

# MEMO

**To:** James Mandigo, Provost and VP Academic

**From:** Jacqueline Nolte, Dean, College of Arts

**CC:** Chantelle Marlor, Department Head, SCMS; Linda Pardy, Associate Dean, Students, College of Arts; Bruce Kirkley, Associate Director, Program Development and Quality Assurance

**Date:** 2021-05-14

**Re:** Media and Communication Studies (MACS) Program Review Progress Report

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The Media and Communication Studies (MACS) program went through a Program Review in 2018-19. Through that process ten recommendations were made. This report outlines the progress made towards addressing these recommendations. It is divided into three sections: 1) an overview; 2) the status of each recommendation; and 3) next year's work plan.

## Overview

Following the program review, MACS caucus meetings were established to review the recommendations. The department also started the process of meeting with the School of Creative Arts (SOCA) to open discussions related to FILM and service courses. Through these meetings MACS realized the scope of the work ahead of them. On December 16, 2019 the department head, MACS faculty, and Associate Dean, Students (College of Arts) met to review the progress the MACS caucus had made towards addressing the recommendations and to create a work plan.

Several action items were established. These were:

- Develop a plan to address the program review recommendations.
- Explore how MACS could be re-packed or reframed to provide additional core competency courses to various programs and disciplines and/or provide growth opportunities for MACS.
- Develop a new media literacy course that would meet core competencies in the BA and BIS, but also provide much needed knowledge and skill development for the Diploma in General Studies students.
- Consider the use of the name Communication in relationship to the confusion that often results both with students and in terms of mandate creep with UFV's Communication department.

While the program review recommendations were explicit, they also resulted in the MACS faculty having to address concepts related to the program's identity and purpose before several of the recommendations could be authentically addressed. The Associate Dean volunteered to provide support with tasks related to program identity and curriculum renewal.

In the Fall of 2020, the group conducted an environmental scan of similar programs in Canada and US. Through this scan, curriculum, faculty job descriptions or postings, websites, and marketing materials were compared and contrasted. An inventory of similar program names was collected and a review the International Association for Media and Communication Research's (IAMCR) sections and working groups was conducted. <https://iamcr.org/s-wg> The purpose of this work was to inform an ideation process.

## The Ideation Process

The ideation process started with MACS faculty engaging in a brainstorming session using Padlet. Following the brainstorm session, the faculty met with the Associate Dean to work through the following guide questions:

- What makes MACS different from CMNS?
- What opportunities exist for MACS?
- What makes MACS different from MEDA?
- What other areas could MACS support?

Through discussion and additional research these questions were addressed and key opportunities for MACS were identified. Examples of these opportunities include:

- Position MACS to contribute to the Critical Thinking BA core competency requirement – currently only Philosophy 101 is approved to meet this requirement.
- Formalize collaborative deep partnerships with MEDA, CMNS, BFA and possibly GDD to provide service and elective courses.
- Create an Assoc. Certificate aimed at critical media literacy which would be useful for any student, but especially useful for the DGS students. Consideration should be given to designing the associate certificate as a stackable credential (micro-courses).
- Contribute to SOC & ANTH to foster interdisciplinary.
- Target ministry employable focus areas such as health, digital knowledge or technology, & the environment etc.
- Along with SOC & ANTH – be the area for the EDI education work ahead of us. Become the place where students find their way into complex EDI work and transformative learning.
- Collaborate with the Indigenous Studies major/minor to support student interested in the media representation of Indigenous people, the use of art, graphic novels and films etc. – as education or messaging for reconciliation.

The group plans to meet in May 2021 to further map out a program and curriculum renewal processes.

## Recommendation Status Update

Program Review Recommendations (see Action Plan table below for cross-references to original action items)	Status Update
1. MACS to stay in SCMS but develop a core presence in MEDA	MACS faculty have been central to the 2020-21 discussions and planning for a new School of Culture, Media and Society. MACS will remain a member of this school. Work is ongoing to establish a core presence in MEDA – essential to this work will be determining what aspects of FILM studies will be the responsibility of MEDA vs MACS. (e.g., production/creation vs. critical use of film in society/culture)
2. Laddering Pathways 3. MACS to focus on partnerships with BMA, and then create a major in the BA	MACS faculty participate in the BMA program committee, but formal pathways and laddering options are not yet established. Likewise, pathways into the BFA are yet to be explored. These tasks are on the work plan for 2021-22.  The creation of a SOC/MACS major is something the faculty have discussed. The MACS faculty have been monitoring the direction

