

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 State University	Degree(s) offered:	BS/BA
Program:	Professional Communication	Six digit CIP code:	09.0900

1. Will the entire program be limited access or only a specific track?

Two specific major tracks will be designated as limited access, which will ensure that programs at the Panama City campus can retain their open-access status.

2. If only one track is limited access, please specify the name of the track.

Advertising and Public Relations

3. Please specify:

The total number of new students anticipated to enroll in the program each academic year: 80 (two majors combined)

The total number of students anticipated to enroll in the program each academic year: 80 (two majors combined)

4. When do you propose to initiate limited access? (please specify the effective term and year)

Summer of 2018.

5. What is the justification for limiting access?

The number of faculty members available to teach in these areas is limited, and the intensive nature of both programs requires a great deal of hands-on instruction with students in real-world (or simulation) settings. As an example, the advanced Advertising students develop advertising campaigns and compete against each other, then against teams from around the state and nation. Student demand is high, so given the resource constraints, enrollment must be limited to reasonable numbers.

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.

The programs accept applications from both FTIC and transfer students annually for admission in the fall of their junior year (There are also some summer admits.) A 3.0 all-

college GPA and at least 52 credits are required to apply, and students are selected competitively on the quality of their academic achievement, application and portfolio. Transfer and native students are treated equally throughout the admission process.

- 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?

Public Relations:

Term Desc	Student Ethnic Group Desc	Student Id		Student Id
		F	M	
2016 Fall	Asian	1		1
	Black/African American	8		8
	Hispanic/Latino	29	5	34
	Not Specified	3		3
	Two or More Races	2	1	3
	White	78	4	82
Grand Total		121	10	131




Advertising:

Term Desc	Student Ethnic Group Desc	Student Id		Student Id
		F	M	
2016 Fall	American Indian/Alaska Native	1		1
	Asian	2	1	3
	Black/African American	3	1	4
	Hispanic/Latino	25	6	31
	Two or More Races	1	2	3
	White	56	13	69
Grand Total		88	23	111

As you can see, the programs are populated overwhelmingly by females, with 34% and 35% non-white students enrolled. Hispanic student enrollment is at particularly high levels. Note that because these programs were assumed to be operating with limited access since their move into a different CIP Code, these diverse admission results were achieved with the full limited-access mechanisms in place.

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.


Graduates of the programs are in high demand; in fact, Professional Communication was identified as a Board of Governors Areas of Strategic Emphasis through the Gap Analysis methodology. As stated earlier, another major within the same degree program is available to all students who are academically eligible, at FSU-Panama City.

Request Initiated by:	
EEO Officer's Signature:	
Provost's Signature:	
University Board of Trustees Approval Date (please include a copy of the UBOT agenda with this form)	

Send the completed form to: Dr. Jan M. Ignash
 Vice Chancellor of Academic and Student Affairs
 Board of Governors
 State University System of Florida
 325 West Gaines Street, Suite 1614
 Tallahassee, Florida 32399-1950



FLORIDA STATE UNIVERSITY
OFFICE OF THE PROVOST

TO: President John Thrasher
FROM: Provost Sally McRorie 
DATE: December 13, 2017
SUBJECT: Professional Communication Degree Limited Access (for two majors)

Request for Approval

As a result of a C.I.P. Code analysis and restructuring of the degree program inventory in Communication, the Professional Communication degree is shared between the FSU-Panama City campus and the Tallahassee campus. Specifically, the Professional Communication major resides at FSU-Panama City and has enough faculty to meet the student enrollment demand. The Advertising and Public Relations majors serve main-campus students and do not have the faculty resources to meet the high level of student demand on the Tallahassee campus, especially given the hands-on instruction required for activities like the advertising competitions. Thus, this request for Limited Access status applies only to the Advertising and Public Relations majors within the Professional Communication degree.

If approved, access will be limited by allowing admission only to those who have achieved an overall GPA of 3.0. Faculty will ensure that the program enrolls a diverse population of students through targeted recruiting efforts.

Following Board of Trustees approval, notice of this action will be forwarded to the Board of Governors for their final review and approval.



**FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES MEETING**

**THURSDAY, JANUARY 18, 2018
12:30 PM CST**

FLORIDA STATE UNIVERSITY PANAMA CITY
4750 COLLEGIATE DRIVE
PANAMA CITY, FLORIDA

A G E N D A

REVISED 1/12/2018

The Agenda will be followed in subsequent order and items may be heard earlier than the scheduled time.

