



Academic Master Plan 2024-25 through 2033-34

RES 232411

AAC and BPC

- RESOLVED:** That the Academic Senate approve the one-year extension request for the BA in Latina/o/x and Chicana/o/x Studies to stay on the Academic Master Plan.
- RESOLVED:** That the Academic Senate approve the one-year extension request for the MS in Applied Analytics to stay on the Academic Master Plan.
- RESOLVED:** That the Academic Senate approve the addition of the MA in Mass Communication to the Academic Master Plan.
- RESOLVED:** That the Academic Senate approve the attached Academic Master Plan.
- RATIONALE:** Major changes include the addition of the MA in Mass Communication, the removal of one discontinued program, the removal of programs that have exceeded the implementation time limit, name changes for some programs, the addition of the most recently completed program review date, and updates the dates for the next scheduled program review for several programs.

Attachments:

CSU Bakersfield AMP 2024-25 through 2033-34 clean
CSU Bakersfield AMP 2024-25 through 2033-34 tracked
Ethnic Studies LS-CS Degree Proposal Extension Request
MS Analytics Extension Request complete
Projected Degree Proposal- M.A. in Mass Communication-Signed

Distribution List:

President
Provost and VP for Academic Affairs
VP Student Affairs
AVP Faculty Affairs
AVP Academic Affairs and Dean of Academic Programs
School Deans

Academic Senate

California State University, Bakersfield
9001 Stockdale Hwy. • 22 EDUC • Bakersfield, CA 93311

Dean of Libraries
Dean of Antelope Valley
Dean of Extended University and Global Outreach
Department Chairs
General Faculty

Approved by the Academic Senate: December 7, 2023

Sent to the President: December 15, 2023

President Approved: December 21, 2023

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2024-25 through 2033-34
California State University, Bakersfield

School or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
School of Arts and Humanities							
Art	BA					2017-18	2023-24
Communications	BA^^@					2022-23	2027-28
English	BA	MA				2017-18	2022-23
History	BA	MA				2015-16	2021-22
Mass Communication		MA			MA 2026		
<u>Music</u>	<u>BA</u>				BM 2022	2019-20	2026-27
Philosophy	BA					2022-23	2027-28
Religious Studies	BA					2021-22	2026-27
Spanish	BA	MA				2011-12	2018-19
Theatre	BA					2018-19	2022-23
School of Business and Public Administration							
<u>Business Administration</u>	<u>BS</u>	<u>MBA</u>				2014-15	2021-22
<u>Economics</u>	<u>BS</u>					2019-20	2026-27
Environmental Resource Management	BS					2021-22	2026-27
Health Care Administration		MS				2011-12	2018-19
<u>Public Administration</u>	BA	<u>MPA</u>				2017-18	2023-24
Agricultural Business	BS					2018-19	2025-26
Accounting					MS 2020		
Applied Analytics					MS 2019		
School of Natural Sciences, Mathematics, and Engineering							

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2024-25 through 2033-34
California State University, Bakersfield
(continued)

School or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
Biochemistry	BS					2020-21	2027-28
Biology	BS	MS				2020-21	2026-27
Chemistry	BS					2020-21	2027-28
<u>Computer Engineering</u>	<u>BS</u>					2018-19	2024-25
Computer Science	BS	MS				2019-20	2025-26
<u>Electrical Engineering</u>	<u>BS</u>					2018-19	2024-25
Engineering	BS					2018-19	2024-25
Environmental Sciences					BS 2021		
Geology	BA, BS	MS				2021-22	2026-27
Human Biological Sciences	BA					2020-21	2026-27
Mathematics	BS	MAT*				2021-22	2026-27
Natural Sciences	BA*, BS					2023-24	2030-31
<u>Nursing</u>	<u>BS</u>	<u>MS</u>			DNP 2023	2022-23	2028-29
Physics	BS					2022-23	2027-28
Public Health	BS						2027-28
School of Social Sciences and Education							
Anthropology	BA	MA*				2022-23	2027-28
Behavioral Neuroscience					MS^ 2024		
Child Adolescent and Family Studies	BA					2018-19	2023-24
Counseling		MS				2015-16	2022-23

