

Board of Governors, State University System of Florida
Request Form: Limited Access Status for an Academic Program
In Accordance with BOG Regulations
6.001 – General Admissions and 8.013 - Limited Access

University:	Florida International University	Degree(s) offered:	Bachelor of Science in Public Relations, Advertising and Applied Communication
Program:	Bachelor of Science in Public Relations, Advertising and Applied Communication (all tracks)	Six digit CIP code:	09.0900

- Will the entire program be limited access or only a specific track?**
The entire degree will be limited access.
- If only one track is limited access, please specify the name of the track**
N/A
- Please specify:**
The total number of new students anticipated to enroll in the program each academic year: 150 (Both full-time and part-time)

The total number of students anticipated to enroll in the program each academic year: 600 (Both full-time and part-time)
- When do you propose to initiate limited access?** (please specify the effective term and year) Limited access would begin upon the launch of the new degree in Fall 2017
- What is the justification for limiting access?**

The B.S. in Public Relations, Advertising and Applied Communication will be a professionally oriented program and like most other professional programs – Business, Architecture, Hospitality Management – we need to limit access to ensure that our students have mastery of advanced verbal skills before accumulating discipline-specific credits that may not be applicable in the general curriculum.

The current two majors utilize a 2.85 GPA. With over two decades of experience with limited access, this standard has been evaluated and determined predictive of student success and program completion.

The official accrediting body for the School of Communication and Journalism (SCJ), the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) recommends 15 students in skills classes and prohibits more than 20. The nature of much of the instructional material means that classes must be of a size that allows regular feedback and professional mentoring of students. The new degree will require between 12 and 15 hours of skills courses that demand lower enrollment limits, depending on track and concentration.

Because much of the work of our students includes multimedia and technology components, students must also have adequate access to labs or licensed software to complete the program as well as close supervision by their instructors. As such, we teach a number of very specific, skill-focused classes that require low enrollment.

Based on our projections and past enrollment in the larger BS in Communications degree, we have confidence that this number of students will successfully complete the new degree. We have sufficient faculty to support the curriculum in this reorganized structure and anticipate no issues. With our new curriculum, we also anticipate having the capacity to add a limited number of additional skills sections in future semesters.

6. **By what means will access be limited? Please provide a description of the program's admissions requirements and procedures. Additionally, please indicate how these requirements and procedures ensure equal access for Florida College System Associate of Arts degree graduates in competing for available space in the program.**

In order to be eligible to take the major-specific requirements, first time and transfer students seeking this degree must have a minimum cumulative GPA of 2.85.

The 2.85 GPA requirement was already in place for the existing BS in Communications degree in which this proposed new degree program was originally two majors: Advertising and Public Relations. In Appendix A, enrollment numbers of the current major indicate that Transfer Students from CC (now known as the Florida College System) are one third higher in number compared to FTIC students who are enrolled in the upper division. Given the school is maintaining its current requirements for the BS in Communication for the newly proposed BS in Public Relations, Advertising and Applied Communication, the impact on FCS students will not limit their acceptance in the program compared with other students seeking admission.

With these requirements, the new degree is expected to continue to accommodate student need and demand. Students who do not meet the limited-access requirements can transition seamlessly to the B.A. in Communication Arts, an existing and robust degree within the school that is not limited access.

7. **Present the current race and gender profiles of the students in the program. Discuss the impact of the proposed action on the race and gender profiles and cite sources used to inform the discussion. What strategies, should they be necessary, will be used to promote diversity in the program?**

As a federally designated minority serving institution, the demographics of Florida International University ensure that a BS in Public Relations, Advertising and Applied Communication in FIU's School of Communication and Journalism will achieve a diverse student body.

FIU has one of the most diverse student populations in the country, with a community that breaks down as follows:

- 61% Hispanic
- 15% White Non-Hispanic
- 13% Black

- 4% Asian or Pacific Islander
- 7% Other

The university is first in the nation in awarding bachelor's and master's degrees to Hispanic students and is recognized by the U.S. Department of Education as a Hispanic Serving Institution, which requires that at least 25% of undergraduate full-time students be Hispanic. Additionally, the School of Communication and Journalism has awarded more bachelor's degrees (BS Communication) to Hispanic students than almost any other similar program in the United States.

The current majors, which will become the degree, have a very diverse student population. When percentages are calculated from attached data in Appendix A, the race/ethnicity breakdown for advertising and public relations students for the total 2016-17 upper division enrollment of 495 is as follows:

- 77.6% (384) Hispanic
- 6.8% (34) White Non-Hispanic
- 7.1% (35) Black or African American
- 8.5% (42) Other

We do not expect or anticipate any impact to the diversity of the students in this program.

