

Contact: Rachel Boon

**REQUEST FOR PROGRAM NAME CHANGE AT THE UNIVERSITY OF IOWA: FROM
MASTER OF ARTS IN JOURNALISM TO MASTER OF ARTS IN MASS COMMUNICATION**

Action Requested: Consider approval of the request by the University of Iowa to change the name of the Master of Arts in Journalism to the Master of Arts in Mass Communication in the Graduate College.

The Council of Provosts and Board office support approval of this request.

Background:

Reason for proposed change. The name “Journalism” is no longer a representative title for what the master of arts (MA) program is preparing students for, and, in today’s competitive marketplace, it disadvantages alumni in their job searches. Specifically, students associate the term “journalism” with a professionally focused program that will prepare them to gain applied skills to become better journalists, editors and media producers. Although the program had previously offered courses in these areas, the make-up of the faculty no longer aligns with this identity and as a result the program has become more focused on media research training.

These misalignments create serious issues for graduate recruitment and retention. Each year, a large amount of the graduate program applicant pool consists of students who are interested in vocational training programs that will prepare them to enter a newsroom or broadcast station. By making this change to the program name it should significantly improve the match between student expectation and experience, as well as the caliber of student applying to the MA program.

Effect on program configuration. There are no planned changes to program configuration.

Effect on students. Making this change to the program name will significantly improve the match between student expectation and experience, as well as the caliber of student applying to these programs.

Effect on accreditation. There are no accreditation requirements associated with this change.

Effect on resources. An estimated one-time cost of updating marketing materials is \$500, a sum that will be funded by the department.

Date of implementation. August 2021.