

Recommendation of the Department of Communication (COM), Department of Journalism, Advertising, and Media Studies (JAMS), and the L&S Academic Planning and Governance Committee (APGC) to restructure the COM Department to include the JAMS programs, and to dissolve the JAMS Department.

Recommendation:

That the L&S Faculty recommend to the Dean approval of the proposal to restructure COM to include the JAMS programs, and to dissolve the JAMS Department (according to UWM PP 2.01(2) & PP 4.01(2) .

Proposal to restructure the Department of Communication to include the Journalism, Advertising, and Media Studies programs, and to dissolve the JAMS Department

Executive summary:

Under this proposal, the Department of Journalism, Advertising, and Media Studies (JAMS) would be merged into the Department of Communication (COM). JAMS *as a department* would be dissolved; and, JAMS would become *a set of programs* within the Department of Communication.

This change is almost entirely administrative, with no planned changes to the JAMS or Communication (COMMUN) programs at this time.

Currently the MA in Media Studies is suspended and does not have any students. Once JAMS merges into COM, the COM EC would decide whether to continue and/or revise this program.

The JAMS undergraduate program would remain semi-autonomous within COM with its own undergraduate degree program and maintain its current University and Academic Instructional Staff. The JAMS undergraduate program will be led by a director chosen from among the JAMS staff (which will form a “JAMS council”), while operating under the governance of the COM chair and Executive Committee. This change is taking place because of the migration or retirement of all members of the JAMS Executive Committee; the current JAMS EC and chair are entirely composed of augmented faculty. Because the staffing and curriculum of the undergraduate program will remain virtually intact, we expect the impacts of this administrative change on employees, students, the quality of the program, and the larger College and University environments to be minimal.

I. Unit identification

Title of school/college or department that is the object of proposed action:

Communication (COM)

Title and location of unit that is proposing the action:

Journalism, Advertising, and Media Studies (JAMS)

II. Nature of proposed action

B. Substantially restructure unit: 2. Absorb into an existing unit (impact on curricular codes)

The proposed action is coded B2 on the approval matrix for administrative actions. We propose to merge the Journalism, Advertising, and Media Studies (JAMS) programs into the Communication Department, and to dissolve the Journalism, Advertising, and Media Studies Department. The JAMS Department no longer has any tenured or tenure-track faculty and is therefore operating with a temporary (augmented) Executive Committee.

III. Timetable for proposed action

A. Effective date: Spring 2022

B. Transitional period/plan: Fall 2021

C. Duration of change:

This proposed change will be a permanent change.

IV. Impact of proposed action on academic programs

A. Programmatic impact of proposed action

1. Impact of proposed action on unit's instructional programs: quality of certificate, minor, major, specialization, concentration, program by curricular code

As noted in the executive summary, we expect minimal impact on the unit's instructional programs. Students who meet the requirements for the JAMS major (or minor) will receive an undergraduate degree (or minor) in Journalism, Advertising, and Media Studies. Currently, there are no graduate students pursuing an MA in Media Studies and the program is suspended. The future of this program will be decided after the merger.

2. Impact of proposed action on scholarship, research, and creative activity in school/college, as it relates to campus mission and conception of urban doctoral research university.

The current JAMS department no longer has tenure track faculty, but the existing academic staff members will continue to pursue scholarship, research, and/or professional/creative activity at the same level as prior to the merger.

3. Impact of proposed action on curricula in other programs, departments, and units

None. As noted, the JAMS (and COM) curriculum will remain as is, with no impact on other units.

4. Impact of proposed action on metro/regional, state, national/international programmatic needs, in light of existing programs and schools/colleges.

None.

5. Other programmatic impact of proposed action (e.g., Advising, Outreach, Technology Utilization, Distance Education, Accreditation)

None.

B. Impact of proposed action on resource utilization in unit

None.

1. Current budget information for a unit and the financial impact of proposed action for first 2 years (e.g., Capital budget and resources, Operating budget (S/E), Reallocations: internal and external, Tuition/program revenue, extra-instructional budget, personnel budget)

No significant changes from the current program budgets.

2. Impact of proposed action on utilization of space, facilities, and infrastructure (e.g., Space: ASF, offices, instructional, Space and facilities for scholarship, research, and creative activity, Clinical facilities, Study facilities, Other facilities, infrastructure, and supplies/equipment)

Utilization of space, facilities, and infrastructure will remain the same.

3. Impact of proposed action on program support (e.g., Extramural research support, Other support for research, scholarly/creative activity)

None.

4. Other financial/resource impact of proposed action

None.

C. Impact of proposed action on personnel in unit

1. Impact of proposed action on staffing, workload, and position descriptions in unit

The Communication Departmental structure will consist of two sets of staff: (a) persons associated with Communication (COMMUN) Undergraduate and Graduate Degrees program and (b) persons associated with the Journalism, Advertising, and Media Studies (JAMS) undergraduate degree program. All academic teaching staff will be affiliated with one of the degree programs and expected to participate in the governance and instruction associated with that program. All faculty will be affiliated with the COMMUN degree programs regardless of instructional assignment. Any faculty teaching in the JAMS undergraduate degree program will coordinate teaching with the JAMS Director.

Policies for actions shall be the Communication Department policies except for those policies approved by the Executive Committee that shall be unique to a particular degree program (COMMUN or JAMS).

All instructional staff (faculty and academic teaching staff) with appointments of .50 or greater will be able to vote on departmental governance issues and able to serve on relevant committees. Policies applicable to all programs and persons in the department will be considered at meetings involving all instructional staff.

2. What is the impact on existing staff (will they be moved, terminated, how will the change impact their workload?)

None. No staffing changes are anticipated, and workloads will remain the same.

D. Impact of proposed action on students

1. Impact on students within the unit (e.g., Overall SCH/enrollment, Students pursuing course of study in unit)

None.

2. Impact on students outside the unit (courses needed for other majors etc.)

None.

3. Plan for how students will matriculate after change (alternatives being offered and timeline for existing students to graduate)

None. Students who meet the requirements for a JAMS major will earn an undergraduate degree in Journalism, Advertising, and Media Studies. Students who meet the requirements for a JAMS minor will earn that minor with their undergraduate degree. Currently, there are no graduate students in the MA in Media Studies program.

V. Plan for assessing proposed outcomes.

VI. Path through campus approval matrix

The Executive Committees of JAMS and COMMUN will vote on this proposal in October 2021.

The plan will go before the L&S APGC in November 2021, then to the December L&S Faculty meeting.

After approval by the L&S Faculty, the re-organization – in particular, the dissolution of the JAMS Department as a department – would go to the campus APBC for review and Campus APCC as information, and to the UWM Faculty Senate for a vote. If approved, it will go before the Provost and Chancellor. We hope to have approvals completed by the end of Fall 2021, but for certain no later than Spring 2022.

VII. New Bulletin Copy (provided by unit initiating action)

There is no need for new catalog copy as this is an administrative change with no changes to curricula for JAMS or COMMUN.

VIII. Comments from faculty/staff/administration of school/college that is the object of proposed action (Communication)

None.

Approved by the UWM Department of Communication Executive Committee on 10/6/2021

Approved by the UWM Department of Journalism, Advertising, and Media Studies Executive Committee (augmented: Kent Redding, Sociology (chair); Lindsay McHenry, Geosciences; Derek Counts, Art History) on 10/18/2021

Approved by the Faculty of the College of Letters & Science on 12/10/2022