

## LETTER OF NOTIFICATION – 1

### NAME CHANGE OF EXISTING CERTIFICATE, DEGREE, MAJOR, OPTION OR ORGANIZATIONAL UNIT

(No change in program curriculum, option/emphasis/concentration or organizational structure)

1. Institution submitting request: University of Arkansas Fayetteville
2. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Proposed effective date: Fall 2017
5. Current title of degree/certificate program: NA
6. Current title of major or option/emphasis/concentration: NA
7. Current title of organizational unit: Lemke Department of Journalism
8. Proposed name of certificate/degree: NA
9. Proposed name of major or option/emphasis/concentration: NA
10. Proposed name of organizational unit: School of Journalism and Strategic Media
11. Program CIP Code: NA
12. Degree/Department Code: NA
13. Reason for proposed action:  
Among the 50 largest accredited journalism programs in the country, University of Arkansas is the only program still called a department. The other 49 are schools or colleges of journalism.

Journalism at U of A, with its 750 students, is one of three largest academic programs in the Fulbright College of Arts and Sciences. Journalism has grown in student enrollment by more than 20% since 2000. The undergraduate program offers BA degrees in three concentrations: Advertising and PR, Broadcast Journalism and News Editorial. The MA program offers concentration in traditional journalism, AD/PR and Documentary Film.

Of schools in the SEC that have journalism programs, only two, Arkansas and Mississippi State, remain departments. MSU has about 200 fewer students, only

offers a BA, and is not accredited by ACEJMC (Accrediting Council on Education in Journalism and Mass Communication).

Founded in 1929, the University of Arkansas journalism program has a long record of faculty, student and alumni achievement. The program is actively engaged in diverse outreach projects and student media. KUAF Public Radio, which reaches listeners throughout northwest Arkansas, is a division of the journalism program.

The name Lemke will continue to play a prominent role in the program. The Lemke Alumni Society, Lemke Journalism Project (diversity outreach) and Lemke Scholarships will be used to honor the legacy of Walter J. Lemke, who founded the program. Many of the top schools in the country have been successful in acquiring endowments that include renaming schools, thus the decision to formally drop Lemke in proposed name change.

Finally, “School of Journalism and Strategic Media” is a more appropriate name that better positions the University of Arkansas with its peers in accredited journalism and mass communication education. The Strategic Media part of the name change draws attention to the growing number of advertising and public relations students—now about ½ of all majors.

Flagship institutions with journalism schools include:

School of Journalism, University of Missouri  
William White School of Journalism and Mass Communications, Kansas University  
School of Media and Strategic Communications, Oklahoma State University  
School of Journalism, University of Texas  
Manship School of Mass Communication, LSU  
Meek School of Journalism and New Media, University of Mississippi  
School of Journalism and Electronic Media, University of Tennessee  
School of Media and Journalism, University of North Carolina  
School of Journalism, Media, Integrated Marketing Communications, Northwestern University  
Walter Cronkite School of Journalism and Mass Communication, Arizona State University  
The Media School, University of Indiana  
School of Journalism and Mass Communications, University of South Carolina  
School of Journalism and Mass Communication, University of Iowa

14. Semester credit hours for proposed major or option/emphasis/concentration: NA
15. Provide the curriculum/credit hours for the certificate/degree/major/option/emphasis/concentration listed above. NA

16. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: November 23, 2016

Board of Trustees Notification Date: January 26, 2017

Chief Academic Officer: Ashok Saxena

Date: November 16, 2016