8. **Are the graduates of the program in high demand? If so, and if the program is to be limited due to lack of adequate resources, provide a justification for limiting access to the program rather than reallocating resources from programs with low market demand.**

The proposed degree program is of high demand in Florida, and particularly in South Florida, where there are hundreds of advertising and public relations agencies serving a broad and diverse market, and where dozens of global firms have their Latin American headquarters. A search for jobs in public relations in South Florida on job posting site indeed.com yielded 1,547 open positions in August 2016, and 1,052 in advertising.

Due to industry and job growth, Money Magazine ranked advertising and public relations positions among the fifty top jobs in America. Companies spent more than \$160 million dollars on sales promotions and \$150 billion dollars on advertising in 2014. Advertising, public relations and applied communication are growing careers because the importance of marketing communication and reputation management are finally recognized as critical to generating revenue. Social media will increase employment for public relations specialists as companies try to appeal to the general public in new ways. The importance of social media for organizations and the need to reach potential consumers on digital platforms further expands the need for these professionals. The Bureau of Labor Statistics (BLS) projects 23% growth in public relations jobs. That is 58,200 new jobs to be added between 2010 and 2020. Public relations specialists will be needed to help their clients use social media effectively.

In answering the second part of this question, related to limited resources, as stated in question #5, that indeed there are some small skill classes in the curriculum. However, the 2.85 GPA requirement in the current two majors within the BS in Communication is


also a standard predictive of student success and program completion. Hence the job market expects to hire students with higher competencies indicative of the 2.85 GPA.

University Board of Trustees Approval Date (please include a copy of the UBOT agenda with this form)	December 1, 2016 See Appendix B
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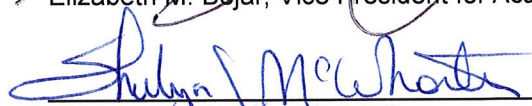
STATE UNIVERSITIES OF FLORIDA
Limited Access Program Request
Reference: 6C-6.001 Admissions, FAC

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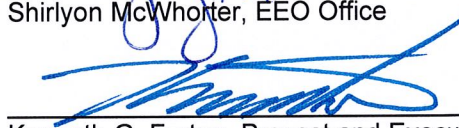
Request Initiated by:


Elizabeth M. Bejar, Vice President for Academic Affairs

EEO Officer's Signature:


Shirlyon McWhorter, EEO Office

Provost Signature:


Kenneth G. Furton, Provost and Executive Vice President

Send the completed form to:

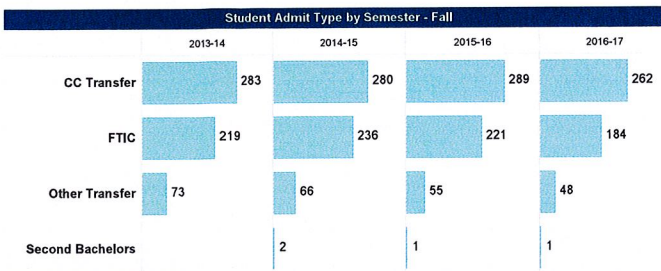
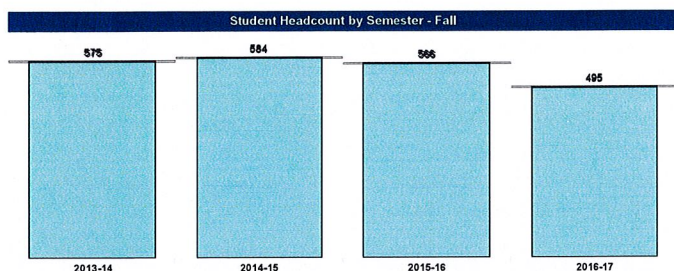
Board of Governors
State University System of Florida
325 West Gaines Street, Suite 1614
Tallahassee, Florida 31399-1950

Appendix A - Advertising & Public Relations



Student Headcount and Demographics

Academic Year	Semester	College / School	Department	Major	Academic Plan and Sub Plan
All	Fall	All	All	All	COMM.BS Multiple values
Enrollment Status	Ethnicity / Race	Fee Residency	First Generation Status	Gender	Home Campus
All	All	All	All	All	All
Honor College Status	International Status	Pell Status	Student Admit Type	Student Classification	Degree Seeking Status
All	All	All	All	Upper	All
CE Program Status	Online 2.0 Status	Strategic Emphasis Status	Degree Plan	Exploratory Students	
All	All	All	All	By Major (CIP)	