* Suspended program

^ Offered only through self-support

^^ Offered through both state-support and self-support

@ Online program

Note: Underlined programs are nationally accredited subject areas

CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
2024-25 through 2033-34
California State University, Bakersfield
(continued)

School or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
Counseling Psychology		MS				2019-20	2025-26
Criminal Justice	BA					2016-17	2022-23
<u>Education</u>		<u>MA</u> ^{^@}				2018-19	2022-23
<u>Educational Administration</u>		<u>MA</u>				2016-17	2022-23
<u>Educational Leadership</u>			<u>EdD</u>				2022-23
Kinesiology	BS	MS ^{^@}				2018-19	2023-24
Latina/o/x and Chicana/o/xStudies					BA 2019		
Liberal Studies	BA					2022-23	2027-28
Political Science	BA					2013-14	2018-19
Psychology	BA					2019-20	2025-26
<u>Social Work</u>		<u>MSW</u> ^{^^}				2015-16	2022-23
Sociology	BA ^{^^@}	MA [*]				2021-22	2027-28
<u>Special Education</u>		<u>MA</u>				2015-16	2022-23
Interdisciplinary and Other							
General Education						2020-21	2027-28
Honors						2017-18	2023-24
Interdisciplinary Studies	BA	MA [*]				2023-24	2027-28

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CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
~~2023-24~~ **2024-25** through ~~2032-33~~ **2033-34**
California State University, Bakersfield

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	Bachelor's	Master's	Doctoral	Other			
School of Arts and Humanities							
Art	BA					<u>2017-18</u>	2023-24
Communications	BA^^@					<u>2022-23</u>	2022-23 <u>2027-28</u>
English	BA	MA				<u>2017-18</u>	2022-23
History	BA	MA				<u>2015-16</u>	2022-23 <u>2021-22</u>
Latina/o and Latin American Studies					BA 2019		
Mass Communication		MA			MA 2026		
<u>Music</u>	<u>BA</u>				BM 2022	<u>2019-20</u>	2026-27
Philosophy	BA					<u>2022-23</u>	2027-28
Religious Studies	BA					<u>2021-22</u>	2026-27
Spanish	BA	MA				<u>2011-12</u>	2022-23 <u>2018-19</u>
Theatre	BA					<u>2018-19</u>	2022-23
School of Business and Public Administration							
<u>Business Administration</u>	<u>BS</u>	<u>MBA</u>				<u>2014-15</u>	2022-23 <u>2021-22</u>
<u>Economics</u>	<u>BS</u>					<u>2019-20</u>	2026-27
Environmental Resource Management	BS					<u>2021-22</u>	2026-27

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CAMPUS ACADEMIC PLAN
Existing and Projected Degree Programs
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California State University, Bakersfield
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School or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
Health Care Administration		MS				<u>2011-12</u>	2022-23 <u>2018-19</u>
<u>Public Administration</u>	BA	<u>MPA</u>				<u>2017-18</u>	2023-24
Agricultural Business	BS					<u>2018-19</u>	2025-26
Accounting					MS 2020		
Finance					MS 2020		
Technology Management					MS 2021		
Applied Economics and Analytics					MS 2019		
Logistics and Supply Chain Management					MS 2022		
School of Natural Sciences, Mathematics, and Engineering							
Biochemistry	BS					<u>2020-21</u>	2027-28
Biology	BS	MS				<u>2020-21</u>	2026-27
Chemistry	BS					<u>2020-21</u>	2027-28
<u>Computer Engineering</u>	<u>BS</u>					<u>2018-19</u>	2024-25
Computer Science	BS	MS				<u>2019-20</u>	2023-24 <u>2025-26</u>
<u>Electrical Engineering</u>	<u>BS</u>					<u>2018-19</u>	2024-25
<u>Engineering</u>	BS					<u>2018-19</u>	2024-25

