

Procedures for Obtaining Approval for Concurrent Undergraduate and Graduate Degree Programs

Concurrent undergraduate and graduate degree programs can provide opportunities for well-qualified ISU juniors and seniors to apply for a program leading to both a masters and bachelors degree at the end of a fifth year of study. Students interested in research may apply for a graduate research assistantship during their fourth and fifth years of study. Individualized concurrent degree programs are available.

The following material describes the procedures to obtain approval for a recognized concurrent undergraduate and graduate degree program when both the undergraduate and graduate majors have already been approved. For students pursuing a concurrent undergraduate bachelor's degree and graduate degree, a maximum of 6 graduate credits can be double counted for both the bachelor's degree and the graduate degree subject to the Program of Study committee approval.

The proposal will be reviewed by the Graduate Curriculum and Catalog Committee, by the Graduate Council, by the Graduate College, and by the Dean of the Graduate College.

The Proposal for Concurrent Degree Programs

The proposal for concurrent degree programs should include the following information:

1. Name of the programs or majors

- B.A. Advertising/M.S. Journalism and Mass Communication
- B.S. Journalism/M.S. Journalism and Mass Communication
- B.S. Public Relations/M.S. Journalism and Mass Communication

2. Name of the degrees

- B.A. Advertising/M.S. Journalism and Mass Communication
- B.S. Journalism/M.S. Journalism and Mass Communication
- B.S. Public Relations/M.S. Journalism and Mass Communication

3. Name of the department(s) which administer(s) the program

Greenlee School of Journalism and Communication

4. Rationale for the concurrent degree program

The undergraduate degree program in the Greenlee School of Journalism and Communication at Iowa State University is one of the longest continuously accredited Journalism and Mass Communication programs in the United States. Building on this success at the undergraduate level, the Greenlee School first launched a Technical Journalism M.S. degree in 1946 – one of the first master's degrees in the discipline nationwide. Nearly 75 years later, we have 18 master's students enrolled in the program for Fall 2020 (now an M.S. in Journalism and Mass Communication). We have the capacity to expand our incoming cohort sizes, while still maintaining the Greenlee School's historic commitment to dedicated student-faculty mentoring. The three proposed concurrent degree programs in Journalism and Mass Communication would serve as an enhanced recruitment and retention tool, create efficiencies and value for students and has strong support from our faculty and administration. Overall, the concurrent degree programs would be a useful tool to grow enrollment in our master's program.

For decades, the Greenlee School has routinely retained high-quality students from our undergraduate degree programs for entry into our master's degree program. In our Fall 2020 cohort, for example, half of our incoming students received their undergraduate degrees from the Greenlee School. This proposal would formalize this long-standing tradition of retaining our best and brightest undergraduates for graduate study. Currently, the Greenlee School has 542 undergraduate majors in advertising (160 students), journalism (192 students) and public relations (190 students). We believe concurrent degree options would enable graduate faculty to better recruit from within. We also anticipate that the 4+1 programs could help recruit freshmen and transfer students at the undergraduate level.

Procedures for Obtaining Approval for Concurrent Undergraduate and Graduate Degree Programs

The concurrent degree programs would create efficiencies and value for our students. Candidates for the concurrent degree programs could complete coursework for the two degrees in five years, rather than the traditional six years. This 4+1 approach would also enable us to elevate research opportunities provided at the undergraduate level. In addition, the concurrent degree programs would address industry demands for a master's degree credential. In AY20-21, Greenlee's Graduate Steering Committee is partnering with a task force of members from Greenlee's Advisory Council to conduct a needs assessment of our master's program. We believe that this data will help refine the program's branding and curricular outcomes to assure our students graduate with the appropriate credentials for professional success. We also believe the concurrent degree programs would position students for success in future academic-related careers. The master's program has a track record of serving as a feeder for doctoral programs. In the past five years alone, 14 master's students from Greenlee have entered Ph.D. programs.

This proposal is both resource and cost-neutral. Because this proposal uses existing coursework already approved in the ISU course catalog, no new courses would be needed. In addition, current FTEs are sufficient to support the new programs.

The Greenlee School's proposal has strong faculty and institutional support. In Fall 2018, the Greenlee School's Graduate Steering Committee surveyed Greenlee graduate faculty to identify opportunities for the program's growth. Of four potential pathways for expansion, survey respondents identified a possible 4+1 program as the most desirable option. In AY19-20, the Greenlee School's master's program participated in its routine, cyclical Board of Regents program review. Our self-study again highlighted the growth potential associated with a concurrent degree program. In October 2019, a three-member site team spent two days on campus. The site team's report also named a potential 4+1 program as a beneficial offering. In short, our graduate faculty and support staff are committed to elevating our program in this new direction.