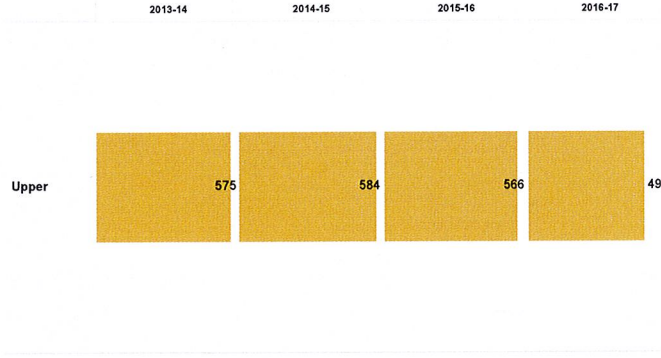
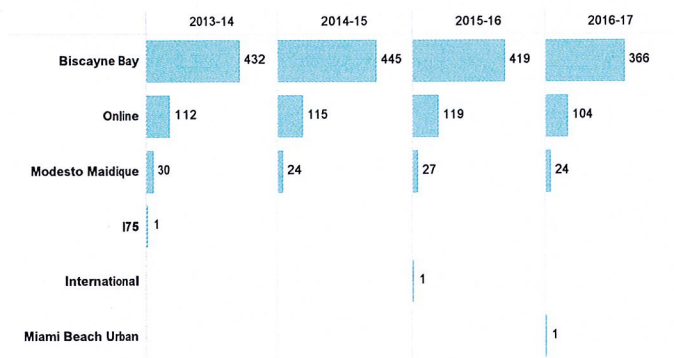


Home Campus by Semester - Fall
College - College of Communication, Architecture and the Arts

Student Classification by Semester - Fall
Department - Journalism and Media

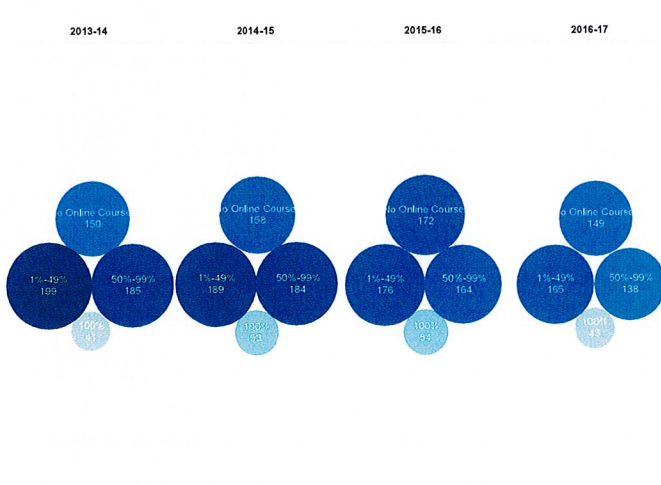
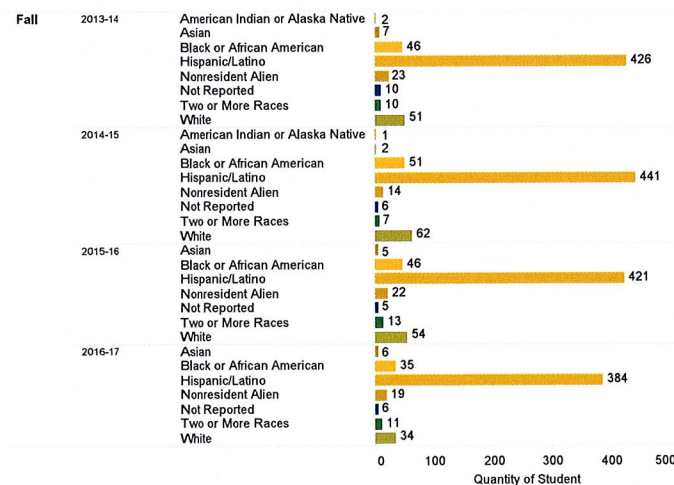
Campus or College School
Home Campus

Classification or Undergraduate / Graduate Student
Student Classification



Display by Student or Program Characteristics
Ethnicity / Race

Display by Online Course Loads or Fully Online vs. Non-Fully Online Programs
Online Course Loads



Data Source: BOG
Data Last Updated: 1/12/2017 5:43:55 AM