- I. CALL TO ORDER AND WELCOME**
Mr. Ed Burr, Chair

- II. APPROVAL OF MINUTES (ACTION)**
 - September 22, 2017, Meeting

- III. PUBLIC COMMENTS**

- IV. PRESIDENT'S REPORT**
Mr. John Thrasher, President

- V. FSU PANAMA CITY UPDATE**
Mr. Randy Hanna, Dean FSU Panama City

VI. CONSENT ITEMS

- A. Requesting Approval of the Proposed new University Regulation FSU-5.099 Development, Approval, Termination, and Suspension of Degree Programs
- B. Requesting Approval of the Proposed repeal of University Regulation FSU-5.095 Instructional Systems Development Center
- C. Requesting Approval of the Proposed repeal of University Regulation FSU-6.006 Florida State University Imprimature
- D. Requesting Approval of the Proposal to Implement Bachelor of Science in Neuroscience
- E. Requesting Approval of the Proposal to Implement Master of Arts in East Asian Languages and Cultures
- F. Requesting Approval of the Proposal to Implement Master of Science in Systems Engineering
- G. Requesting Approval of the Proposal to Implement Master of Science in Law Enforcement Intelligence
- H. Requesting Approval of the Proposal to Explore Bachelor of Science in Financial Planning and Services
- I. Requesting Approval of the Professional Communication Degree Limited Access
- J. Requesting Approval of the Retail Merchandising and Product Development Degree Limited Access
- K. Requesting Approval of the Neuroscience Degree Limited Access
- L. Requesting Approval of the Campus Master Plan Minor Amendment

VII. NEW BUSINESS

A. University Advancement

Dr. Thomas W. Jennings, Vice President for University Advancement

B. Academic Affairs

Dr. Janet Kistner, Vice President for Faculty Development and Advancement

C. Athletics

Mr. Karl Hicks, Deputy Athletic Director for External Operation

D. Student Government Association

*Ms. Stacey Pierre, Vice President of Student Government Association
Mr. Wiatt Lewis, President of FSU Panama City Student Government Association*

E. Faculty Senate

Dr. Kris Harper, Faculty Senate Steering Committee

F. Research

Dr. Gary K. Ostrander, Vice President for Research

G. Student Affairs

Dr. Amy Hecht, Vice President for Student Affairs

ACTION ITEMS

- 1. Requesting Approval of FSU Regulation 3.003

H. Legislative

Ms. Kathy Mears, Chief Legislative Affairs Officer

I. Finance, Business & Audit

Mr. Kyle Clark, Vice President for Finance & Administration

J. General Counsel

Ms. Carolyn Egan, General Counsel

VIII. OPEN FORUM FOR BOARD OF TRUSTEES

Mr. Ed Burr, Chair

Action Items

- A. Election of FSU Board of Trustees Vice Chair
- B. FSU Board of Trustees Committee Assignments

IX. ADJOURNMENT

Approved


Date



THE FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES

MEMORANDUM

TO: John Thrasher
President

FROM: Ed Burr 
Chairman

DATE: January 19, 2018

SUBJECT: Items Approved by the Board of Trustees, January 19, 2018

The Florida State University Board of Trustees approved the following on January 19, 2018:

- September 22, 2017, Meeting Minutes
- The Proposed new University Regulation FSU-5.099 Development, Approval, Termination, and Suspension of Degree Programs
- The Proposed repeal of University Regulation FSU-5.095 Instructional Systems Development Center
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- The Proposal to Explore Bachelor of Science in Financial Planning and Services
- **The Professional Communication Degree Limited Access**
- The Retail Merchandising and Product Development Degree Limited Access
- The Neuroscience Degree Limited Access
- The Campus Master Plan Minor Amendment
- FSU Regulation 3.003
- Election of Vice Chairman of the FSU Board of Trustees as Trustee Mark Hillis
- FSU Board of Trustees Committee Assignments

JT/lbs

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Advertising and Public Relations

3. Please specify:

The total number of new students anticipated to enroll in the program each academic year: 80 (two majors combined)

The total number of students anticipated to enroll in the program each academic year: 160 (two majors combined)

4. When do you propose to initiate limited access? (please specify the effective term and year)

Fall of 2017. Note that these major tracks have held limited access status for many years as part of the Communication degree program (CIP 09.1099) that housed all Communication programs until a recent reorganization of the Communication portion of FSU's Degree Program Inventory.

5. What is the justification for limiting access?

The number of faculty members available to teach in these areas is limited, and the intensive nature of both programs requires a great deal of hands-on instruction with students in real-world (or simulation) settings. As an example, the advanced Advertising students develop advertising campaigns and compete against each other, then against teams from around the state and nation. Student demand is high, so given the resource constraints, enrollment must be limited to reasonable numbers.

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Request Initiated by:	<i>Janet M. Buchanan</i>
EEO Officer's Signature:	<i>Peri ...</i>
Provost's Signature:	<i>Sally McBerrie</i>
University Board of Trustees Approval Date (please include a copy of the UBOT agenda with this form)	<i>1/19/2018</i>

Send the completed form to: Dr. Jan M. Ignash
Vice Chancellor of Academic and Student Affairs
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