

**UNIVERSITY:** The University of Arizona

**SPECIAL PROGRAM FEES  
FEE REQUEST**

**College/School:** College of Social and Behavioral Sciences

**Department:** Journalism

**Program:** Bachelor's degree in Journalism

**Is this a graduate or an undergraduate program fee?**

GRADUATE PROGRAM

UNDERGRADUATE PROGRAM

**Is this a new fee or an increase to an existing fee?**

NEW FEE  Amount requested: \$ 250 per semester

EXISTING FEE Current Fee: \$ \_\_\_\_\_ Requested Fee: \$ \_\_\_\_\_

**BACKGROUND:**

**Program description:** The Department of Journalism offers a professionally oriented undergraduate degree program that has been accredited for more than forty years by The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The department was fully re-accredited in Academic Year 2005-06.

The department'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 major curriculum includes skills classes in reporting, editing, visual communication, and online news production, which are taught in the department's instructional computer laboratories, and theory classes in media ethics, law, the news media's role in society, and history. All students take a senior capstone course in which they work on a news medium that is produced by the department and serves a real community. These include *El Independiente*, a bilingual newspaper for residents of the city of South Tucson; the *Tombstone Epitaph Local Edition*, published for residents of that historic town; *Arizona Cat's Eye*, a news program for KUAT-TV, the PBS affiliate on campus; *Cat Scan*, an online magazine that serves residents of Southern Arizona; and *Border Beat*, an online magazine whose focus is the Arizona-Sonora international border. The department's other international journalism classes enable undergraduates to do reporting and digital imaging work in Latin America and the Middle East, under the supervision of faculty members with extensive experience covering those regions.

UA journalism students have obtained internships with numerous news organizations in Arizona, as well as leading national and international news media such as the *Los Angeles Times*, *NBC News*, and *CNN International*. Department alumni have become leaders at state publications such as the *Arizona Daily Star* and the *Tucson Citizen*, as well as national news media such as *The New York Times*, *Newsweek*, and *The Washington Post*. They have won nearly every major journalism award, including the Pulitzer Prize.

Demand for the program is strong; undergraduate enrollment has grown from 373 students in Fall 2000 to 632 in Fall 2007.

**Information concerning the establishment of the fee:** The College of Social and Behavioral Sciences requests that the Board of Regents establish a program fee of \$250 per semester for all Journalism upper division undergraduate majors with advanced standing. This fee would be effective starting Fall 2008. During Academic Year 2008-09 only, UA students who have achieved senior standing prior to the Fall 2008 semester would be exempted. Starting with the 2009-10 academic year, both juniors and seniors would pay the fee. After the phase-in period, the total program fee would be \$1,000 for a two-year upper-division program of study. However, after the phase-in period, upper division undergraduate majors paying the program fee would not pay special class in their upper division Journalism courses.

Students would be advised about the fee, and about the financial aid that would be set aside to assist students in need, during the advising process and through informational meetings during Academic Year 2007-08.

The fee will enable the department to stay current with rapidly evolving communication technology and professional standards of practice. The fee will be used to enhance instructional computing laboratories, technical equipment, and technical staffing levels to increase opportunities for students to utilize state-of-the-art multiple media platforms. This, in turn, will enhance students' opportunities in the information industry marketplace.

This fee is being requested in accordance with ABOR Policy 4-104, which establishes the procedure for undergraduate professional degree programs to request differential tuition and special program fees. This proposal has been reviewed and approved by appropriate department, College, and University administrators.

## **DISCUSSION:**

**Quality of the program:** 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 on information technology equipment, instructional hardware and software, and support services – in order to offer students a competitive educational experience. The fee would be charged only to upper-division students.

The program offers a technology-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. There are no national rankings of journalism programs. However, a number of indicators provide evidence of the quality education provided by the Department of Journalism.

UA students routinely obtain internships with prestigious U.S. news media companies, including Dow Jones, which publishes *The Wall Street Journal*, and television network news operations. After graduation, students have obtained employment with top-ranked U.S. news organizations and other national and international information firms.

The department's International Journalism initiative offers students the opportunity to do journalism research in other countries, and to have their results published.

Another important quality indicator is the department's long history of accreditation, which certifies that the program meets rigorous national standards for teaching, curriculum development, and instructional technology. The most recent re-accreditation review praised the quality and effectiveness of the department's teaching, and the innovative nature of the capstone and international journalism classes.

Accreditation has ensured that students are eligible for national internships and other opportunities that are available only to students in accredited programs. Employers in the news business expect journalism graduates to have degrees from accredited programs, because they know these programs have to meet high standards for providing professional-level training. A program fee will provide stable funding for program enhancements that will enable the department to continue producing graduates who are not only competitive in regard to entry-level positions, but also well-positioned to move into the forefront of their professions.

**Access and affordability:** To ensure that financial considerations do not deter students from enrolling in its undergraduate program, the Department of Journalism will set aside 15% of differential tuition revenues for financial aid. In addition, the department has many needs-based and merit-based scholarships, funded by endowments, professional organizations, and individual donors. The department actively seeks additional private funding for scholarships to assist needy students and those from underrepresented groups.

The department is a national leader in recruiting and retaining students from diverse racial and ethnic backgrounds. It has sponsored a two-week summer workshop for minority high school journalists for two decades, and has obtained funding for this project from major news-media foundations. Recently students in the workshop produced a newspaper featuring stories in three languages: English, Spanish, and Hopi. In recognition of Journalism's diversity initiatives, *The New York Times* has selected the department as a site for its national Hispanic Journalism Student Training Institute, to be held in January 2008.

**Cost of delivering the college/school instructional program:** Maintaining an accredited, professionally oriented journalism program involves instructional costs beyond those required for traditional academic departments. 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 department 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 50 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 14 did not. Three universities had no applicable program.

