

UNIVERSITY OF ARIZONA

*SPECIAL PROGRAM FEES
FEE REQUEST*

College: College of Social and Behavioral Sciences

Department: School of Journalism

Program: Bachelor's degree in Journalism

Is this a graduate or an undergraduate program fee?

GRADUATE UNDERGRADUATE X

Is this a new fee or an increase to an existing fee? (choose one)

NEW FEE Amount requested: \$

EXISTING FEE X Current Fee: \$ \$250 per semester Requested Fee: \$

MODIFICATION OF PROVISIONS OF AN EXISTING FEE X
(No change in amount of the fee)

BACKGROUND: *Include information concerning the establishment of the fee, history of increases (if any), references to policy, and the campus review/approval process.*

EXPLANATION OF REQUESTED MODIFICATION:

This is a request to modify two provisions of the existing undergraduate program fee at The University of Arizona School of Journalism. This will not involve a change in the amount of the fee, which is \$250 per semester for juniors and seniors.

The modifications, which would go into effect in Fall 2011, would involve the following: (1) Having Journalism majors pay the program fee for every semester they have junior or senior standing. The current provision has a four-semester cap on the program fee. (2) Having Journalism majors who are juniors or seniors pay both the program fee and course fees. The current provision says Journalism majors paying the program fee will not pay course fees. This means that only Journalism majors who are sophomores are paying these fees, which are substantial. The proposed modifications would enable the School to reduce many course fees, and would ensure that all Journalism students pay their fair share of fees. This, in turn, would mean that the School could lower the overall cost of obtaining a bachelor's degree in Journalism.



The undergraduate Journalism Student Advisory Council, which any student may join at any time, met with the Director of the School to discuss these proposed modifications. Council members who attended the meeting unanimously supported the modifications. The Council then worked with the Director to organize two additional open meetings for undergraduates in February and March 2011 to explain and discuss the proposed modifications. Information about the meetings and the proposed modifications were posted throughout the School and sent to all undergraduate majors via the School's listserv. There was no opposition to the proposed modifications, and a number of undergraduate students spoke very favorably about them.

The modifications are being requested for several reasons, all of which involve fairness. The first is that a number of students are remaining at the University for more than four years, and are retaining their status as upper-division Journalism majors for more than four semesters. They pay no program fee for the additional semesters, which is unfair to other journalism students who are, in effect, subsidizing them. A related factor is that a number of students are not starting the Journalism major until their junior year, even though the major takes three years to complete. This means that they do not pay the high course fees that sophomores pay, and that they pay no fees during their final year in the major, because they have exceeded the four-semester limit for paying the program fee. The third reason is that most of the program fee is being used to support the salaries of faculty who teach technology-intensive classes that lie at the heart of School's curriculum. The School's instructional technology, including the computer laboratories used for core required Journalism classes, is supported principally through course fees. However, only sophomores are paying course fees because the current provisions of the program fee exempt juniors and seniors from these fees. This means that sophomores are bearing an unfair share of instructional technology costs.

The proposed modifications would ensure that all students pay their fair share of fees. The modifications also would enable the School to lower the overall fees paid by Journalism majors, because the School will be able to reduce many course fees if all Journalism majors are paying these fees.

Program description: The School of Journalism offers a professionally oriented undergraduate degree program that has been accredited for more than forty-five years by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The School was fully reaccredited in Academic Year 2005-06. The next reaccreditation site visit will occur in January 2012.

The School's curriculum focuses on training students to meet the challenges facing journalists in a global information environment, in which mass media technology is changing rapidly. The curriculum includes applied classes in reporting, editing, visual communication, and online news production, and theory classes in subjects such as media ethics, law, the news media's role in society, and journalism history. All of the applied skills classes are taught in the School's instructional computer laboratories. Most of the theory classes are taught in the School's technology-equipped seminar rooms; the two highest-enrollment courses, which cover media law and ethics, are taught in large lecture halls elsewhere on campus. All students take a senior capstone course in which they work on a news medium that is produced by the School and serves



a real community. UA journalism students have obtained internships with numerous news organizations in Arizona, as well as leading national and international news media. Alumni have won nearly every major journalism award, including several Pulitzer Prizes. Demand for the program is strong; undergraduate enrollment has grown from 373 students in Fall 2000 to 564 in Fall 2010.

