this program of study interface with degree programs at the level below them?

Without problems.

D6. Are cooperative agreements or affiliations established? If so, what?

No.

E. PROGRAM:

E1. Are there pre-requisite courses? If so, please explain/list?

Yes, typically lower-level gen ed courses. Courses with prerequisites are asterisked

E2. Curriculum

a. How many credit hours are required to graduate (include all general education and pre-requisites)?

The same as present.

b. What courses are required for the program?

At present there are no required courses just the electives as listed

c. What are the new courses and descriptions that will go into the course catalog?

None.

d. Are there specializations and options? If so, please describe.

No.

e. Is the program content guided by program-specific accreditation standards or other outside guidance?

The College is already accredited.

- f. **What are the learning goals (what students are expected to gain, achieve, know, or demonstrate by completion of the program)?**
- a. effective oral, written, and digital communication skills, particularly as they relate to sports media, sports public relations, sports broadcasting, and sports reporting.
 - b. fundamental understanding of working with and within social media, media, including creative, productive, and analytical approaches to sports media and communication appreciation for the social and cultural aspects of media inclusive of issues of race, gender and class, especially as they affect the production and consumption of sports media.
 - c. understand the various aspects of working in the sports media complex of industries;
 - d. Develop a broad spectrum of knowledge and skills in which competence and understanding of sports media and communication is a factor in hiring;
 - e. Achieve specialized knowledge and skills of specific focal areas within the sports media industry.

F. FACULTY AND STAFF: The faculty and support staff for the program should be sufficient in number and demonstrate the knowledge, skills, and other attributes necessary to the success of the program.

F1. What are the number of each needed?

The minor will be supported by existing faculty in the programs of the Harrington School of Communication and Media and with permission, Kinesiology.

F2. Are these new positions or reassignments?

No

F3. What are the minimal degree level and academic/technical field requirements and certifications required for teaching in this program?

Same as existing courses MA is minimum degree requirement across the school.

G. STUDENTS:

G1. How are students selected for the program?

Students self-select

G2. Are there admission requirements?

Same as current college and university requirements

G3. What is the primary source of students?

We have significant interest among new and current students in the school and we hope to draw additional interest from students in other majors such as KIN

G4. What is the estimated number of students in the program?

10-25 to start, but we believe these numbers will increase rapidly once the minor is in place

G5. What is the estimated number of annual graduates?

10-25 at first, in around two to three years, but likely many more going forward

H. EVALUATION:

H1. How will the program be evaluated?

a. Performance measures to evaluate the program.

We will evaluate the success of the program based on three criteria. First, on the number of students that enroll and complete the minor and the trends of these numbers across three years. Second, we will develop a brief survey that will ask participating faculty and students that complete the minor to provide feedback on value and effectiveness of the minor. Third, we will track the effectiveness of the minor by tracking the hiring statistics for URI.

b. Will the program be accredited? If so, when? How?

No accreditation is needed.

I. WHAT SPECIAL EQUIPMENT OR RESOURCES ARE NEEDED?

I1. Special instructional resources and services needed? (Clinical space, internships, proctors)

Internships will be required, although the internship program is already in place for our other students. No additional clinical space is required, although the program will include experiential learning trips to ESPN and other sports organizations through alumni connections.

I2. Facilities and capital equipment?

We have all the facilities, equipment, and faculty we need to deliver the program.

J. IS THE PROGRAM FINANCIALLY VIABLE?

**J1. ALL PROPOSALS: Complete the Rhode Island Office of Postsecondary
Commissioner [Budget Form](#) demonstrating either**

There is no need for additional resources because existing funds are sufficient to carry out the minor program. We are requesting a "Statement of No Financial Impact" from the URI Budget and Financial Planning Office.

Rebecca
Romanow

Digitally signed by Rebecca
Romanow
Date: 2018.03.08 17:26:07
-05'00'

Nancy Eaton

Digitally signed by Nancy Eaton
DN: cn=Nancy Eaton, o, ou=College of
Arts and Sciences,
email=nate@uri.edu, c=US
Date: 2018.03.09 12:16:47 -05'00'

BUDGET AND FINANCIAL PLANNING

Adams House, 85 Upper College Road, Kingston, RI 02881 USA p: 401.874.2509 f: 401.874.5824 uri.edu/budget



DATE: February 13, 2018

TO: Nancy F. Neff
Coordinator, Faculty Senate

FROM: Linda Barrett
Director, Budget and Financial Planning

SUBJECT: Proposal for an Undergraduate Minor of Sports Media and Communications

As requested in an email from Kevin McClure, Professor and Chairperson, Department of Communication Studies, Harrington School of Communications and Media, dated February 6, 2018, the Budget and Financial Planning Office has reviewed the submitted documents related to the proposal for an Undergraduate Minor in Sports Media and Communications.

According to the proposal, the Minor in Sports Media and Communications will help fulfill the academic vision at the Harrington School of Communication and Media by increasing the demand from students for a program of study in sports communication.

The Budget and Financial Planning Office, including communications with Enrollment Services, concurs that the request for an Undergraduate Minor of Sports Media and Communications is expected to have a minimal impact to Revenue only on the Fund 100 unrestricted budget as it has been projected and have no impact on expenses.