The Arizona Board of Regents approved in 2006-07 the request for a differential tuition for the Walter Cronkite School of Journalism and Mass Communication at ASU, the state's other accredited program. UA's request is a program fee from the Department of Journalism in the College of Social and Behavioral Sciences, pursuant to ABOR policy – *“Special program fees are additional amounts charged to students in select undergraduate and graduate professional degree programs within colleges/schools or departments.”*

In regard to elasticity of demand, a number of senior public universities having higher costs than The University of Arizona support larger journalism programs. Especially in light of the increased availability of needs-based financial support, it appears unlikely that the proposed program fee will reduce the demand for journalism education at The University of Arizona.

The following table summarizes current resident tuition and program fees at the 52 institutions surveyed.

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

<b>2007-08 base resident tuition rank</b>	<b>2007-08 total resident tuition rank* **</b>	<b>ABOR list of senior public universities</b>	<b>Program accreditation***</b>	<b>Base resident tuition 2007-08</b>	<b>2007-08 program fees* **</b>	<b>2007-08 resident tuition + program fees* ** ****</b>
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
<b>40</b>	<b>38</b>	<b>University of Arizona</b>	<b>ACEJMC</b>	<b>5,037</b>	<b>500</b>	<b>5,537</b>
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 Department.

\*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.

\*\*\*\*2008-09 figures are not yet available.

**Student consultation and support** The student consultation process has been led by the Journalism Student Advisory Council, which any Journalism student can join. The Council meets with the department head on a regular basis 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 department head 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 survey

that would enable all Journalism students to have an opportunity to participate in the discussions. They visited every Journalism class to offer their colleagues information about the proposed fee, including its cost and impact. Then they produced an online survey that enabled students to vote for the enhancements that they believed were most important.

The survey was conducted through the UA Student Link, which preserved anonymity while preventing multiple responses from one person. More than two hundred students participated during April and May 2007. During September 2007, the Student Advisory Council visited all sections of Jour 205-Reporting the News, the first class in the skills sequence, to provide program-fee information to new Journalism students, and allow them to take the survey as well. More than eighty additional students did so.

The results of both surveys were broadly similar. The table below summarizes the responses. Ninety percent of respondents supported using the fee for expanding instructional computer facilities and the department's open lab, and updating them on an accelerated refresh cycle. Eighty-five percent or more supported using the fee for operating costs to enhance courses such as the senior capstones, and to provide more technical support for all classes. Nearly 70% favored using fee revenues to support pre-professional Journalism student organizations. These organizations, which are open to all students in the program, include the student chapter of the Society of Professional Journalists, and the student chapter of the National Association of Hispanic Journalists.

Council members and the department head held additional open meetings for Journalism students in late October, to discuss the proposal submission.

**Student Attitudes Toward Journalism Program Fee Expenditures  
 Summary Results of Surveys of Journalism Students, Spring and Fall 2007**

**Support for expenditures (percent in favor)**

<b>Category</b>	<b>Spring 2007 (N=204)</b>	<b>Fall 2007 (N=82)</b>	<b>Combined (N=286)</b>
Instructional hardware & software	92%	90%	91%
Instructional operating costs	88%	83%	87%
Instructional technical support	83%	89%	85%
Journalism open laboratory	91%	88%	90%
Journalism student group subsidy	63%	84%	69%

**Demographics**

<b>Class standing</b>			
Senior	35%	6%	27%
Junior	39%	43%	40%
Sophomore	24%	51%	32%
Freshman	2%	0%	2%
<b>Residency</b>			
In-state	73%	61%	70%
Out-of-state	27%	39%	30%

Responses have been rounded to the nearest whole percent.

**Number of students impacted:** According to estimates developed from University data, the program fee would apply to 156 juniors in Fall 2008, and 149 in Spring 2009. It would apply to an estimated 285 juniors and seniors in Fall 2009, and 276 in Spring 2010.

The Journalism curriculum is designed to enable students to graduate in four years. Therefore, after the phase-in period, Journalism students with advanced standing who progress normally would pay the program fee for four semesters, for a total of \$1,000. However, these students would not pay class fees. At present, juniors incur special class fees of \$50 per class in 1.7 journalism classes per semester, on average, while seniors incur \$50 fees in 1.9 classes per semester. Thus, after waiver of class fees, the net increased cost would average \$165 per semester for juniors and \$155 for seniors. Therefore, the net added cost of the program fee for students would be \$640, on average.

Sophomores would not pay the program fee and would continue to pay existing special class fees. Freshman pre-majors who take no Journalism skills classes would pay no Journalism fees.

**Increased earnings potential of program graduates:** According to the policy statement, this criterion is directed primarily at graduate degree programs, and has been given reduced emphasis in the present proposal. Nevertheless, it may be inferred that baccalaureates who have received the most advanced training during their university years will be the most competitive for jobs in established and emerging information industries, and will command the most competitive salaries.

**Benefits to the entire university:** It is crucial for a democratic society to have journalists who are able to think critically about information; 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 present this information clearly and impartially. In this way, journalism instruction helps to fulfill the University's broad mandate to inform and educate the public at large. The reports of journalists both present and past also provide much of the raw 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.

**Accountability:** The department will prepare an annual report of program fee revenues and expenditures for review according to applicable ABOR and university procedures.

**RECOMMENDATION:**

The University of Arizona recommends ABOR approval to implement a special program fee of \$250 per semester for all Journalism upper division undergraduate majors with advanced standing. This fee would be effective starting Fall 2008. (NOTE: During Academic Year 2008-09 only, UA students who have achieved senior standing prior to the Fall 2008 semester would be exempted. Starting with the 2009-10 academic year, both juniors and seniors would pay the fee.)