5. Admission procedures and requirements

Before beginning graduate coursework, Greenlee advertising, journalism or public relations students would need to 1) be defined as seniors by the time of admission to the concurrent program (by their number of cumulative ISU credits -- 90 credits or more) and 2) have successfully completed JLMC 201 (required of all three undergraduate majors) with a C+ or better. Students would apply to the master's program no later than March 1 of the year prior to taking graduate coursework (typically year three). Application requirements for the master's program would be the same for concurrent students as those applying to our "traditional" master's program. For the concurrent degree programs, students will be asked to identify a specific faculty member who could serve as their major professor. Greenlee's current graduate admissions requirements are [available here](#). The application review process would also mirror our current procedures for evaluating candidates for admission. Three members of the graduate faculty review each applicant's materials – providing both quantitative and qualitative feedback. The DOGE then shares an admissions recommendation with the Graduate College. Upon admission to a concurrent degree program, students will complete the "Request for Concurrent Enrollment" form with the Graduate College. At this stage, students will continue to be advised by their undergraduate advisor until their undergraduate coursework is complete. Upon finishing the B.A./B.S. degree, students will subsequently be advised by the DOGE until the student selects a major professor.

6. Requirements of the program

The academic requirements of the undergraduate and graduate degree programs will remain unchanged for all degrees. While enrolled as undergraduates, Greenlee students would take a minimum of 13 credits that would be listed on the graduate POSC. Per Graduate College handbook policy, students can "double count" six of these credits toward both degrees. If admitted students cannot take at least 13 of these credits within the final year of their undergraduate degree program, these students may need to take summer coursework as a supplement.

7. Expected enrollment

We anticipate enrolling 2-4 students in our initial cohort. We hope to grow the program to 6-10 students in future years.

8. If not already addressed, answer the following:

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a. How will the undergraduate degree plan and graduate program of study be developed?

In the Greenlee School, scheduling for graduate courses is already coordinated with undergraduate advising support. This collaboration will help with enrollment management for graduate courses. Students completing undergraduate coursework will continue to work with their undergraduate advisor to develop and execute their undergraduate degree plan. The DOGE will also provide counsel on the ability for the student to fit M.S. courses into their schedules while undergraduates. The graduate program of study (POSC) will be formally submitted in Semester Eight (see letter f below).

b. When will the student have a major professor?

Concurrent students will identify a major professor by Semester Seven (see letter f below), but will continue to also work with their undergraduate advisor until all degree requirements are met.

c. Will graduate assistantships be provided?

Preference for assistantships will be given to students who have completed all of their undergraduate coursework.

d. Will a thesis be required?

Yes, a thesis or creative component is required.

e. Who will be responsible for the administration of the program?

Greenlee's DOGE will provide day-to-day administrative support. Undergraduate advisors will give guidance on degree progress. Greenlee's Graduate Steering Committee will provide policy oversight. Greenlee's graduate faculty will serve as major professors for concurrent students.

f. How much time is required to complete the program? Show a sample semester-by-semester plan.

- Please see attached semester-by-semester plans.
- Concurrent students will identify a major professor in Semester Seven, file their POSC in Semester Eight, complete a thesis proposal in Semester Nine and defend their thesis in Semester Ten.

g. Will students be allowed to double count credits? If so, how many?

Yes. Per Grad College policy, students may double count six credits.

9. Attach memos showing approval by appropriate department and college committees, faculty, and administrators.

See attached letters from Director Michael Dahlstrom and Director of Graduate Education Jan Lauren Boyles.