Please let us know if you require any further information.

cc: Donald DeHayes	Matthew Bodah
Dean Libutti	Cheryl Hinkson
Kevin McClure	Laura Beauvais
Colleen Robillard	Jeannette Riley
Adam Roth	John Pantalone
Joanne Lawrence	John Humphrey

Office/BudgetImpactStatements/UndergraduateMinorof sports media and communications/BudgetImpactStatementLetter

ACADEMIC PROGRAM BUDGET FORM Not a new program, it should have no changes

Use this form for programs that can be pursued on a full-time basis, part-time basis, or through a combination of full-time and part-time attendance. **Page 1 of 3**

Choose one: Full-time Part-time Combination of full- and part-time

REVENUE ESTIMATES

	Year 1 2018-19		Year 2 2019-20		Year 3 2020-21		Year 4 2021-22	
Tuition: In-State	\$12,002		\$12,002		\$12,488		\$12,488	
Tuition: Out-State								
Tuition: Regional								
Mandatory fees per student	\$1,790		\$1,790		\$1,905		\$1,905	
FTE # of New Students: In-State	5		5		7		10	
FTE # of New Students: Out-State								
# of In-State FTE students transferring in from the institution's existing programs								
# of Out-State FTE students transferring in from the institution's existing programs								
TUITION AND FEES	Newly Generated Revenue	Revenue from existing programs	Newly Generated Revenue	Revenue from existing programs	Newly Generated Revenue	Revenue from existing programs	Newly Generated Revenue	Revenue from existing programs
First Year Students								
In-State tuition	\$60,010.00	\$0.00	\$60,010.00	\$0.00	\$87,416.00	\$0.00	#####	\$0.00
Out-of-State tuition	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Regional tuition								
Mandatory fees	\$8,950.00	\$0.00	\$8,950.00	\$0.00	\$13,335.00	\$0.00	\$19,050.00	\$0.00
Second Year Students								
In-State tuition			\$60,010.00	\$0.00	\$60,010.00	\$0.00	\$87,416.00	\$0.00
Out-of-State tuition			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Regional tuition								
Mandatory fees			\$8,950.00	\$0.00	\$8,950.00	\$0.00	\$13,335.00	\$0.00
Third Year Students								
In-State tuition								
Out-of-State tuition								
Regional tuition								
Mandatory fees								
Fourth Year Students								
In-State tuition								
Out-of-State tuition								
Regional tuition								
Mandatory fees								
Total Tuition and Fees	\$68,960.00	\$0.00	#####	\$0.00	#####	\$0.00	#####	\$0.00
GRANTS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
CONTRACTS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OTHER (Specify)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Grants, Contracts, Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL	\$68,960.00	\$0.00	#####	\$0.00	#####	\$0.00	#####	\$0.00

NOTE: All of the above figures are estimates based on projections made by the institution submitting the proposal.

ACADEMIC PROGRAM BUDGET FORM

Use this form for programs that can be pursued on a full-time basis, part-time basis, or through a combination of full-time and part-time attendance. **Page 2 of 3**

This is not a new program, simply adding focus areas to the major

EXPENDITURE ESTIMATES

	Year 1 2018-19		Year 2 2019-20		Year 3 2020-21		Year 4 2021-22	
	Additional resources required for program	Expenditures from current resources	Additional resources required for program	Expenditures from current resources	Additional resources required for program	Expenditures from current resources	Additional resources required for program	Expenditures from current resources
PERSONNEL SERVICES								
Administrators								
Faculty								
Support Staff								
Others								
Fringe Benefits %								
Total Personnel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OPERATING EXPENSES								
Instructional Resources								
Other (specify)								
Total Operating Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
CAPITAL								
Facilities								
Equipment								
Other								
Total Capital	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NET STUDENT ASSISTANCE								
Assistantships								
Fellowships								
Stipends/Scholarships								
Total Student Assistance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL EXPENDITURES	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

NOTE: All of the above figures are estimates based on projections made by the institution submitting the proposal.

ACADEMIC PROGRAM BUDGET FORM

Use this form for programs that can be pursued on a full-time basis, part-time basis, or through a combination of full-time and part-time attendance. **Page 3 of 3**

	Year 1 2018-19__	Year 2 2019-20	Year 3 2020-21	Year 4 2021-22
BUDGET SUMMARY OF COMBINED EXISTING AND NEW PROGRAM				
Total Revenue	\$68,960.00	\$137,920.00	\$169,711.00	\$244,681.00
Total Expenses	\$0.00	\$0.00	\$0.00	\$0.00
Excess/Defeciency	\$68,960.00	\$137,920.00	\$169,711.00	\$244,681.00
BUDGET SUMMARY OF EXISTING PROGRAM ONLY				
Total Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Total Expenses	\$0.00	\$0.00	\$0.00	\$0.00
Excess/Defeciency	\$0.00	\$0.00	\$0.00	\$0.00
BUDGET SUMMARY OF NEW PROGRAM ONLY				
Total of Newly Generated Revenue	\$68,960.00	\$137,920.00	\$169,711.00	\$244,681.00
Total of Additional Resources Required for	\$0.00	\$0.00	\$0.00	\$0.00
Excess/Defeciency	\$68,960.00	\$137,920.00	\$169,711.00	\$244,681.00

NOTE: All of the above figures are estimates based on projections made by the institution submitting the proposal.

**THE
UNIVERSITY
OF RHODE ISLAND**

HARRINGTON SCHOOL
OF COMMUNICATION
AND MEDIA

THINK BIG  WE DO™

DEPARTMENT OF JOURNALISM

Rodman Hall, Room 101, 94 West Alumni Avenue, Kingston, RI 02881 USA p: 401.874.2195 f: 401.874.4450 uri.edu/artsci/jor



Memorandum

February 2, 2018

From: John Pantalone, Chair, Department of Journalism

To: Rebecca Romanow, chair, Curricular Affairs Committee

Re: Sports Media Minor

This is to confirm that the Journalism Department supports creation of a Sports Media Minor in the Harrington School and likewise supports inclusion of Journalism courses designated in the program proposal for the minor.

I would be happy to answer any questions you have regarding creation of this cross-disciplinary program as part of the Harrington School's efforts at interdisciplinary cooperation in offering students new areas of study.