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	Bachelor's	Master's	Doctoral	Other			
Environmental Sciences					BS 2021		
Geology	BA, BS	MS				<u>2021-22</u>	2026-27
Human Biological Sciences	BA					<u>2020-21</u>	2026-27
Mathematics	BS	MAT*				<u>2021-22</u>	2026-27
Natural Sciences	BA*, BS					<u>2023-24</u>	2023-24 <u>2030-31</u>
<u>Nursing</u>	<u>BS</u>	<u>MS</u>			DNP 2023	<u>2022-23</u>	2028-29
Physics	BS					<u>2022-23</u>	2027-28
Public Health	BS						2027-28
School of Social Sciences and Education							
Anthropology	BA	MA*				<u>2022-23</u>	2025-26 <u>2027-28</u>
Behavioral Neuroscience					MS^ 2024		
Child Adolescent and Family Studies	BA					<u>2018-19</u>	2023-24
Counseling		MS				<u>2015-16</u>	2022-23
Counseling Psychology		MS				<u>2019-20</u>	2025-26
Criminal Justice	BA					<u>2016-17</u>	2022-23
<u>Education</u>		<u>MA^{Δ^}@</u>				<u>2018-19</u>	2022-23
<u>Educational Administration</u>		<u>MA</u>				<u>2016-17</u>	2022-23
<u>Educational Leadership</u>			<u>EdD</u>				2022-23

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(continued)

School or Division and Degree Program Title	Existing Degree Type				Projected Program and Originally Approved Implementation Year	Academic Year of Most Recently Completed Program Review	Academic Year of Scheduled Program Review
	Bachelor's	Master's	Doctoral	Other			
Kinesiology	BS	MS ^{^@}				<u>2018-19</u>	2023-24
<u>Latina/o/x and Chicana/o/xStudies</u>					<u>BA 2019</u>		
Liberal Studies	BA					<u>2022-23</u>	2027-28
Political Science	BA					<u>2013-14</u>	2022-23 <u>2018-19</u>
Psychology	BA					<u>2019-20</u>	2025-26
<u>Social Work</u>		MSW ^{^^}				<u>2015-16</u>	2022-23
Sociology	BA ^{^^@}	MA*				<u>2021-22</u>	2027-28
<u>Special Education</u>		<u>MA</u>				<u>2015-16</u>	2022-23
Interdisciplinary and Other							
<u>Administration</u>		<u>MSA[@]</u>					<u>2022-23</u>
General Education						<u>2020-21</u>	2027-28
Honors						<u>2017-18</u>	2023-24
Interdisciplinary <u>Studies</u>	BA	MA*				<u>2023-24</u>	2022-23 <u>2027-28</u>

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Requestion for One-Year Extension of Expired Degree Program Projection – October 23, 2023

Department of Ethnic Studies – BA Degree in Latina/o/x and Chicana/o/x Studies.

Requested by Dr. Tracey Salisbury, Department Chair of Ethnic Studies

Reasons for Extension Request

When this proposed degree was requested and added to the Master Plan in academic year 2017-2018, the belief was the Interdisciplinary Studies program would become a department. The proposal for the Interdisciplinary Studies proposal to become a department stalled within academic senate and was eventually shelved due to the passing of the Ethnic Studies legislation, AB1460. Instead, the focus moved to the creation of an Ethnic Studies department. CSUB successfully established a Department of Ethnic Studies in December 2020 and was officially chartered in January 2021.

At that time, the Ethnic Studies department only had one assistant professor, who was serving as department chair and specialized in Black Studies and one lecturer, who specialized in Asian American Studies. In the 2021-2022, the department hired four full-time faculty, one in Asian American/API Studies, one in Native American Indigenous Studies, and two in Latina/o/x and Chicana/o/x studies. Three out of the four new faculty started at the college in fall semester of 2023, the fourth will join in the spring semester of 2024.

