



Date: Sept. 19, 2023

To: Ben Shors, Chair, Department of Journalism and Media Production

From: Bruce Pinkleton, Dean, Edward R. Murrow College of
Communication

A handwritten signature in blue ink, appearing to read "BEPK".

Subject: Support for digital media innovation and production degree through Global Campus

I support the proposal submitted by Murrow College's Department of Journalism and Media Production to launch an online Bachelor of Arts degree through the Global campus.

The Edward R. Murrow College of Communication is committed to providing funding that will support oversight of the online degree; development of new courses and ongoing updates to existing courses; and the teaching of online courses. Our current standard is to provide \$4,000 for the development of online courses, and these funds will be available through the College on a course-by-course basis. The College will provide up to \$8,000 in ongoing or new funds to support the development and administration of online courses in the first year the new major is offered. Should enrollment fall lower than predicted, the College will fund instruction as needed to ensure continuity in online delivery through year five.

The online program will be evaluated annually for effectiveness in learning and building sustainable enrollments. After year five, we will review the program's success with personnel in the Department of Journalism and Media Production and Global Campus and evaluate renewal of an assistant professor position.

Thank you for your commitment to providing online education opportunities to meet the diverse needs of our students, especially students who are unable to access our physical campuses.