

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS**

June 22, 2017

SUBJECT: Limited Access Status for the Bachelor of Science in Public Relations, Advertising, and Applied Communication (CIP 09.0900) at the Florida International University

PROPOSED COMMITTEE ACTION

Consider approval of limited access status for the Bachelor of Science in Public Relations, Advertising, and Applied Communication (CIP 09.0900) at the Florida International University.

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Article IX, Section 7, Florida Constitution; Board of Governors Regulation 8.013

BACKGROUND INFORMATION

The Florida International University (FIU) seeks limited access status for the proposed Bachelor of Science in Public Relations, Advertising, and Applied Communication. Board of Governors' Regulation 8.013 provides that baccalaureate degree programs may be approved as limited access for the following reasons:

- the number of qualified applicants exceed the program's resources and capacity,
- special skills or talent is required to be successful in the program, and
- higher academic achievement is necessary to be successful in the program.

The limited access request is based on the requirement that students master advanced knowledge and skills. The program also requires the completion of skills courses and access to labs and licensed software, which demand lower enrollment limits. Florida College System transfer students will not be disadvantaged by the screening process.

The FIU Board of Trustees approved the limited access status for the Bachelor of Science in Public Relations, Advertising, and Applied Communication on December 1, 2016. If approved by the Board of Governors, the limited access status will become effective Fall 2017.

Supporting Documentation Included: Information located in the Academic and Student Affairs Committee materials