As a brand new department, with one tenured faculty member, four first year assistant professors, and three part-time lecturers, the primary focus has been meeting the extremely high demand for Introduction to Ethnic Studies courses. The department has successfully developed 25 new courses that have been submitted and approved by the required curriculum committees of the university. The establishment of an approved core curriculum was necessary to have the required courses to develop not only the bachelor's degree in Latina/o/x and Chicana/o/x studies, but Ethnic Studies as well.

The timeline to create and develop the degree proposal for bachelor's degree in Latina/o/x and Chicana/o/x studies was simply not possible to meet this semester by the established deadlines and guidelines. This was also a workload issue for brand new faculty developing and teaching a full slate of classes and other job requirements. The department faculty has been steadily working on the degree proposal and will complete the degree proposal by the end of the fall 2023 semester and plan to make all the required submissions to the different academic committees and the academic senate at the beginning of the spring 2024 semester.

We have the expectation that the degree proposal for the BA degree in Latina/o/x and Chicana/o/x studies will be approved at the end of the spring 2024 semester with an anticipated expectation of being fully included in the fall 2025 university catalog as a degree program. The department will take its first majors in the fall semester of 2025.

Purpose and Characteristics of Proposed Degree Program

The proposed BA degree is an evolution of the current concentration in Chicano Studies. Students will critically investigate the cultural, historical, and social understanding of Latina/o/x and Chicana/o/x diasporic communities, with particular interest in the transnational and international arrangement of U.S. Latina/o/x and Chicana/o/x life. In addition to university general education requirements, students will complete a minimum of 33 units of selected coursework that allows them to delve into topics impacting the Latina/o/x and Chicana/o/x presence in the United States.

Students will develop broad, integrative knowledge, cross-disciplinary skills, and become skilled in applying an interdisciplinary approach in the analysis of the ways that cultural artifacts and practices represent and transform individual experience, everyday life, social relations, and power. Degree coursework will provide students with a better understanding into how systems of privilege, power, inequality, and difference, as well as how agency and social movements operate in contemporary U.S. society.

We have developed broad collective of core classes for the major and will capitalize on the relevant, currently-offered courses in an array of disciplines across our campus. Students will also complete Ethnic Studies Internship (or other approved similar course) to gain hands-on experience, and complete ETHS 4908: Senior Seminar (or other approved similar course) at the culmination of study. A minimum of 120 units, satisfying general education and major requirements, are requisite for degree conferral.

Delivery Mode

The delivery mode for the Latina/o/x and Chicana/o/x Studies degree courses will be a mixture of fully face-to-face, hybrid, and fully online. The Ethnic Studies department is currently offering introductory courses in all three delivery modes to high demand.

Support Mode

The support mode remains the same, state support.

Anticipated Student Demand

As a Hispanic Serving Institution that is centered in the geographic locales of both the Latina/o/x and Chicana/o/x movement's histories, we believe there will be considerable interest in a degree/major that focuses on Latina/o/x and Chicana/o/x Studies. It is also worth noting that other CSUs in neighboring regions have successful departments and degree programs with sustained enrollments. There is no reason to think that demand for a degree that focuses on Latina/o/x and Chicana/o/x would be any less at CSUB than at these neighboring institutions. CSUB would be offering the only BA degree Latina/o/x and Chicana/o/x Studies in the Central Valley area.

Workforce Demands

The growth of Latina/o/x populations in the U.S. continues to be significant. The BA in Latina/o/x and Chicana/o/x Studies would provide undergraduates with a critical understanding into the ways Latina/o/x and Chicana/o/x (s) have historically contributed to and transformed American society, politics, economics, and culture. It would bridge student learning with direct connections to local communities and organizations, cultivating students' critical thinking and reading skills, nurturing their public speaking abilities, and emboldening politically and socially conscious citizens. Graduates of the proposed degree will be able to understand the complexities of how Latinx and Chicax populations impact historic and contemporary society, to connect scholarly inquiry to practical applications, and to productively contribute to society as responsible citizens in a diverse democracy and interconnected world.

