

TEXAS HIGHER EDUCATION COORDINATING BOARD
Summary Notes/Minutes
Journalism Field of Study Advisory Committee Meeting
1200 East Anderson Lane, Board Room
Austin, Texas
April 11, 2019, 1:00 PM – 5:00 PM
April 12, 2019, 2019, 8:30 AM – 12:00 PM

The webcasts of these meetings are available at the following links:

<https://www.youtube.com/watch?v=Jww7cEbvYtA>

<https://www.youtube.com/watch?v=GdVF8eGeSyU>

Day 1: April 11, 2019

1. Call to order and introductions

Allen Michie called the meeting to order at 1:00 PM.

The following committee members were present:

Fredrick Batiste, Houston Community College
Paul Brown, Austin Community College
Lindita Camaj, University of Houston
James Cho, Blinn College
Erica Edwards, Richland College
Kanso El-Ghori, The University of Texas at San Antonio
Jennifer Erdely, Prairie View A&M University
Scott Farrin, Collin College
Kymberly Fox, Texas State University
Jenee Higgins, Howard College
James Mueller, University of North Texas
Robert Muilenburg, Del Mar College
Robert Peaslee, Texas Tech University
Paula Poindexter, The University of Texas at Austin

Coordinating Board Staff present:

Allen Michie, Program Director

2. Consideration of appointing a recording secretary

Scott Farrin volunteered to serve as recording secretary and was elected by acclamation.

3. Consideration of election of co-chairs

Paul Brown and Erica Edwards were nominated to serve as co-chair from two-year institutions. Edwards was elected. Kym Fox was nominated from four-year institutions and was elected by acclamation.

4. Public testimony

No one was available for public testimony.

5. Break for consultation between Coordinating Board staff and Co-Chairs

The committee recessed for 15 minutes.

6. Overview of Field of Study rules and mission – Dr. Allen Michie

Michie provided an overview of the Fields of Study (FOS) statute, how it is part of a wider range of transfer success initiatives, and how it contributes to the Texas Higher Education Coordinating Board's *60x30TX* strategic plan.

Michie stated the goals of the meeting:

- Review curricula from programs at representative two- and four-year institutions
- Review approved courses in the *Academic Course Guide Manual (ACGM)*
- Decide which lower division courses are necessary for success in upper division courses in a major
- Adjust course objectives and descriptions as necessary
- Balance student freedom with institution priorities
- Create a guaranteed pathway to the degree and minimize the number of excess hours that students take

Michie answered questions about FOS and the approval process.

7. Discussion and consideration of the Journalism Field of Study curriculum

Edwards suggested the development of two tracks: print and broadcast. Brown disagreed, saying that the same multimedia skills are required now for both television and newspapers. Edwards said that students could perhaps choose three print courses and three broadcast courses. Camaj said that the program at University of Houston collapses traditional distinctions and gives students choices for specialties through electives. Edwards asked the committee not to remove broadcasting from the Journalism picture. Batiste said that social media needs to be addressed.

Farrin said that the FOS needs general classes in skills and ethics. Poindexter said that the fundamental courses are now about words and images, and the committee should mix up the courses rather than divide them up. Edwards said that too often the production/broadcast students are mistakenly separated from the people who do hardcore "real journalism." Batiste said the FOS should have balance between the fundamental and the practical.

The committee took a series of preliminary votes to consider adding existing courses from the *Lower-Division Academic Course Guide Manual (ACGM)*, plus the addition of new courses, to the FOS:

- Introduction to Mass Communication (COMM 1307): majority approves

- Introduction to Electronic Media (COMM 1335): majority approves
- Video Production 1 (COMM 1336): tie
- Media Literacy (new course): majority approves
- Principles of Journalism (COMM 2302): majority approves
- Audio Production (COMM 2303): tie
- Editing and Layout (COMM 2305): majority approves
- Media Writing (COMM 2311): majority approves
- News Reporting (COMM 2315): majority approves
- Practicum in Electronic Media (COMM 2324): majority disapproves
- Introduction to Advertising (COMM 2327): majority disapproves
- Advertising Art I (COMM 2328) and Advertising Art II (COMM 2329): majority disapproves
- Introduction to Public Relations (COMM 2330): majority disapproves
- Radio/Television Announcing (COMM 2331): majority disapproves
- Radio/Television News (COMM 2332): majority disapproves
- Writing for Radio, Television, and Film (COMM 2339): majority disapproves
- Introduction to Cinema (COMM 2366): majority disapproves
- Academic Cooperative (COMM 2389): majority disapproves
- Interpersonal Communication (SPCH 1318): majority disapproves
- Public Speaking (SPCH 1315): majority disapproves
- Business and Professional Communication (SPCH 1321): majority disapproves
- Voice and Diction (SPCH 1342): majority disapproves
- Discussion and Small Group Communication (SPCH 2333): majority disapproves
- Augmentation and Debate (SPCH 2335): majority disapproves
- Oral Interpretation (SPCH 2341): majority disapproves
- English Composition I (ENGL 1301) and II (ENGL 1302): majority disapproves
- Technical and Business Writing (ENGL 2311): majority disapproves

Peaslee suggested creating a new ACGM course in civic literacy. Edwards responded that some Introduction to Journalism courses cover the branches of government and the First Amendment, providing a context for journalism ethics. Camaj proposed a new course in course in law and ethics if that content is not better taught at the upper division. Edwards responded that Principles of Journalism is basically the introductory ethics course.