10. Proposal Contact

- Jan Lauren Boyles, jboyles@iastate.edu, 515.294.0484

ISU 2020-2021

B.A. Degree in Advertising/M.S. Degree in Journalism and Mass Communication

Semester 1	FIRST YEAR	Semester 2
ENGL 150	3	ADVRT 230
JL MC 110: Greenlee Orientation	1	Arts & Humanities
JL MC 101: Mass Media and Society	3	ECON 101 (social science)
Arts & Humanities	3	Natural Science
Natural Science	3	International Perspectives
Social Science	3	LIB 160
	<hr style="width: 50%; margin: 0 auto;"/> 16	<hr style="width: 50%; margin: 0 auto;"/> 16
Semester 3	SECOND YEAR	Semester 4
ENGL 250	3	JL MC 201: Reporting & Writing
US Diversity	3	ADVRT/PR 301
STAT 101	4	Foreign Language or Elective
Foreign Language or Elective	4	Arts & Humanities
Natural Science	2	Social Science
	<hr style="width: 50%; margin: 0 auto;"/> 16	<hr style="width: 50%; margin: 0 auto;"/> 16
Semester 5	THIRD YEAR	Semester 6
ADVRT/JLMC 300-level (from list)	3	ADVRT 334 or 336
Arts & Humanities	3	ADVRT/JLMC 300-level (from list)
Minor/Second Major Choice	3	Minor/Second Major Choice 300-level
Minor/Second Major Choice	3	Minor/Second Major Choice 300-level
MKT 340	3	SPCM 212
	<hr style="width: 50%; margin: 0 auto;"/> 15	<hr style="width: 50%; margin: 0 auto;"/> 15
	SUMMER SESSION	
ADVRT 499A – Professional Media Internship	<hr style="width: 50%; margin: 0 auto;"/> 3	
Semester 7	FOURTH YEAR	Semester 8
ADVRT 434, 435 or 436	3	JLMC 462*
JLMC 460	3	Elective or Minor/2nd Major Choice
Minor/Second Major Choice 300-level	3	Elective or Minor/2nd Major 300-level
JLMC 501*	3	Elective or Minor/2nd Major 300-level
JLMC 502	3	JLMC 510, 503X or 504X
JLMC 592	1	
	<hr style="width: 50%; margin: 0 auto;"/> 16	<hr style="width: 50%; margin: 0 auto;"/> 15
Semester 9	FIFTH YEAR	Semester 10
JLMC 598	3	JLMC 599/699
500-level Greenlee elective	3	Non-Greenlee grad elective
Non-Greenlee methods/non-Greenlee grad elective	3	Grad elective (Greenlee or non-Greenlee)
	<hr style="width: 50%; margin: 0 auto;"/> 9	<hr style="width: 50%; margin: 0 auto;"/> 10

* Courses would be double-counted for both undergraduate and graduate degrees.

ISU 2020-2021

B.S. Degree in Journalism/M.S. Degree in Journalism and Mass Communication

Semester 1

FIRST YEAR

Semester 2

ENGL 150	3	JLMC 240	3
JL MC 110: Greenlee Orientation	1	Arts & Humanities	3
JL MC 101: Mass Media and Society	3	Arts & Humanities	3
Arts & Humanities	3	Natural Science	3
Natural Science	3	International Perspectives	3
Social Science	3	LIB 160	1
	<hr/> 16		<hr/> 16

Semester 3

SECOND YEAR

Semester 4

ENGL 250	3	JL MC 201: Reporting & Writing	3
Social Science	3	US Diversity	3
STAT 101	4	Foreign Language or Elective	4
Foreign Language or Elective	4	Arts & Humanities	3
Natural Science	2	Social Science	3
	<hr/> 16		<hr/> 16

Semester 5

THIRD YEAR

Semester 6

JLMC 302 or 303	3	JLMC 300-level (from list)	3
JLMC 300-level (from list)	3	JLMC 300-level (from list)	3
Minor/Second Major Choice	3	Minor/Second Major Choice	3
Minor/Second Major Choice	3	Minor/Second Major Choice 300-level	3
Elective 300-level	3	Minor/Second Major Choice 300-level	3
	<hr/> 15		<hr/> 15

SUMMER SESSION

JLMC 499A – Professional Media Internship	<hr/> 3
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Semester 7

FOURTH YEAR

Semester 8

Elective or Minor/2nd Major Choice	3	JLMC 462*	3
JLMC 460	3	Elective or Minor/2nd Major Choice	3
Minor/Second Major Choice 300-level	3	Elective or Minor/2nd Major 300-level	3
JLMC 501*	3	Elective or Minor/2nd Major 300-level	3
JLMC 502	3	JLMC 510, 503X or 504X	3
JLMC 592	1		
	<hr/> 16		<hr/> 15

Semester 9

FIFTH YEAR

Semester 10

JLMC 598	3	JLMC 599/699	4
500-level Greenlee elective	3	Non-Greenlee grad elective	3
Non-Greenlee methods/non-Greenlee grad elective	3	Grad elective (Greenlee or non-Greenlee)	3
	<hr/> 9		<hr/> 10

* Courses would be double-counted for both undergraduate and graduate degrees.