Employment Opportunities for Graduates

The interdisciplinary nature of the proposed degree allows students to target their goals for specific job markets. Many professional and social realms demand a critical understanding of diversity in its many forms. Graduates with a degree in Latina/o/x and Chicana/o/x Studies will be able to successfully apply learned skills in a variety of settings. Possible career paths include education and research, government policy and politics, the media, advertising, marketing, journalism, human resources, health care, non-profit administration, social work, criminology, law, correctional services, and other professional arenas.

Other Relevant Societal Needs

Particularly in contemporary society, it is beneficial to have an understanding of the complexities and diversities of Latina/o/x and Chicana/o/x populations, and to understand how ethnicity and cultural diversity influence social institutions and practices. Graduates with a degree in Latina/o/x and Chicana/o/x Studies will learn foundational skills of what it means to be socially responsible citizens in a diverse democracy and interconnected world.

Additional Requirements

We now have the required faculty to develop and lead the proposed BA degree in Latina/o/x and Chicana/o/x Studies as well as an established department home with a senior faculty department chair for the degree. All current full-time faculty have offices and the department does have an operating budget.



MEMORANDUM

Date: October 10, 2023

RE: Extension and name change for the MS in Applied Economics and Analytics program development

TO: Dr. Debra Jackson, AVP Academic Programs

CC: Dr. Mark Novak, Dean, EEGO

Dr. Deborah Cours, Dean, BPA

FROM: Dr. S. Aaron Hegde, Professor, Economics

The MS in Applied Economics and Analytics program was added to the Academic Master Plan during the 2018-19 academic year. On behalf of the Department of Economics, I would like to request an extension to develop this MS program.

1a. Reason that the projection was not developed into a full degree proposal

As it has impacted so many other things, the pandemic had an adverse effect on the department's development of this program. We are optimistic that with this extension, we will be able to develop, and eventually offer, the MS degree through Extended Education and Global Outreach (EEGO).

1b. Concrete Changes to ensure launch and program sustainability

During Fall 2023 and Spring 2024, department and school curriculum committee approvals will be sought. It is anticipated that approval from the Academic Senate will occur during Spring and Fall 2024 and the program will have its first cohort in Fall 2025. The curriculum development to take place during Fall 2023 will also include relevant disciplines in the School of Business and Public Administration (BPA), thus making this degree a multi-disciplinary offering. As the curriculum will be more interdisciplinary than previously anticipated, we would also like to request the degree name be changed to "Applied Analytics". The essence of the program is still the same, however, instead of only Economics faculty teaching in the program, we will now include faculty from other disciplines in the School of Business and Public Administration, including, but not limited to the departments of Management and Marketing, and Accounting and Finance. This interdisciplinary nature will also allow the program to draw from a larger pool of undergraduate majors, while still providing the skills and knowledge necessary to be employable in the analytics and applied economics fields. It will also ensure sustainability of the program going forward. Please see included letters of support from Deans Cours (BPA) and Novak (EEGO).

2. Delivery mode – Online program

3. Purpose and proposed degree program

The MS in Applied Analytics is proposed to be a 10-course graduate program focusing on mastering data analysis. The curriculum will include courses introducing students to advanced data analysis as well as courses focusing on various industry sectors such as agriculture, healthcare, energy to name a few. Datasets and their analyses vary by these industries, hence the need for specific skills and knowledge, relevant to the same.

4. Program's fit with the campus mission and strategic plan

Both the university and BPA mission statements indicate developing the regional economy through education. Goal 3, strategies 4 and 5¹ of the CSUB 2019-24 Strategic plan speak to the program's fit as this program will enhance student employability. It is also something that has been demanded of by the business community. Details later in this request.

