University of the Fraser Valley

Media and Communication Studies

College of Arts

Dean's Summary

Submitted by:
Dr. Sylvie Murray, Dean, College of Arts

Accepted by:
Senate in October 2026
Academic Planning and Priorities Committee in September 2026

MEMORANDUM

Academic Planning and Priorities Committee

TO:	James Mandigo, Chair, Senate
FROM:	Tracy Ryder Glass, Chair, Academic Planning and Priorities Committee
CC:	Sylvie Murray, Dean, College of Arts Amber Gazso, Director, School of Culture, Media, and Society
DATE:	September 25, 2026
RE:	Program Review - Media & Communication Studies

The Media & Communication Studies program within the Faculty of Social Sciences, College of Arts recently underwent a program review. The Academic Planning and Priorities Committee reviewed all of the documentation related to the program review and accepted them at its September 23, 2026 meeting and recommend to Senate for acceptance.

The Media and Communication Studies (MACS) program review examined the MACS minor and extended minor within the BA and BFA, as well as the Media Literacy Associate Certificate.

The review acknowledged the value of MACS's current and regionally relevant critical media studies curriculum, along with faculty strengths in student access and relationships, decolonization, Indigenization, anti-racism, feminism, and curriculum renewal. The report also recognized the enrolment pressures arising from declining international student numbers whick resulted in pausing the development of a major. The action plan addresses all external recommendations which include; clarifying the program's identity, streamline offerings, increase campus visibility, monitor enrolment growth, discontinue the extended minor, rationalize cross-listed courses, and strengthen alignment between the minor and the Media Literacy Associate certificate.

Appreciation was extended to everyone involved with this great program review.

Suggested motion:
THAT Senate accept the Media & Communication Studies Program Review as presented.

Dean's Summary Report

Media and Communication Studies (MACS) Program Review, School of Culture, Media and Society, Faculty of Social Sciences, College of Arts

Dr. Sylvie Murray, Dean of Arts, May 15, 2026

Introduction

The MACS program review occurred in Fall 2025 and Winter 2026 in accordance with Policy 189.

The following credentials were examined:

- MACS minor and extended minor (in BA and BFA)
- Media Literacy Associate Certificate

The Program Review was informed by a self-study report conducted by the MACS program faculty in accordance with the template provided by UFV's program review office. The External Review Committee (ERC) conducted an in-person site visit on March 5 and 6, 2026, Abbotsford campus. The site visit included meetings with myself, the MACS program faculty, students, staff, the SCMS Director and Academic advisors. The external team took a short self-guided tour through the D3 space where faculty offices are housed.

The External Review Report (ERR) was received on March 12, 2026. The Action Plan presented by the program faculty addresses all recommendations made by the ERC.

Overall, the review highlights the important options that the MACS minor offers to domestic students to study the cutting-edge curriculum of critical media studies in our region. While the decline in international students is affecting enrolment in MACS courses (as it is across the university and sector) and leading to a pause in the development of a major at this time, the four full-time MACS faculty members responded enthusiastically and constructively to the review's recommendations to clearly define the identity of the program, streamline offerings, increase its visibility on campus, and track enrolment growth.

I note the decision to discontinue the extended minor which serves a very limited number of students. This will create an opportunity to focus on a coherent minor. Likewise, the decision to rationalize cross-lists based on theoretical and methodological alignment will help streamline the MACS offerings. Finally, stronger alignment between the minor and the Media Literacy Associate certificate will highlight the field's currency and relevance.

In addition to the specific recommendations, I note the many commendations offered throughout the external report. They range from the faculty's commitment to access and positive relationships with students, centering of decolonization, Indigenization, anti-racism and feminism in curriculum, and engagement in curriculum renewal.

I wish to express my appreciation to the program faculty and School director for their serious engagement in this core quality assurance activity, the ERC for their thoughtful observations and recommendations, and the PDQA program review staff for their impeccable logical support.

