SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – A(1)

DATE: December 12-13, 2012

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SUBJECT: Intent to Plan: SDSU Master of Mass Communication

Executive Summary

South Dakota State University requests Board authorization to develop a proposal for a Master of Mass Communication. The intent to plan is provided as Attachment I.

The new master’s degree would provide professional development for people working in journalism, advertising, and public relations. The new degree would be offered online. SDSU has an M.S. in Communication Studies and Journalism with a specialization in Journalism that is offered online. When the new degree is available, the existing degree and specialization will be offered only on campus.

The University does not intend to request new state resources or new or increased student fees to fund the program. SDSU intends to reallocate existing resources to support the program.

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RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Authorize South Dakota State University to develop a proposal for a Master of Mass Communication with the following conditions:

1. The University will not request new state resources, additional student fees or charges, or additional facilities to develop, implement, or maintain the proposed program. The program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.
2. The University will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.
3. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program and demonstrate how each will be obtained in the curriculum.
4. The proposal will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies and the consequences for students who do not achieve at the expected levels.
1. **University Mission**

   The proposed program is within the statutory mission of South Dakota State University as provided in SDCL 13-58-1:

   Designated as South Dakota’s land-grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and science and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other course or programs as the Board of Regents may determine.

   Board Policy 1:10:2 South Dakota State University Mission Statement identifies the degrees authorized for the University. SDSU has authority for associate, baccalaureate, first professional and graduate degrees.

2. **Related Programs within the System**

   The University of South Dakota offers the Master of Arts in Communication. The intent to plan notes that the proposed SDSU degree would be a professional degree focused on mass communication while the USD degree is an academic degree in communication studies (Attachment I, section #3).

3. **System Strategic Goals & Workforce Demand**

   The proposed program supports the system strategic goals (Policy 1:21).
   - Expand graduate education.
   - Contribute to workforce development by offering programs online and off-campus.

   The University reports that South Dakota employers support the proposed degree and that its graduates with related degrees are employed in South Dakota (Attachment I, section #1).

4. **Off-Campus and Distance Delivery**

   SDSU intends to deliver the new degree online.

5. **Resources**

   SDSU does not request new state resources or new or increased student fees. The program would be supported by reallocating existing resources.
South Dakota Board of Regents  
Intent to Plan for a Master of Mass Communication

<table>
<thead>
<tr>
<th>UNIVERSITY:</th>
<th>South Dakota State University</th>
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</thead>
<tbody>
<tr>
<td>DEGREE(S) AND TITLE OF PROGRAM:</td>
<td>Master of Mass Communication</td>
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<tr>
<td>INTENDED DATE OF IMPLEMENTATION:</td>
<td>Fall 2013</td>
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University Approval
To the Board and the Executive Director: I certify that I have read this intent to plan, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

[Signature]
President of the University

[Date]

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the general nature of the proposed program? What is the expected demand for graduates in South Dakota? What is the need for the proposed program?

South Dakota State University requests authorization to develop a proposal for a Master of Mass Communication. The University intends to request online delivery authority.

SDSU offers the M.S. in Communication Studies and Journalism with a specialization in Journalism. The University is authorized to deliver the degree online. The University would like to develop a new Master of Mass Communication (MMC) to provide professional development for people working in journalism, advertising, and public relations. When the new degree is available, the existing M.S. degree and journalism specialization would be offered only on-campus.

Student Demand for the Program

SDSU intends to design the MMC for mid-career professionals in journalism, advertising, and public relations. The new program will enhance their previous experience and skills, making them more marketable in their fields and providing them with the skills they need to advance. In fall 2012 there were 35 online students enrolled in the existing program. With a new degree specifically designed for working professionals, the University expects continued high enrollments.

Employer Demand for Graduates

According to the United States Department of Labor Bureau of Labor Statistics (http://www.bls.gov/ooh/management/home.htm), employment of public relations specialists is expected to grow 23 percent from 2010 to 2020, faster than the average for all occupations. Employment of public relations managers is expected to grow 16 percent from 2010 to 2020, about as fast as the average for all occupations. Growth of both will be driven by the need for
organizations to maintain their public image in a high-information age and with the growth of social media. Employment opportunities for health care public relations specialists should grow faster than the average for all occupations. There is an expected increase of 21–35 percent in the number of jobs that will become available.