5. Support mode: Self support

6. Anticipated Student Demand:

Over the last few years, at least a dozen students from both the Economics program and the Agricultural Business program have pursued graduate work in data analytics. They have had to enroll in various other institutions, such as Georgia Tech University, since a similar program does not exist at CSUB. Each of these graduates indicated that they would have preferred to enroll such a program at CSUB. Following informal conversations with students, should this program be offered, we can easily anticipate at least 10 students in a cohort to start the program.

7. Workforce demands and employment opportunities for graduates:

Over the last few years, many of the graduates of both the Economics and Agricultural Business degrees have found gainful employment in many of the large agricultural production companies here in Kern County. As the agriculture sector gets more competitive it becomes imperative that each firm try to make data driven decisions to minimize costs and maximize revenue. Our recent graduates have been doing just that. The same employers have also indicated that they would support further training of their employees. This proposed program meets their needs.

¹ Strategy 4: Use community feedback to develop and enhance academic programs that are anchored in the community.
Strategy 5: Encourage and support the development of academic programs that enhance student employability

8. Other relevant societal needs

Only 18% of Kern County residents have a bachelor's degree or higher (Census Bureau). This is compared to 34% nationwide. The percentage of the population with a master's degree is even lower. This program will help further CSUB's mission and increase the educational attainment of the region.

9. Assessment of required resources and a campus commitment to allocating those resources:

Given that the program will be offered through EEGO, there is a limited demand on campus resources. Since the program will cover disciplines within BPA, there are enough faculty available to support course offerings. EEGO will market the program throughout the region to ensure adequate cohorts of students. Please refer to letters from Dean Cours (BPA) and Dean Novak (EEGO) indicating their support for this program.



**SCHOOL OF BUSINESS AND
PUBLIC ADMINISTRATION**
CSU BAKERSFIELD

MEMORANDUM

Date: July 6, 2023

TO: Dr. Debra Jackson, AVP Academic Programs

FROM: Dr. Deborah Cours, Dean, BPA

CC: Dr. S. Aaron Hegde, Professor and Chair, Economics

RE: Extension for the MS in Applied Economics and Analytics program development

I am writing to support Dr Aaron Hegde's request for an extension and name change on the CSU Academic Master Plan to develop and secure campus curriculum approvals for the MS in Applied Economics, now named MS in Applied Analytics.

Delays were caused by the COVID pandemic and administrative changes in BPA. Dr. Hegde discussed the curriculum draft with me. He plans to move to an interdisciplinary approach, focusing on analytics and local industries. They also plan now to involve the other departments in BPA. I will help the faculty stay on track for curriculum processes in the school to meet the proposed timelines.

Analytics is a high demand field with many job opportunities and this master's degree will well serve our students and region.

Thank you for your consideration of our request.



July 11, 2023

To: Dr. Debra Jackson, Associate Vice President for Academic Affairs and Dean of Academic Programs

From: Dr. Mark Novak, Dean, EEEO

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

RE: CSU Master Plan Extension for the MS in Applied Economics and Analytics

I am writing to support Dr. Aaron Hegde's request (July 10, 2023) for an extension on the CSU Master Plan for the MS in Applied Economics and Analytics. We also support the request for a program name change to "Applied Analytics." This name will better suit an interdisciplinary degree. In addition, we feel this name will appeal to a larger audience of students.

Dr. Hegde's plan will bring new strength to the original concept of the program. Dr. Hegde and a curriculum development team will need some time to accomplish this goal.

We in Extended Education and Global Outreach feel that this interdisciplinary approach and the core concept of an analytics degree will add an important new program to meet our region's needs.