Program Review: Action Plan

Media & Communications

Curriculum and Assurance of Learning			
Goal 1: Change the name of the program			
External reviewers recommended a change to the name of the program to reduce student confusion between Communications and Media and Communications programs and to clarify a distinct identity for the program at the institutional and university level.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Re-name program	Agreement on the new name for the program: Media and Cultural Studies	April 2026	All within the School of Culture, Media, and Society
	Complete memo template for minor program change	September 2026	MACS Assistant Professor 1
	Revise website and update program description once name change has been approved	April 2027	School Director and Coordinator
Goal 2: Eliminate the extended minor			
External reviewers noted that there are a limited number of students who have completed an extended minor and that its completion requires only six more credits than the minor. Only students completing a BFA can graduate with two extended minors and, as of March 2026, there are no BFA students who have chosen an extended minor in MACS. The goal is to remove the extended minor in order that focus is given to improving the minor (i.e. additional higher-level courses) and anticipating a later launch of a major.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Discontinue the extended minor	Agreement to discontinue	May 2026	All in MACS
	Complete memo template for program discontinuance	June-August 2026	MACS Faculty
	Submit memo template for program discontinuance	September 2026	School Director and Coordinator
Goal 3: Stop cross-listing courses			
Cross-listing reduces faculty control over content and pedagogical approaches.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Remove cross-lists that are no longer necessary	Determine which courses should no longer have cross-listed. For the Program Review, the following courses were identified as no longer requiring	Complete.	All in MACS

	cross-lists: MACS 203 (CMNS), 206 (SOC/ANTH/LAS), 212 (English), 375 (ANTH), 376 (CMNS), and 480 (CMNS)		
	Communicate with cross-listed disciplines and revise Official Course Outlines (OCOs) for the courses identified.	June-December 2026.	MACS 203, 376, 480: MACS Faculty will contact CMNS. MACS 212: MACS Faculty will contact English. MACS 206, 375: Director will contact ANTH and SOC Program Areas Working Groups (PAWG).
	Submit new OCOs and memos to CACC.	September-December 2026	School Director and Coordinator

Goal 4: Develop a curriculum map to support the review and renewal of PLOs and map course CLOs back to them in an ongoing review process.
External reviewers noted that course development and revision need to be informed by the PLOs.

Tasks to complete the goal (add rows as needed):
Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Develop curriculum map that includes new PLOS	Development of map and new PLOS	June-October 2026	All in MACS
Design new courses according to new PLOS	Design new courses according to new PLOS. These new courses have been designed and are underway to being regulated according to the new PLOS: MACS 208, Looking at Visual Culture; MACS 232, Gender and Media; MACS 307, Decolonizing Media and Communication. New course: Race and Media. New course: Media and Social Justice.	Ongoing: In progress To CACC, May 2026 Under design	MACS Faculty

Goal 5: Set a recruitment goal to convert course takers into minor program students.
External reviewers noted that goal setting is required to grow the number of students in the minor.

Tasks to complete the goal (add rows as needed):
Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Recruitment into minor	10% increase in number of MACS students between 2027-2028	September 2027-September 2028	All in MACS

	10% increase in number of MACS students between 2028-2029	September 2028-2029	
	Promotional video, reels, promotions for distribution across SCMS, CoA channels	September 2026, ongoing	MACS Faculty will take lead and assignment tasks as needed
	Actively promote minor through 10 minute lecture, including review of website	September 2026 (2nd week of classes)	All in MACS
	Outreach to strong students in MACS courses	September 2026-April 2027	All in MACS
	Hire a MACS "Student Life Coordinator" through the Work-Study Grant program (Centre for Experiential and Career Education)	January 2027 draft application February 15, 2027: submit application	MACS Faculty
	Work with Academic Advisor to promote MACS courses, minor, associate certificate	June, September 2026	MACS Faculty
	Outreach to Indigenous students	September-2026-April 2027	MACS Faculty
Promote Media Literacy Associate Certificate	Actively promote associate certificate through 10 minute lecture, including review of website	September 2026 (2nd week of classes)	All in MACS
Promote MACS in general	Attend UFV Open House	October, 2026	MACS Faculty

Student Achievement			
Goal 1: Improve student community.			
There is currently no student association and limited, consistent engagement with students beyond classroom experiences.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Develop student association	Hire a MACS Student Life Coordinator	September-December 2026	MACS Faculty
Engage students in community building beyond classroom	Student group meetings	Monthly	MACS Student Life Coordinator and Faculty mentor
	Outreach to strong students in MACS courses	September 2026-April 2027	All in MACS
	Movie Night	1 per semester	MACS Faculty
Engage students beyond classroom	Actively promote minor and Media Literacy associate certificate through 10 minute lecture, including review of website	September 2026 (2nd week of classes)	All in MACS
Create student community	Promotional video, reels, promotions for distribution across SCMS, CoA channels	September 2026, ongoing	MACS Faculty will take lead and assignment tasks as needed

Goal 2: Increase the visibility of the minor and the pathways to complete it.			
Improved recruitment and promotion efforts can increase visibility of the minor and encourage students to pursue one.			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Increase visibility	Promotional video, reels, promotions for distribution across SCMS, CoA channels	September 2026, ongoing	MACS Faculty will take lead and assignment tasks as needed
	Revise website(s) to promote minor and Media Literacy associate certificate	October 2026	MACS Faculty will produce text. Director and School Coordinator will assist.
	Revise website(s) to promote courses and mixed modality of courses in MACS	June 206	MACS Faculty will produce text. Director and School Coordinator will assist.