ISU 2020-2021

B.S. Degree in Public Relations/M.S. Degree in Journalism and Mass Communication

Semester 1

FIRST YEAR

Semester 2

ENGL 150	3	PR 220	3
JL MC 110: Greenlee Orientation	1	US Diversity	3
JL MC 101: Mass Media and Society	3	Social Science	3
Arts & Humanities	3	Natural Science	3
Natural Science	3	International Perspectives	3
Social Science	<u>3</u>	LIB 160	<u>1</u>
	16		16

Semester 3

SECOND YEAR

Semester 4

ENGL 250	3	JL MC 201: Reporting & Writing	3
Arts & Humanities	3	PR/ADVRT 301	3
STAT 101	4	Foreign Language or Elective	4
Foreign Language or Elective	4	Arts & Humanities	3
Natural Science	<u>2</u>	Social Science	<u>3</u>
	16		16

Semester 5

THIRD YEAR

Semester 6

PR/ADVRT/JLMC 300-level (from list)	3	PR 424	3
PR 321	3	Arts & Humanities	3
Minor/Second Major Choice	3	Minor/Second Major Choice	3
Minor/Second Major Choice	3	Minor/Second Major Choice 300-level	3
Elective 300-level	<u>3</u>	Minor/Second Major Choice 300-level	<u>3</u>
	15		15

SUMMER SESSION

PR 499A – Professional Media Internship	<u>3</u>
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Semester 7

FOURTH YEAR

Semester 8

Elective 300-level	3	JLMC 462*	3
JLMC 460	3	Elective or Minor/2nd Major Choice	3
Minor/Second Major Choice	3	Elective or Minor/2nd Major 300-level	3
JLMC 501*	3	Elective or Minor/2nd Major 300-level	3
JLMC 502	3	JLMC 510, 503X or 504X	3
JLMC 592	<u>1</u>		
	16		15

Semester 9

FIFTH YEAR

Semester 10

JLMC 598	3	JLMC 599/699	4
500-level Greenlee elective	3	Non-Greenlee grad elective	3
Non-Greenlee methods/non-Greenlee grad elective	<u>3</u>	Grad elective (Greenlee or non-Greenlee)	<u>3</u>
	9		10

* Courses would be double-counted for both undergraduate and graduate degrees.

January 20, 2021

To Chair Hargrove and Members of the LAS College Curriculum Committee:

The Greenlee School's faculty unanimously support the proposal to establish three Concurrent Undergraduate/Graduate Degree Programs. Our Graduate Steering Committee initially developed this proposal in Summer/Fall 2020 based upon:

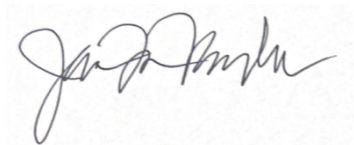
- 1) a survey of Greenlee School graduate faculty conducted in Fall 2018, which established a "4+1 degree" as the top pathway to future enrollment growth;
- 2) the Fall 2019 Board of Regents Program Review site team report, which identified an accelerated master's program as a key recommendation and;
- 3) engagement with our Greenlee School Advisory Council, who have provided context on how the concurrent degree programs can better prepare our students for future industry success.

The proposal received unanimous support (3-0 vote; September 14, 2020) from the Greenlee Graduate Steering Committee. Because of the proposal's connections to our undergraduate program, this proposal was also approved unanimously by the Greenlee School's Undergraduate (8-0 vote; October 6, 2020) and Curriculum Committees (8-0 vote; October 30, 2020). This document was then brought before the entire Greenlee faculty, who also supported the proposal unanimously (26-0 vote; November 6, 2020).

In my role as the Greenlee School's DOGE, I also lend my steadfast support to this proposal, which is both cost and resource neutral. In addition to growing our cohort sizes, the concurrent degrees would serve as an enhanced recruitment and retention tool, create efficiencies and value for students and has overwhelming backing from our faculty.

If any questions arise about this proposal, please feel free to reach out. Thanks for your consideration.

Sincerely,



Jan Lauren Boyles, Ph.D.
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Director of Graduate Education
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IOWA STATE UNIVERSITY
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To: Whom it may concern

Date: 1-20-21

I strongly support creating three concurrent degrees in Journalism and Mass Communication at Iowa State University. The Greenlee School of Journalism and Communication already offers a strong program and is also home to over 500 undergraduate majors across three majors. This proposal will both provide talented undergraduates a path to better prepare themselves for the professional world with only one added year and increases enrollment in our graduate program. This proposal requires no additional resources and instead can add value to both programs by adjusting our existing requirements. This proposal has already received unanimous support from our faculty. For these many reasons, I strongly support this recommendation.

Sincerely,



Michael Dahlstrom
LAS Dean's Professor
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