DEVELOP A NEW PROGRAM

Projected Degree Proposal Template

Title of Projected Degree	M.A. in Mass Communication
Degree Designation (e.g., BS)	Master of Arts
Projected Implementation Date	Fall 2026
Campus	Bakersfield
College	School of Arts and Humanities
Department	Communications
Contact Name(s) and Email(s)	Dr. Md Abu Naser, Chair, Department of Communications Email: mnaser@csub.edu

1. **Delivery mode of program:** Face-to-Face Hybrid Online

2. **Support Mode:** State-Support Self-Support

3. **A brief summary of the purpose for and description of the projected degree:**

Purpose of the Projected Degree Program

The field of communications has experienced rapid evolution over the past few decades, driven by technological advancements and changes in media consumption patterns. As a result, there is a critical need for advanced education in this field to prepare students for the complexities of modern communication.

I. Market Demand: There is an increasing demand for professionals who possess specialized knowledge and skills in areas such as journalism, public relations, digital media, advertising, strategic communication, and research methods. Employers across sectors are seeking individuals with advanced training and communications to navigate the evolving media landscape.

II. Changing Media Landscape: The rise of social media, digital journalism, and online advertising has transformed how information is disseminated and consumed. A Master's program in Mass Communication can equip students with the expertise needed to excel in these new modes of communication.

III. Interdisciplinary Nature: Communications is inherently interdisciplinary, touching upon areas such as art, history, sociology, psychology, technology, and culture. A Master's program can facilitate collaboration and a holistic understanding of these intersecting fields.

Description of the Projected Degree Program

The proposed Master's Program in Mass Communication would be designed to provide students with a comprehensive understanding of the field while allowing for specialization in key areas. The program could include the following components:

- I. Core Courses: A set of foundational courses covering communication theory, research methods, and ethics to provide a strong theoretical framework.
- II. Specialization Tracks: Students could choose from tracks such as strategic communication, digital media, journalism, or media studies, allowing them to focus on their areas of interest.
- III. Faculty Expertise: Utilizing the department's experienced faculty to provide mentorship and guidance to students.
- IV. Thesis or Capstone Project: A thesis or culminating project requirement to demonstrate mastery of concepts and research skills.

4. List the projected program learning objectives:

Students receiving the projected Master's degree in Mass Communication will be able to:

- I. Understand and explain the basic tenets of mass communications from multiple theoretical perspectives.
- II. Explore the nature and functions of the communicative processes in the key areas of communication theory, communication research methods, strategic communication, journalism, and digital media.
- III. Apply mass communication theories to contemporary communication phenomena in constructive ways.
- IV. Synthesize scholarship in mass communication.
- V. Critically evaluate scholarship and media practices.
- VI. Command various research methods including quantitative, qualitative, and analytical methods.
- VII. Form theory-driven research questions and effectively examine the questions using scientific methods.

VIII. Conduct and produce original research or creative projects contributing to the field of mass communication.

IX. Present and express research or creative projects effectively in regional, national and international communication conferences.

The ultimate objective is to provide a broad and robust foundation in the discipline of mass communication and prepare students to assume socially responsible, multi-methodological, critical-minded, and productive roles within their chosen professions.

5. Proposed CIP code: 09.0102

6. For new degree programs that are not already offered in the CSU, provide a compelling rationale explaining how the proposed subject areas constitute a coherent, integrated degree program that has potential value to students and that meets CSU requirements for an academic program at the undergraduate or graduate level.

N/A

7. The projected program's fit and relevance within the scope of campus strategic academic planning:

The Department of Communications believes that the establishment of a Master's program in Mass Communication at California State University, Bakersfield is a strategic investment in the future of our students and the continued success of the Department. This program will not only meet the demands of a changing job market but also contribute to the advancement of knowledge in the field.

The projected degree program is relevant to the following items of CSUB's 2019-2024 Strategic Plan:

Goal 3

- Develop and Sustain High-Quality and Innovative Academic Programs and Support Services.

Strategy 1

Develop Programs that Make CSU Bakersfield a Leader in Scholarly, Creative Activity and Knowledge Creation.