	of the CMNS major to ensure any proposal for a major is significantly different and addresses explicit growth opportunities for MACS. This is where the environmental scan and ideation work has been beneficial.
4. Systematic approach to what MACS will and will not offer to complement other programs and to consider what other programs can offer to MACS	The ideation process is informing this recommendation and it will be addressed as part of the 2021-22 work plan
5. a) Hiring of a new faculty b) Half time hire	a) MACS hired Dr. Shinhea Lee. She specializes in new media technology (re)structures  b) The formation of the new school could provide greater opportunities for interdisciplinary teaching and this may provide MACS with access to additional talent that could address the 50% hire recommendation
6. Curriculum Mapping	This has not been done, but will be part of the 2021-22 work plan
7. External Advisory Committee formation	The dean's office is reviewing how external advisory committees are structured and function. Once this work is done MACS will have further direction towards implementing this recommendation.
8. MACS name remains the same	The MACS caucus agrees the name causes confusion with how UFV uses Communications for what would normally be called Business/Professional Communication at other institutions. As a result, brand identity is confusing for students. An environmental scan of names has provided insights for further consideration. MACS would like to change its name, but will need to learn more about the process.
9. Faculty to teach fewer overloads	Additional sessional faculty have been hired, but permanent faculty and the LTA faculty remain teaching overloads.
10. Experiential Learning – Through City Studios	Experiential learning as defined by the program review committee was limited to out-of-class activities such as City Studios, but various experiential learning teaching strategies are embedded in MACS courses. The College of Arts is developing a new practicum system that will create easy access to additional experiential learning (out-of-class) for MACS students. As part of the curriculum mapping and renewal work, experiential learning will be made explicit. This work will be done in 2021-22.

## Work Plan 2021-22

Date	Task
May 2021	Finalize priorities. Create curriculum review teams. Seek guidance on when to create a working group to propose a major. Establish a curriculum renewal tracking table
June 2021	Establish a consultation meeting schedule with MEDA starting in the Fall 2021 Curriculum need/gaps mapping complete Establish curriculum renewal guiding principles
Sept-Oct 2021	Curriculum revisions complete

Nov 2021	Curriculum submitted to CACC
Dec 2021	Curriculum submitted to UEC – in time for calendar publication
Jan 2022	Revisit timing for setting up a MACS major working group. Begin work on an Assoc. Cert.

**Action Plan** (from Dean's Summary Report, April 2019)

<b>Cf.</b>	<b>Action</b>	<b>Timeline</b>
1	MACS stays within Social, Cultural and Media Studies	<i>Short term</i>
1	MACS develops a core presence in the Bachelor of Media Arts/MEDA	<i>Immediate and ongoing</i>
3	MACS takes on administrative duties for the BMA	<i>By Fall 2020</i>
2	MACS adapts its Associate of Arts program to facilitate a transition into the BMA and the BFA extended minor	<i>By Fall 2020</i>
2	MACS adjusts the Media Literacy certificate to ensure better articulation into the BMA and the BFA extended minor	<i>Fall 2019</i>
3	MACS collaborates with Sociology to develop a SOC/MACS major	<i>Possibly by Fall 2020</i>
1	MACS looks into increasing its involvement with the Film Studies program	<i>By Fall 2020</i>
4	MACS assesses and prioritizes its service courses and possible use of courses from other areas in its programs	<i>Fall 2019</i>
4	MACS looks into housing the Introduction to Journalism certificate and adapting it to changing circumstances	<i>Done</i>
4	MACS seeks to build on its interconnections with the Department of Communications	<i>Ongoing</i>
5a	MACS hires a new full-time instructor with a specialized focus on Digital Media, either as a dedicated MACS instructor or as a MACS/ANTH or MACS/SOC instructor	<i>By Fall 2020</i>

5b	MACS hires a new half-time instructor, also with a specialized focus on Digital Media	<i>By Fall 2022, contingent on demand</i>
6	MACS completes Curriculum Mapping	<i>By Winter 2020</i>
7	MACS collaborates on the creation of an External Program Advisory Committee for the BMA	<i>Completed by Fall 2020</i>
8	MACS stays with its current department name: Media and Communication Studies (MACS)	<i>Immediate</i>
9	Faculty members do fewer than the equivalent of ten sections per year	<i>By Fall 2020</i>
9	MACS conducts interviews for sessional instructors	<i>Fall 2019</i>
	MACS publicizes its programs	<i>Following the hiring of new full-time instructor</i>
10	MACS explores further experiential learning opportunities with CityStudio Abbotsford	<i>Fall 2019</i>