Information concerning the establishment of the fee and proposed modifications to two provisions of the fee: The Board of Regents in 2007 established a program fee of \$250 per semester for all Journalism upper-division undergraduate majors with advanced standing. This fee went into effect in Fall 2008.

Students are advised about the fee, and about the financial aid that is set aside to assist students in need, during the advising process and through informational meetings held throughout the year for freshmen and students who have not yet declared a major.

The fee is being used principally to support faculty who teach skills classes that enable students to learn how to produce news reports utilizing multiple media platforms. This, in turn, enhances students' opportunities in the information industry marketplace.

The original 2007 Special Program Fee Request approved by the Regents stated that the program fee would be paid by juniors and seniors for four semesters. The request also stated that upper-division undergraduate majors who were paying the program fee would not pay course fees for their Journalism classes. The current Special Program Fee Request asks that juniors and seniors pay the program fee every semester that they have upper-division advanced standing, and that they pay course fees as well as the program fee. The total cost to students (course fees and program fee), however, will not cost more under this proposal.

The other provisions of the 2007 Special Program Fee Request would remain the same. They include the following:

- (1) The amount of the program fee remains the same, \$250 per semester.
- (2) In accordance with Arizona Board of Regents policy, 17% of the undergraduate program fee would continue to be set aside each year for financial aid.
- (3) Also in accordance with Board of Regents policy, the program fee would continue to be charged only to juniors and seniors.

DISCUSSION: *Include in the discussion how the request is covered under the ABOR Policy 4-104B, and the criteria listed below, for evaluating requests for fees.*

Quality of the Student Experience: The bachelor's degree in Journalism at The University of Arizona is a professional undergraduate degree that is designed to train professional journalists to work in the state, national, and international information marketplace. The rapid technological changes that the news media continue to undergo require a continual high rate of program



expenditure – especially in the areas of technology and instruction – in order to offer students a competitive educational experience.

The program offers a computer-based curriculum designed to enable students to receive the experiential and theoretical learning opportunities that are crucial for employment and advancement to leadership positions in the news media and other information industries.

In recognition of the excellence of the School of Journalism program, *The New York Times* selected the School as one of two sites for its National Student Journalism Institute, which is open on a competitive basis to graduate and undergraduate students throughout the country. The first institute at The University of Arizona was held in the School in January 2008.

Another important indicator of excellence is the School's long history of accreditation, which certifies that the program meets rigorous national standards for teaching, curriculum development, and instructional technology. Accreditation has ensured that students are eligible for national internships and other opportunities that are available only to students in accredited programs.

Access and Affordability: The School of Journalism sets aside 17% of program-fee revenues for financial aid. In addition, the School has many needs-based and merit-based scholarships, which are funded by endowments, professional organizations, and individual donors. The School actively seeks additional private funding for scholarships to assist needy students.

College/School/Campus Cost of Instruction: Maintaining an accredited, professionally-oriented journalism program involves instructional costs beyond those required for traditional academic units. Accreditation standards limit enrollment in skills classes to twenty students (the recommended enrollment is fifteen). Because the journalism curriculum is skills-intensive, this mandate means that the School must maintain an adequate number of faculty members to teach core courses with small enrollments.

Accrediting standards also require that the program offer a technology-intensive curriculum, so that hardware and software training will be readily transferable to media platforms used in the workplace. This means the program must maintain and update sophisticated hardware and software in large quantities for regular student use.

Market Pricing: The undergraduate journalism and mass communications programs at the senior public universities in all fifty states (as designated by the Arizona Board of Regents), as well as the Arizona University System institutions, were surveyed during September and October 2007. Accredited programs at nineteen universities assessed fees for resident undergraduates, in addition to the base tuition charge. Some charged program (across-the-board) fees, some charged class fees, and some charged both types of fees. Most fees applied to all students who were either majoring in the program or taking its courses while pursuing another major. Thirteen accredited programs charged no fees. Three non-accredited programs charged extra fees, while fourteen did not. Three universities had no applicable program.



