

**BOARD OF TRUSTEES
UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC Resolution No. 2016-30**

SUBJECT: Approval of the Bachelor of Arts (BA) in Digital Media Degree Program in the College of Arts and Sciences (CAS)

WHEREAS, pursuant to D.C. Official Code § 38-1202.06(3), the Board of Trustees is authorized to establish or approve policies and procedures governing admissions, curricula, programs, graduation, the awarding of degrees, and general policy for the components of the University; and

WHEREAS, pursuant to DCMR § 08-B308.1, new associate, baccalaureate, and graduate degree programs may be added to the University curricula upon recommendation by the Academic Senate and the President and after approval by the Board; and

WHEREAS, the College of Arts and Sciences terminated the Bachelor of Arts program in Mass Media (with concentrations in Journalism and Television Production) with the specific intent of developing a new state-of-the-art baccalaureate program which prepares students for entry-level jobs and graduate study in media, communications and public relations and equipped with the knowledge and skills required to create, edit, translate and disseminate information through a variety of different platforms, the goal of the new program is to prepare students to adapt to and navigate the ever-changing, global multi-media environment, which requires that they become responsible and critical communicators and life-long learners; and

WHEREAS, the proposed undergraduate program is designed to provide students broad exposure to the history, role and impact of media in contemporary society and the techniques and disciplines of the Digital Media field, the program's use of practical hands-on training, rigorous classroom scholarship and project-based learning across multiple synchronized courses in the curriculum enables students to develop the linguistic, technical, artistic and creative skills, as well as the professionalism and ethical clarity required to become responsible producers of the written, aural and visual images used in video productions, Web content creations and other media technologies; to accomplish this, the program requires each student to complete core requirements and two concentrations (Multi-media Journalism, Broadcast Journalism, Graphic Journalism, Digital Video Production or Film and Documentary) allowing for the skill flexibility industry requires; the new program will also offer post-baccalaureate certificates (in Multimedia Journalism, Digital Video and Film Production and Public Relations), accelerated limited residence seminars, and minors designed to serve international students, career-changers and professionals in the field; program offerings will be broader yet integrated and flexible to allow students to create a program that fits their unique needs;

WHEREAS, community and public service is emphasized in all courses in the new Digital Media curriculum, the program will create a Center for Urban Media that will focus on issues such as media literacy, access and development of media participation by under-represented populations locally,

nationally and internationally, to address the Digital Divide and Media Participation gaps; through the Center program, faculty and students will establish media companies, non-profit groups and other community organizations to conduct research and coordinate educational and outreach and advocacy with the goal of providing all citizens, especially members of marginalized groups, the technological knowledge and skills needed to utilize optimally 21st century media; and

WHEREAS, the Administration proposes to establish a Bachelor of Arts degree in Digital Media based in the College of Arts and Sciences, and the proposed program has been approved by all required levels of faculty and administration;

NOW THEREFORE, BE IT RESOLVED that the University of the District of Columbia is hereby authorized to implement the BA in Digital Media Degree Program in accordance with the attached proposal, *provided that* the funds required to implement the program shall not be obligated until they have been identified and reprogrammed within existing University resources.

Submitted by the Academic and Student Affairs Committee

July 12, 2016

Approved by the Board of Trustees

July 26, 2016



Elaine A. Crider
Chairperson of the Board