Employment of advertising, promotions, and marketing managers is expected to grow 14 percent from 2010 to 2020, as fast as the average for all occupations. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market.

South Dakota employers agree with the national picture and say that they want graduates with the knowledge and skills the MMC will provide:

“The Master’s program in Mass Communication and Journalism at South Dakota State University is important for individual employees to continue their education and professional development. At Daktronics we value continuing education and believe that SDSU’s work in developing this advanced avenue for learning is an important method through which our employees can continue to grow and meet the rising challenges we face in the marketing and communications field.”

Angela Hatton, Marketing Manager, Schools & Theatre, Daktronics

“The online master’s program is a terrific fit for newspaper journalists working at weekly and daily newspapers in South Dakota. It allows them to further their education while still fulfilling their professional careers and personal lives. I’ve heard from South Dakota editors and reporters who have expressed their appreciation for this program. Without it, they would be forced to choose between continuing to work in the field or give up their job and move elsewhere to pursue a master’s degree.”

Dave Bordewyk, General Manager at South Dakota Newspaper Association

“In the past two years, the SDSU Foundation had two members of its management team finish their master’s degrees. One would not have been possible without the option for online coursework. As one organization that supports higher education, we encourage employees to consider those opportunities. We strongly support the expansion of the online master’s program that’s being proposed and believe the SDSU Foundation and other employers would benefit from the deeper talent pool that this would create.”

Steve Erpenbach, President and CEO, the SDSU Foundation

According to the SDSU Career Center, in the last five years, there have been 325 inquiries from employers with positions available to candidates with a master’s degree in journalism, advertising and public relations. Sixty-two percent of them have been from South Dakota, and another 20 percent are from Minnesota or Iowa. One quarter of the employers are from the business or financial sector, and another quarter come from the agricultural sector. Education and communications employers account for the next 20 percent.
Daktronics, Sanford Health and Avera Health Systems all provide tuition assistance programs for students seeking master’s degrees in journalism, advertising and public relations.

Students who have recently earned degrees in journalism, advertising, and public relations from SDSU are now employed at: Avera Health Systems, Sanford Health, Daktronics, Insight Marketing, Lawrence and Schiller, Ag United for South Dakota, Pioneer Hi-Bred Inc., Volunteers of America-Dakotas, South Dakota Rural Electric Association, Sioux Valley Energy, KELO-TV, KDLT-TV, the Pierre Capitol Journal and the Black Hills Pioneer.

A Master of Mass Communication supports the system strategic goals (Policy 1:21):
- Expand graduate education
- Contribute to workforce development by offering programs off-campus and online

2. What is the relationship of the proposed program to the University’s mission as provided in South Dakota statute and Board of Regents Policy?

The statutory mission of South Dakota State University is provided in SDCL 13-58-1:

*Designated as South Dakota’s land-grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and science and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other course or programs as the Board of Regents may determine.*

- The first SDSU master’s degree in journalism was offered in 1956.
- South Dakota State University currently offers a Master of Science in Communication Studies and Journalism with a specialization in journalism.
- The Board of Regents authorized SDSU to deliver the Journalism specialization of the M.S. in Communication Studies and Journalism (MSCSJ) online in 2009 April.

The Department of Journalism and Mass Communication was reviewed by the Accrediting Council for Education in Journalism and Mass Communication in Fall 2011. The Council awarded the online master’s program provisional accreditation in spring 2012.

The students enrolled online are practicing professionals who are seeking a graduate degree for career advancement. The online students and the campus students have different career goals and thus need a different curriculum. The Accrediting Council recommended that the master’s degree be separated into two degrees, with the existing degree retained for campus students and a new degree for working professional students offered online. The proposed new program, with a stronger professional emphasis, will better meet the needs of our students and improve the level of expertise of media professionals in the workforce.
3. **Are there any related programs in the regental system? If there are related programs, why should the proposed program be added?** *If there are no related programs within the system, enter “None.”*

The University of South Dakota offers the Master of Arts in Communication with an emphasis in general or organizational communication that includes some MCOM electives. USD offers three courses in the Communications MA program online including SPCM 540, Health Communication, SPCM 754, Managerial Communication and LDR 504, Leadership Communication and Conflict Resolution).