In regard to elasticity of demand, a number of senior public universities having higher costs than The University of Arizona support larger journalism programs. Because the UA School of Journalism can offer not only the program-fee financial-aid set-aside, but also its own scholarships to students with financial need, the program fee has not reduced the demand for journalism education at The University of Arizona.

The following table summarizes resident tuition and program fees at the fifty-two institutions surveyed for the original Special Program Fee Request submitted to ABOR in 2007.

2007-08 Undergraduate Tuition and Fees for Journalism & Mass Communication Programs at 52 Senior Public Universities and Arizona University System Institutions

2007-08 base resident tuition rank	2007-08 total resident tuition rank* **	ABOR list of senior public universities	Program accreditation ***	Base resident tuition 2007-08	2007-08 program fees* **	2007-08 resident tuition + program fees* **
1	1	Penn State, University Park	ACEJMC	\$13,343		\$13,343
2	2	University of Vermont	N/A	12,054		12,054
3	3	University of Michigan, Ann Arbor		11,112		11,112
4	4	University of New Hampshire, Durham		11,070		11,070
5	5	University of Illinois, Urbana-Champaign	ACEJMC	10,884		10,884
6	6	Rutgers University, Newark		10,267		10,267
8	7	University of Minnesota, Twin Cities	ACEJMC	9,885	\$40	9,925
7	8	University of Massachusetts, Amherst		9,924		9,924
9	9	University of Connecticut	ACEJMC	8,852		8,852
10	10	Ohio State University, Columbus		8,676		8,676
12	11	University of South Carolina, Columbia	ACEJMC	8,346	330	8,676
11	12	University of Virginia	N/A	8,500		8,500
18	13	Indiana University, Bloomington	ACEJMC	7,837	623	8,460
14	14	University of Rhode Island		8,184	200	8,384
13	15	University of Maine, Orono		8,330		8,330



15	16	University of Delaware		8,150		8,150
16	17	University of Missouri, St. Louis		8,099		8,099
17	18	University of Maryland, College Park	ACEJMC	7,969		7,969
19	19	University of Texas, Austin	ACEJMC	7,670		7,670
20	20	University of Wisconsin, Madison		7,188		7,188
21	21	University of California, Berkeley	N/A (grad only)	7,164		7,164
22	22	University of Kentucky, Lexington	ACEJMC	7,096		7,096
25	23	University of Oklahoma	ACEJMC	6,507	360	6,867
23	24	University of Colorado, Boulder	ACEJMC	6,635	214	6,849
24	25	University of Kansas	ACEJMC	6,600	166	6,766
29	26	University of Oregon	ACEJMC	6,168	255	6,423
26	27	University of Washington, Seattle	ACEJMC	6,385		6,385
27	28	University of Iowa	ACEJMC	6,293	30	6,323
28	29	University of Nebraska, Lincoln	ACEJMC	6,216	100	6,316
30	30	University of North Dakota, Grand Forks		6,130		6,130
41	31	University of Utah	ACEJMC	5,012	1,013	6,025
31	32	University of Tennessee, Knoxville	ACEJMC	5,932		5,932
34	33	University of Alabama	ACEJMC	5,700	120	5,820
32	34	State University of New York, Stony Brook		5,760		5,760
33	35	University of Arkansas	ACEJMC	5,714		5,714
35	36	University of Georgia, Athens	ACEJMC	5,622		5,622
36	37	University of South Dakota	ACEJMC	5,393	200	5,593
40	38	University of Arizona	ACEJMC	5,037	500	5,537
42	39	Arizona State University	ACEJMC	4,969	500	5,469
37	40	University of Hawaii, Manoa		5,390		5,390
39	41	University of Montana	ACEJMC	5,338	14	5,352
38	42	University of North Carolina, Chapel Hill	ACEJMC	5,340		5,340



45	43	West Virginia University	ACEJMC	4,722	240	4,962
43	44	University of Mississippi	ACEJMC	4,932		4,932
44	45	Northern Arizona University		4,841		4,841
48	46	University of New Mexico		4,571	151	4,722
49	47	University of Idaho		4,410	283	4,693
47	48	University of Alaska, Anchorage	ACEJMC	4,640	50	4,690
46	49	Louisiana State University	ACEJMC	4,675		4,675
50	50	University of Nevada, Reno	ACEJMC	4,029	200	4,229
51	51	University of Wyoming		3,554		3,554
52	52	University of Florida	ACEJMC	3,256	91	3,347

Sources: Annual tuition and fees survey conducted by the ABOR Central Office; program tuition and fees surveyed during September and October 2007 by the UA Journalism School.

