

# ASACR 1

Office of the President  
March 16, 2015

Members, Board of Trustees:

## CREATION OF THE DEPARTMENT OF INTEGRATED STRATEGIC COMMUNICATION

Recommendation: that the Board of Trustees approve the creation of the Department of Integrated Strategic Communication in the College of Communication and Information, effective July 1, 2015.

Background: The School of Journalism and Telecommunications currently houses three degree programs: Journalism, Media Arts and Integrated Strategic Communication (ISC). Since 2003, the School has grown from 14 tenured and tenure-track faculty to 26 tenured and tenure-track faculty and two full-time lecturers. Each of these fields has its own scholarly and creative tradition, and faculty research and creative activity in each of the three areas varies widely. Significant growth in both faculty and student numbers has made the structure difficult to manage effectively and a barrier to continued growth.

Establishment of the Integrated Strategic Communication Department will strengthen the identity of the program. Students and alumni of the School seem to identify with their program of study rather than the School as an entity. The restructuring will serve to further strengthen that identification. Likewise, the reconstituted School of Journalism and Telecommunications will be strengthened through greater focus.

The restructuring also will increase the amount of attention the leadership of the reformulated School and new Department are able to give to the distinct academic and career counseling needs of students in the three degree programs. The School director's focus will be on the over 400 students majoring or minoring in Journalism and Media Arts and Studies; the new Department's chair will be focused on the over 600 ISC majors.

Under the proposed restructuring, the School of Journalism and Telecommunication will consist of the Journalism and Media Arts and Studies programs; the BA/BS Journalism and BA/BS Media Arts and Studies undergraduate degree programs; and the minors in Journalism Studies and Media Arts and Studies.

The proposal has been reviewed and recommended by the Senate Academic Organization and Structure Committee and the Senate Council; and endorsed by the University Senate.

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Action taken:     Approved     Disapproved     Other \_\_\_\_\_