Strategy 5

Encourage and Support the Development of Academic Programs that Enhance Student Employability.

8. Anticipated student demand: Provide projections in the table below and identify the evidence you have used to make these projections (e.g., US Bureau of Labor Statistics).

	At Initiation	After 3 Years	After 5 Years
Number of Majors (Annual)	10	20	30
Number of Graduates (Cumulative)		40	85

- a. **Evidence:** Employment in mass communication is projected to significantly grow in the coming years. The U.S. Bureau of Labor Statistics forecast 114,300 openings in the next 10 years. Please visit <https://www.bls.gov/ooh/media-and-communication/home.htm> for more information.
- b. For undergraduate programs with expected numbers of majors less than 10, and master’s programs with expected numbers of majors less than 5, include a statement of commitment from the Provost demonstrating support for the sustainability of the program.

9. Workforce demands and employment opportunities for graduates: (Describe the demands and opportunities, as well as the evidence you have used to make these claims).

The Master’s program will prepare students to pursue academic and professional career paths such as a Ph.D. in the field, Community College instruction, or careers outside of academia that value the strong research, writing, and presentation skills developed by the program.

10. Other relevant societal needs:

Preparing Students for Doctoral Programs

There is a growing demand from doctoral programs across the nation for candidates who have undergone comprehensive training in advanced research, theory, and methodology. Among these areas of study, mass communication stands out as one of the most prominent fields within academia. The expertise gained in mass communication becomes increasingly valuable not only for academic pursuits but also for addressing complex real-world challenges. By meeting this demand and fostering excellence in mass communications education, our institution can play a pivotal role in preparing the next generation of scholars to make a meaningful impact in their respective fields.

As the only public university within nearly 100 miles, the Kern County community is experiencing a growing need for an advanced program in mass communication that can elevate the quality of higher education accessible to its residents. The proposed program will not only benefit individual students but also contribute to the region's overall educational and economic advancement. As industries continue to evolve and rely heavily on effective communication, the establishment of such a program would not only fulfill a local need but also position CSUB as a vital hub for educational and professional growth in the region, further strengthening our commitment to serving the community.

11. An assessment of the required resources and the campus commitment to allocating those resources: (Provide a narrative description of resources that will be needed at initiation, after three years, and after five years. Note: Approval of this proposal by campus entities represents the campus commitment to allocating these resources.)

The Department of Communications currently has one emeritus full professor (3rd year FERPing), two tenured full professors, one tenured associate professor, four tenure-track assistant professors (of whom two are in their 6th year), two full time lecturers and over 10 adjunct lecturers. The Department is now in the process of hiring two more tenure-track assistant professors. Out of the eight tenured and tenure track faculty members, five have doctoral degrees and three have terminal MFA degrees. The Department expects that at least one of the new hires will possess a Ph.D. degree. In that situation, at least six faculty members (possibly seven) in the next academic year will have doctoral degree. The Department may have to hire a few more faculty members having Ph.D. degrees in the coming years for successful operation of the Master's programs. The Department expects to hire two more Ph.D. degree holding faculty members after three years and one more faculty having doctoral degree after five years.

12. a. Description of Campus Approval Process

CSUB has the following approval process:

Once the projected degree proposal is completed, it should be approved by (in order):

- I) The Department
- II) The School Curriculum Committee
- III) The Dean

Then it will be reviewed by the Associate Vice President for Academic Affairs and Dean of Academic Programs. Afterwards, the Associate Vice President will route the proposal to the Provost and to the Academic Senate.

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b. Approval Signatures



Md Naser (Oct 4, 2023 16:13 PDT)

Dr. Md Abu Naser
Chair
Department of Communications



Dr. Steve Gamboa
Acting Chair
Curriculum Committee
School of Arts & Humanities



Bob Frakes (Oct 4, 2023 17:00 PDT)

Dr. Robert Frakes
Dean
School of Arts & Humanities