*Fees that depend on course load have been computed assuming 6 journalism units or 2 journalism courses per semester for full-time students with advanced standing.

**Includes actual or computed fee for other institutions, proposed fee for UA.

***ACEJMC=The Accrediting Council on Education in Journalism and Mass Communications.

Blank=not ACEJMC-accredited. N/A=no applicable program at this institution or site.

Benefits to Entire University: It is crucial for a democratic society to have journalists who are able to think critically about information; to understand the best methods for acquiring, evaluating, and organizing information about issues and events that are important to the general public and specific audiences; and to present this information clearly and impartially. In this way, journalism instruction helps the University in fulfilling its broad mandate to inform and educate the public at large. The reports of journalists both present and past also provide much of the research material for several other academic disciplines, including history and political science.

A high-quality, well-regarded journalism program that trains students to be leaders in the information sectors of the economy builds a base of supportive alumni and creates a workforce that makes important contributions to the political, economic, and social advancement of local communities and the State of Arizona.

Student Consultation and Support: The student consultation process has been led by the Journalism Student Advisory Council, which any Journalism undergraduate may join at any time. The Council meets with the School Director to consult about student-related issues.



In Academic Year 2005-06, Council members and other students met with the re-accreditation and Academic Program Review site-visit teams and provided ideas for program enhancements. In Spring 2007, Council members began meeting with the School Director to discuss the possibility of a program fee and the process for setting priorities for revenue expenditures if a fee were approved. Council members decided to conduct an information campaign and surveys that would enable all Journalism students to have an opportunity to participate in the discussions.

More than two hundred fifty students responded to the surveys. Ninety percent of respondents supported using the fee for expanding technology-based instruction. The Regents approved the program fee, and it went into effect in Fall 2008. Since that time, the School Director has met with the Council at the end of the fall and spring semesters to discuss how program-fee revenues were expended and to continue working on a rolling, three-year strategic plan for future expenditures.

The Director met with the Student Advisory Council early this spring to discuss the two proposed modifications of the program-fee provisions. Advisory Council members endorsed the proposal for two reasons. First, the modifications will ensure that all students pay their fair share of fees. Second, the modifications will allow course fees to be reduced, which will lower the overall cost for students taking a minimum or average number of units required for a Journalism bachelor's degree. (The minimum number of Journalism units required for an undergraduate degree is 33 and the average is 36.)

After the initial meeting with the Student Advisory Council, the School Director worked with the Council to schedule two additional open meetings with undergraduate students. Meanwhile, information about the proposed modifications was sent out on the undergraduate listserv, and posted in the student reading room and other areas on the School premises. There has been strong support and no opposition to the proposed program-fee modifications.

The School expects to have approximately 240 juniors and seniors in Fall 2011, and they would pay both the program fee and course fees. Sophomores would continue to pay course fees, many of which will be reduced if the program-fee modifications are approved by the Regents. Freshman pre-majors, who take no Journalism skills classes, pay no Journalism fees.

Increased Earnings Potential of Program Graduates: Graduates who have received the most advanced training from an accredited program will be the most competitive for jobs in established and emerging information industries, and will command the highest salaries.

Accountability: The School prepares an annual report of program-fee revenues and expenditures for review according to applicable ABOR and University procedures.

RECOMMENDATION:

The University of Arizona recommends approval of the proposed modifications in the program fee as outlined above. The overall cost of the program (program fee and course fees) will not be more to individual students, but will make it more easy to administer the program and will be more equitable to the students in the program.

