

ACADEMIC COUNCIL REPORT

ACTION REQUESTED:

Recommendation
Decision
Discussion/Direction
Information

DATE: 28 February 2023

FROM: Undergraduate Studies Committee

SUBJECT: Major Program Modification – Bachelor of Arts in Communication and Digital Media Studies, Bachelor of Arts in Communication and Digital Media Studies Advanced Entry, and Communication and Digital Media Studies Minors

COMMITTEE MANDATE:

In accordance with the Undergraduate Studies Committee (USC) Terms of Reference, USC has the responsibility “to examine proposals for new undergraduate degree programs and major changes to existing programs and to recommend their approval, as appropriate, to the Academic Council”.

MOTION FOR CONSIDERATION:

That, pursuant to the recommendation of the Undergraduate Studies Committee, Academic Council hereby approves the Major Program Modifications to the Bachelor of Arts in Communication and Digital Media Studies (CDMS), CDMS Advanced Entry, and CDMS Minors.

BACKGROUND/CONTEXT & RATIONALE:

The Faculty is proposing the following changes:

1. Revise 1st year required courses (per changes to the degree requirements for the Bachelor of Arts in the Faculty of Social Science and Humanities);
2. Modify CDMS program requirements to create more open, flexible and customizable curricular mapping for students;
3. Add new CDMS specializations: 1) Creativity, Digital Arts and Entertainment Industries; 2) Strategic Communications, Social Media and Society.
4. Revise CDMS minor by adding foundation courses and expanding course options; add new differentiated minors: 1) Social Media Advocacy and Activism; 2) Online Content Creators: Digital Entrepreneurship, Work and Society; 3) Creative Industries and Popular Culture; 4) Digital Media Politics & Policy; 5) Professional Communication;
5. Open CDMS courses to the university community, starting with BA EDST students;

6. Modernize and enhance CDMS course titles and descriptions;
7. Expand CDMS course delivery mode options;
8. Modernize the CDMS program description for Academic Calendar; and
9. Modify the Advanced Entry 2-year program map.

RESOURCES REQUIRED:

The proposed modification is generally budget neutral, with the 2023-24 program budget expected to be roughly similar to 2022-23. Additional resources may be required as CDMS courses open to the wider university community, attracting more learners to enroll.

TRANSITION PLAN

The Faculty plans to implement the proposed changes prior to the 2023-24 calendar year, upon approval. Efforts from various areas of the university are secured to make a seamless transition in 2022-23 and ensure that the new structure is effectively operationalized.

CONSULTATION AND APPROVAL:

- Undergraduate Studies Committee: 17 January 2023
- Faculty Council: 20 December 2022
- Curriculum Committee: 6 December 2022

Consultations with external program reviewers, current and prospective CDMS students, FSSH Dean, Associate Dean, Undergraduate Program Directors, Academic Advisors, and CDMS faculty members were conducted. Also consulted were Registrar, Continuous Learning, CIQE and other university stakeholders. The proposed changes were communicated at Faculty Retreats in January 2022 and September 2022. Furthermore, the CDMS program director has reached out to colleagues in other FSSH programs, other Faculties, and at Brilliant Catalyst, for discussion of future-leaning visions of curricular integration.

Feedback from current CDMS students indicated a desire for changes to the common first year and more flexible curricular maps. This feedback was collected during the external review and through ongoing discussions between CDMS faculty members and CDMS students. Feedback from prospective students at CDMS recruitment events (e.g., Open House, OUF, etc.,) indicated desire for more CDMS courses in first year and more opportunities for creativity and media-making.

NEXT STEPS:

- Pending the approval of Academic Council, the changes will be included in the 2023-2024 Academic Calendar.

SUPPORTING REFERENCE MATERIALS:

- [Communication and Digital Media Studies](#)
- [Communications and Digital Media Studies – Advanced Entry](#)
- [Communications and Digital Studies minor](#)
- New Course: [LBAT - 2413U](#)
- Additional Course Changes:

COMM 1100U	COMM 3410U
COMM 1320U	COMM 3510U
COMM 1420U	COMM 3610U

COMM 2110U	COMM 3710U
COMM 2210U	COMM 3720U
COMM 2220U	COMM 3740U
COMM 2240U	COMM 4120U
COMM 2270U	COMM 4130U
COMM 2311U	COMM 4140U
COMM 2410U	COMM 4210U
COMM 2411U	COMM 4261U
COMM 2530U	COMM 4420U
COMM 2620U	COMM 4510U
COMM 3110U	COMM 4530U
COMM 3250U	COMM 4610U
COMM 3310U	COMM 4710U
	COMM 3350U

Items included as attachments to the proposal in Curriculog:

- Online Creators: Digital Entrepreneurship, Work and Society minor calendar copy*
- Creative Industries and Popular Culture minor calendar copy*
- Digital Media Politics and Policy minor calendar copy*
- Professional Communication Minor calendar2_copy*
- Social Media Advocacy and Activism minor calendar copy2*
- Course Changes: CDMS – Mode of Delivery update* (course updates compiled in yellow columns)

*files available for review under 'files' in the proposal: [Communication and Digital Media Studies](#)