The proposed Master of Mass Communication program should be added for the following reasons:

a. The SDSU MMC program is offered entirely online.
b. The SDSU MMC program is specifically focused on mass communications, whereas the USD degree is in communication studies. Each discipline has a unique approach to communications.
c. The proposed degree is the Master of Mass Communication, a professional degree, while USD offers the MA, an academic degree.
d. SDSU’s current program, the MS in Journalism and Mass Communication, received provisional accreditation as a professional program in May 2012. The Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) recommended that a stand-alone professional degree program be developed and authorized for delivery in order to receive full accreditation by ACEJMC. This proposed program is in response to the recommendation.

4. **Are there related programs at public colleges and universities in Minnesota, North Dakota, Montana, and Wyoming?**

   If there are related programs in these states list below under each state and explain why the proposed program is needed in South Dakota. *If there are no related programs in a state, enter “None” for that state.*

   Minnesota: Minnesota State University at Mankato, M.A. in Technical Communication
   This program is specific to students who want expertise in writing and editing technical manuals and other related guides. SDSU intends to design a program that prepares students to work in a much broader range of media fields.
   
   North Dakota: None
   Montana: None
   Wyoming: None

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1 This question addresses opportunities available through Minnesota Reciprocity and the Western Undergraduate Exchange in adjacent states. List only programs at the same degree level as the proposed program. For example, if the proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.
5. Are students expected to be new to the university or redirected from other programs? How many majors are expected in the first years of the program? How many graduates are expected?

Students enrolled in the M.S. in Communication Studies and Journalism online would be redirected to new Master of Mass Communication. There were 35 online students in fall 2012.

SDSU does not expect students from any of its other master’s programs to transfer into the new Master of Mass Communication. Aside from the initial redirected students, SDSU expects that students entering the Master of Mass Communication program will be new to the University. The Department will recruit working professionals in journalism, advertising and public relations, including those with a bachelor’s degree from SDSU.

The Department expects to admit 15 working professionals to the new MMC each year beginning in fall 2013 (FY14). Online course delivery will be scheduled so that students can complete 15 hours per fiscal year. Allowing for attrition, the University expects about 10 graduates in FY16 from the first group students admitted to MMC. (Students redirected from the existing degree will finish sooner.)

6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? If yes, enter location(s) and intended start date(s). Does the university intend to seek authorization to deliver this entire program by distance technology? If yes, identify delivery method(s) and intended start date(s).

| Off-campus | No |
| Distance delivery | Yes, online, Fall 2013 |

7. What are the University’s plans for obtaining the resources needed to implement the program? Indicate “yes” or “no” in the columns below.

<table>
<thead>
<tr>
<th>Development/Start-up</th>
<th>Long-term Operation</th>
</tr>
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<tbody>
<tr>
<td>Reallocate existing resources</td>
<td>Yes</td>
</tr>
<tr>
<td>Apply for external resources</td>
<td>No</td>
</tr>
<tr>
<td>Ask Board to seek new State resources</td>
<td>No</td>
</tr>
<tr>
<td>Ask Board to approve new or increased student fee</td>
<td>No</td>
</tr>
</tbody>
</table>

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university. The Appendix should provide the required and elective courses in the program. Catalog pages or web materials may be used. Identify the college or university and explain why the program may be used as one model when the proposed program is developed.

The curriculum for the Arizona State University Master of Mass Communication is provided as Appendix A. The University of Missouri Master of Arts in Journalism is delivered online and SDSU will also examine that program. SDSU will also examine mass communications master’s programs offered by The University of South Carolina, Louisiana State University and the University of Florida.
## Master of Mass Communication

### The Walter Cronkite School of Journalism and Mass Communication

### Arizona State University

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MMC Basic Journalism Skills Boot Camp</td>
<td>5 credits</td>
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<tr>
<td>Lab Observation Class</td>
<td>1 credit</td>
</tr>
<tr>
<td>Intermediate Skills Class</td>
<td>3 credits</td>
</tr>
<tr>
<td>Media Research and Methods</td>
<td>3 credits</td>
</tr>
<tr>
<td>History, Philosophy and Ethics of Journalism</td>
<td>3 credits</td>
</tr>
<tr>
<td>Choose one: News 21 Seminar or New Media Innovation Lab or Digital Media Entrepreneurship or Advanced Online</td>
<td>3 credits</td>
</tr>
<tr>
<td>Media Law</td>
<td>3 credits</td>
</tr>
<tr>
<td>Professional Capstone Experience</td>
<td>9 credits</td>
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