Poindexter suggested adding a new course in Introduction to Media and Civic Society, or using that as the new name for Introduction to Mass Communication. The course could include content on the First Amendment, journalism history, and social media. Edwards responded that the definition of "media" is growing all the time, and COMM 1307 has evolved. Ho pointed out that the learning outcomes of the course specify no type of media. Camaj said she was on the Learning Objectives committee that wrote the course description, and it mentions emerging trends and alternative forms of journalism to keep it up to date.

The committee discussed Composition I and II and if it is necessary to include them in the FOS. Michie said that an FOS does not need to include a course if it is a safe assumption that students will come in with credit for it from high school or placement exams.

The committee discussed Photography courses. Muilenburg said it is more of an art and print class that needs an updated description and title in order to cover news photography content.

Batiste said that students need exposure to the equipment.

Peaselee made a motion to recommend that Advertising and Public Relations be a separate FOS generated by a separate FOS Advisory Committee. The motion carried, 11-2. The committee consensus was to remove Advertising and Public Relations courses from consideration.

The committee discussed whether students in two-year institutions are generally assumed to transfer to four-year programs, and faculty from two-year schools replied that this is usually the case for Journalism students.

8. Adjournment

Committee members were instructed to bring a draft FOS to the next day's meeting. The meeting adjourned at 5:00 PM.

Day 2: April 12, 2019

1. Call to order

Edwards and Fox called the meeting to order at 8:30 AM.

2. Discussion and consideration of the Journalism Field of Study curriculum

The committee discussed the lower-division semester credit hour (SCH) requirements in existing Journalism programs, including accreditation requirements.

Poindexter and Erdely emphasized the importance of diversity in the curriculum. Edwards said that diversity issues can be addressed in various courses, including Introduction to Mass Communication and Principles of Journalism.

The committee began eliminating courses for consideration if few committee members included them on their individual draft FOS. By a show of hands, the consensus was to cluster courses together in groups. Camaj argued for giving students a choice of three courses, stating that several courses could transfer as the equivalent of Media and Society.

Mueller argued for including Introduction to Mass Communication since students are not always sure yet of what they want to do in the discipline. It can be a recruiting class for Journalism majors. The committee also discussed including Principles of Journalism.

The committee discussed various possible groupings or categories of courses. Conversation focused on what is taught and at how many institutions, and whether courses should be taught at the lower- or upper-division level. Discussion also included which courses should be stand-alone requirements and which courses should be offered in a menu of options.

A motion passed to include Introduction to Mass Communication (COMM 1307) as a stand-alone

requirement.

A motion passed to include Media Writing as one of the categories of options.

A motion passed to include Production as one of the categories of options.

A motion passed to include Journalism Principles and Media Literature as one of the categories of options, and to include Introduction to Electronic Media in the category.

A motion passed to remove Radio, Television and Film Writing from the FOS.

The committee discussed whether to add a track for students seeking teacher certification in Journalism. A motion carried to create a track that is the same as the proposed Journalism FOS, with the addition of the two required Education courses, Introduction to the Teaching Profession (EDUC 1301) and Introduction to Special Populations (EDUC 2301).

3. Overview of the timeline for public comments and Field of Study approval – Dr. Allen Michie

Michie stated that the proposed FOS would go out for a 30-day public comment period. Committee members would be given a copy of each comment for a response. If changes are made, the revised FOS would go out for a second 30-day comment period. The FOS curriculum would go before the Coordinating Board's Committee on Academic and Workforce Success committee and the full Board for final approval.

Michie said that there could be a second committee meeting, depending upon the number and nature of the public comments received and whether committee members indicate that they want to make significant changes.

4. Consideration of authorization of Co-Chairs to approve the meeting notes, make non-substantive edits to documents, and conduct assorted committee business relating to submission of the Field of Study to the Coordinating Board for approval

A motion was made to authorize the co-chairs to approve the final meeting minutes and carry other related business for the FOS approval process before the Board. The motion passed.

5. Adjournment

The meeting adjourned at 12:00 PM.

Final Proposed Field of Study:

Table 1. Proposed 2019 FOS Curriculum for Journalism: General Track

Course Title	Course Number	SCH
Introduction to Mass Communication	COMM 1307	3
Media Writing	COMM 2311	3
Choose one of the following three conceptual courses: I. Introduction to Electronic Media II. Media Literacy III. Principles of Journalism	I. COMM 1335 II. COMM 2300 III. COMM 2302	3
Choose two of the following six production/skills courses: I. News Photography I II. Video Production I III. Audio Production IV. Editing & Layout V. News Reporting VI. Radio/Television News	I. COMM 1316 II. COMM 1336 III. COMM 2303 IV. COMM 2305 V. COMM 2315 VI. COMM 2332	6
TOTAL		15

Table 2. Proposed 2019 FOS Curriculum for Journalism: Teacher Certification Track

Course Title	Course Number	SCH
Introduction to the Teaching Profession	EDUC 1301	3
Introduction to Special Populations	EDUC 2301	3
Introduction to Mass Communication	COMM 1307	3
Media Writing	COMM 2311	3
Choose one of the following three conceptual courses: I. Introduction to Electronic Media II. Media Literacy III. Principles of Journalism	I. COMM 1335 II. COMM 2300 III. COMM 2302	3

Choose two of the following six production/skills courses: I. News Photography I II. Video Production I III. Audio Production IV. Editing & Layout V. News Reporting VI. Radio/Television News	I. COMM 1316 II. COMM 1336 III. COMM 2303 IV. COMM 2305 V. COMM 2315 VI. COMM 2332	6
TOTAL		21