

G - Closing a Curricular Area : Entry # 2213**Today's Date**

09/08/2022

Your Name

Robert Powell

Your Emailrpowell0@highpoint.edu**Your Department**

School of Communication - Media Production and Studies

Please select the appropriate school overseeing this proposal:

Communication

Please select one:

Major

Please upload any files with descriptions of the curricular area under consideration.

- [POP-major-Current-Objectives Curriculum.pdf](#)

Is this proposal connected to any other proposals currently being submitted? If so, please describe below.

Some courses in the existing Popular Culture and Media Production major are being redistributed to the revised Popular Culture Studies Minor and the revised Media Production major. Both are within the Department of Media Production. Revisions are being submitted via Small Curricular Changes submissions for each area. Some courses in the existing Popular Culture and Media Production are being discontinued through a Revised Course submission.

Rationale for Closing

The existing Popular Culture and Media Production (POP) major was formed in 2018 as part of a reorganization of the NQSC. Enrollment during the first two years was slow, but grew to a peak of 20 new freshman in 2019. Since 2019, enrollment has declined. The lower than expected enrollment has made it difficult to offer classes that serve the major. During the past two years, it has become common to substitute classes for graduating seniors in order to allow them to complete their degree. This consistent pattern of substitutions has diminished the experience for POP students. The retirement of two POP faculty members within the first two years of the program, also created a vacuum that further complicated our ability to offer POP courses consistently. Finally, the inclusion of media production courses within the POP curriculum as resulted in confusion for faculty, current students, and potential students. The faculty felt that this overlap with the Media Production and Entrepreneurship major prevented each of the majors to develop a sustainable identity.

Regarding faculty/staffing issues - POP courses were taught by a number of faculty across the Media Production Department. It was a shared responsibility. Many of the class will continue to be offered as part of the Popular Culture Studies minor. Other courses were already being taught within the Media Production major and will continue to be offered. Consequently, staffing needs will remain consistent.

What Academic Divisions, University Officers, stake-holders or Programs are involved in, or affected by, this change? Have they been consulted with the proposed change?

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This change primarily affects students in the NQSC and Media Production Dept. POP has several cross listed courses. I have contacted all the related departments and informed them of the changes. All have replied to acknowledge my notification. No one has expressed an objection. Copies of the acknowledgements are attached.

Which University departments and/or constituencies need to be informed of this change? Have they been informed of this proposed change?

This change primarily affects students in the NQSC and Media Production Dept. Departments with cross listed or elective course related to POP have been notified. Students, including current POP majors, will be notified according to the attached Phase Out Plan.

How is closing this area consistent with the University and school mission?

HPU's mission is to equip graduates for success and significance by cultivating the values, knowledge, mindset, and skills necessary to thrive in a competitive and rapidly changing world. To achieve that goal, HPU must balance academic resources and enrollment. The POP major has not maintained a sufficient enrollment to fill classes on a consistent basis. This results in inefficient use of academic resources or compromises in student experiences since classes included in the major cannot be sustained. Discontinuing POP as a major and focusing on Popular Culture Studies as a minor allows the offered courses to be shared among multiple disciplines in a manner that makes the best use of resources while providing a consistent experience for students.

Please attach any supporting documents

- [SOA-Dept_Sayre.pdf](#)
- [HST-Dept_Schneid.pdf](#)
- [ENG-Dept_Vescio.pdf](#)
- [POP-major-Phase-Out-Plan-FINAL.pdf](#)

Have Deans/Administrators been consulted?

Yes

Please describe the consultation process

Discussions regarding the viability of the POP major have taken place over the last two years, but more actively in the last 12 months. During that time, at least 4-5 proposals have been developed by faculty members and the Department Chair with the intent of addressing inconsistent enrollment, faculty resources, and duplication with the MPE major. None of the proposals garnered widespread support from the Faculty and the Dean. The Dean discussed these preliminary proposals with the Provost and Senior VP for Academic Affairs. After extensive conversations with the faculty and Dept. Chair, the Dean decided to propose closing the current POP major and develop a more robust version of the POP minor to complement the MPE major. In addition, the Dean felt that the MPE major should be revised to include some courses from the POP major.

For Deans:

Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Intra-collegiate

Is this proposal consistent with the school and university mission?

Yes

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Yes

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/09/2022

For the School Curriculum Committee Chair**[SCHOOL COMMITTEE} This committee approves/denies advancement of this proposal**

Approve

Today's Date (REQUIRED)

11/18/2022