Governance and Resources			
Goal 1: Review course modality options to students and ensure fit for courses and students. Communicate course modality options to students.			
Decisions like whether a course is best taught online or whether a student can complete a MACS minor fully online need to be made so that courses can be offered strategically and in support of student program completion.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			
Task	**Key Milestone or Measurable Outcome**	**Timeline**	**Assigned to**
Determine percentage of online courses	Determine percentage of online courses. SCMS agreed 30-35% of all courses would be offered online (in mixed online modalities: synchronous, asynchronous, hybrid).	Complete. In May 2025	NA
Communicate about the different ways to complete MACS courses and how the different modalities operate (i.e. hybrid courses) on a MACS program webpage	Revise website(s) to promote courses and mixed modality of courses in MACS	June 2026	MACS Faculty Director and School Coordinator will assist.
Goal 2: Engage in consultation with other areas in curriculum planning, e.g. SOC, CMNS, and SOCA.			
Duplication across programs needs to be avoided and yet opportunities for interdisciplinary programming should be pursued.			
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*			

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Consult with other comparable programs when designing new courses	Consultation with other programs about new courses	Ongoing	The designer of a new course is responsible for initiating this consultation.
Consult with other comparable programs when designing program change	Consultation with other programs about program change e.g., MACS engaged in consultation with CMNS about the journalism courses that MACS offers	Ongoing March 2026	The Chair of the MACS PWG is responsible for initiating this consultation.
	Develop regular and ongoing engagement with SOCA (e.g. Media Arts and CMNS) to ensure opportunity for consultation about curriculum and program. Initiate one meeting in the Fall and Winter semester.	September 2026 onwards	School Director and Coordinator

Goal 3: Implement equitable space allocation for full-time faculty members.
Faculty cannot be available for students and colleagues to improve community-building if they do not have places to work.
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Use existing space: D3422	Use D3422 for community building with MACS students as per Goal 1, Student Achievement.	Ongoing	NA
Explore space allocation options with the College of Arts Manager	Assignment of MACS faculty to single or double offices	Fall 2026	School Director
Note: SCMS has advocated for increased office space through a request to the College of Arts Dean's Office for a Space Audit of all office space in D3 (April 2025). SCMS continued to advocate for increased office space by participating in focus groups organized by a consulting firm in accordance with a Space Utilization Study (February/March 2026)			

Planning and Sustainability
Goal 1: Develop a communication plan about the minor.
Students should not have to rely on word of mouth to learn about the minor.
Tasks to complete the goal (add rows as needed): *Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.*

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Recruitment into minor	Promotional video, reels, promotions for distribution across SCMS, CoA channels	September 2026, ongoing	MACS Faculty will take lead and assignment tasks as needed
	Actively promote minor through the 10-minute lecture, including review of website	September 2026 (2nd week of classes)	All in MACS

Goal 2: Revise the PLOs and curriculum changes to support an improved minor and do not delay the process until a major is developed.

The future plan for a major should not be used to avoid necessary work on improving the minor.

Tasks to complete the goal (add rows as needed):
Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Revise PLOs	Revise PLOs	Complete	NA
Revise minor	Revise minor according to PLOS	May-September 2026	All in MACS

Goal 3: Revise the minor so that any student who completes the minor automatically earns a Media Literacy Associate Certificate too.

The Media Literacy associate certificate should be an automatic credential when a minor is completed.

Tasks to complete the goal (add rows as needed):
Identify the task(s) and describe the specific steps needed to address the goal, including key milestones and measurable outcomes. Identify potential issues and barriers, if relevant.

Task	Key Milestone or Measurable Outcome	Timeline	Assigned to
Decide on whether students completing a minor should automatically receive a Media Literacy Associate Certificate	Decide on whether students completing a minor should automatically receive a Media Literacy Associate Certificate	May 2026	All in MACS
Revise the Media Literacy Associate Certificate	Revise the associate certificate so students with a minor automatically earn the associate certificate as an exit credential Decide whether to maintain the Media Literacy Associate Certificate as an option for students not completing a minor Complete memo for program change	June-September 2026	All in MACS MACS Faculty to complete program change paperwork
	Submit memo for program change	September	School Director and Coordinator

Dean's Summary Statement

Please refer to the Dean's Summary Report memo.

Action Plan reviewed and approved by:

Information verified by:

Department Head: Amber Gazso Date: May 21, 2026

Dean: Sylvie Murray Digitally signed by Sylvie Murray Date: 2026.06.22 10:08:53 -07'00' Date: