

Committee on Academic and Workforce Success

AGENDA ITEM V-N (3)

Consideration and possible action to approve the request from Texas A&M University for a Bachelor of Science and a Bachelor of Arts degree with a major in Journalism

RECOMMENDATION: Approval, beginning fall 2023

Background Information:

Texas A&M University (TAMU) is seeking approval to offer a Bachelor of Science degree and a Bachelor of Arts degree in Journalism. The proposed programs would require 120 semester credit hours (SCHs) and would begin in fall 2023. The proposed programs would be offered in person to students in College Station.

The writing, research, and communication skills students develop in undergraduate journalism programs lead to many career opportunities outside of print media and television news, including careers in digital media, communications, and marketing. Students may also choose to pursue graduate education in these fields.

There are currently 19 institutions in Texas offering a baccalaureate degree in journalism. In 2021, these programs combined produced 743 graduates.

Texas A&M University (*Accountability Peer Group: **Research University***)

<i>Completion Measures</i>		<i>Institution</i>	<i>State</i>
<i>Graduate</i>	Master's 5-Year Graduation Rate	91.8%	76.3%
	Doctoral 10-Year Graduation Rate	78.2%	63.7%
<i>Status of Recently Approved Doctoral Programs</i>	The institution has met its projected enrollments for all new doctoral program(s) approved in the last five years: Yes <u>No</u> N/A		
	Recently Approved Doctoral Programs: <ul style="list-style-type: none">• Marine and Coastal Management (PhD, 2019) enrollments met• Pharmaceutical Sciences (PhD, 2019) enrollment is five below projected (projected 10, enrolled 5)• Marine Biology (PhD, 2020) enrollments met• Construction Science (PhD, 2021) enrollments met• Nursing Practice (DNP, 2022) new program		
	The institution has met its resource commitments for new doctoral program(s) approved in the last five years: <u>Yes</u> No N/A		

Proposed Program:

These face-to-face programs would require 120 semester credit hours of instruction beginning in fall 2023. The programs would offer internships, including a unique opportunity to assist with live broadcasts and develop content for ESPN SEC Network Productions. Students would develop skillsets that lead to jobs in a variety of industries.

The institution estimates that five-year costs would total \$4,379,000.

Existing Programs:

There are seven public and four independent universities offering master's programs in journalism in Texas.

Public Universities:

Angelo State University
Texas Southern University
Texas State University
Texas Tech University
The University of Texas at Austin
University of Houston
University of North Texas

Independent Colleges and Universities:

Baylor University
Houston Christian University
Southern Methodist University
Texas Christian University

There are no existing programs within a 60-minute drive of the proposed program. The Baylor University program is located approximately 90 miles from the proposed program.

In 2022, there were a total of 2,091 declared majors at the public universities.

<i>Start-Up Projections:</i>	<i>Yr. 1</i>	<i>Yr. 2</i>	<i>Yr. 3</i>	<i>Yr. 4</i>	<i>Yr. 5</i>
<i>Students Enrolled</i>	25	72	130	202	270
<i>Graduates</i>	0	0	0	22	45
<i>Avg. Financial Assistance</i>	0	0	0	0	0
<i>Students Assisted</i>	0	0	0	0	0
<i>Core Faculty (FTE)</i>	6	6	6	7	8
<i>Total Costs</i>	\$829,000	\$666,000	\$746,000	\$983,000	\$1,155,000
<i>Total Funding</i>	\$514,435	\$1,062,293	\$1,704,356	\$2,592,649	\$3,514,995
<i>% From Formula Funding</i>	0	0	0.8%	0.5%	2.7%

FIVE-YEAR COSTS	
Personnel	
Faculty	\$ 2,300,000
Faculty (Reallocated)	\$ 1,296,000
Program Administration (New)	\$ 180,000
Program Administration (Reallocated)	\$ 45,000
Graduate Assistants (New)	\$ 0
Graduate Assistants (Reallocated)	\$ 0
Clerical/Staff (New)	\$ 150,000
Clerical/Staff (Reallocated)	\$ 0
Other	\$ 0
Student Support	\$ 0
Supplies and Materials	\$ 0
Library and IT Resources	\$ 0
Equipment and Facilities	\$ 408,000
Other	\$ 0
Total	\$ 4,379,000

FIVE-YEAR FUNDING	
Formula Funding (Years 3-5)	\$ 122,885
Other State Funding	\$ 0
Reallocation of Existing Resources	\$ 1,341,000
Federal Funding (In-Hand Only)	\$ 0
Tuition and Fees	\$ 7,924,843
Other	\$ 0
Total	\$ 9,388,728

Major Commitments: None

Elizabeth Mayer, Assistant Commissioner for Academic and Health Affairs, will present this item and be available to answer questions.

Online Resume for Legislators and Other Policymakers

TEXAS A&M UNIVERSITY

Location: College Station, Central Region

Research Accountability Peer Group: UT Austin

Out-Of-State Peers: Ohio State University-Main Campus, University Of California-Berkeley, University Of Illinois At Urbana-Champaign, University Of Michigan-Ann Arbor, University Of Minnesota-Twin Cities

Degrees Offered: Bachelor's, Master's, Doctoral, Professional

[Institutional Resumes](#)

[Accountability System](#)

[Definitions](#)

[Institution Home Page](#)

Enrollment						
Race/Ethnicity	Fall 2017		Fall 2021		Fall 2022	
	Number	Percent	Number	Percent	Number	Percent
White	36,154	57.6%	35,898	54.3%	35,170	52.4%
Hispanic	13,120	20.9%	14,962	22.7%	15,339	22.8%
African American	2,239	3.6%	1,998	3.0%	2,016	3.0%
Asian	4,169	6.6%	6,289	9.5%	6,964	10.4%
International	5,192	8.3%	4,572	6.9%	5,207	7.8%
Other & Unknown	1,928	3.1%	2,338	3.5%	2,469	3.7%
Total	62,802	100.0%	66,057	100.0%	67,165	100.0%
TX First Time Transfers	Number	% of UG	Number	% of UG	Number	% of UG
	1,606	3.2%	1,795	3.3%	1,639	3.0%
Two-Year Institutions	Number	% of UG	Number	% of UG	Number	% of UG
	599	1.2%	601	1.1%	496	.9%
Other Institutions	Number	% of UG	Number	% of UG	Number	% of UG
	599	1.2%	601	1.1%	496	.9%

Costs				
Average Annual Total Academic Costs for Resident Undergraduate Student Taking 30 SCH				
Fiscal Year	Texas Rates			
	Institution Average	Percent Increase	Peer Group Average	Percent Increase
2018	\$9,882	.0%	\$9,987	.0%
2019	\$10,316	4.4%	\$10,357	3.7%
2020	\$10,562	2.4%	\$10,438	.8%
2021	\$11,404	8.0%	\$10,993	5.3%
2022	\$11,642	2.1%	\$11,250	2.3%
2023	\$11,642	.0%	\$11,250	.0%

Average Number of Fall & Spring Semesters and SCH Attempted for Bachelor's Degree						
Year	Institution			Peer Group Average		
	Grads	Sem	SCH	Grads	Sem	SCH
FY 2018	10,942	9.20	130.00	9,623	9.00	127.00
FY 2021	11,194	9.20	127.00	*****	8.90	124.50
FY 2022	11,384	9.20	127.00	*****	8.80	123.50

Financial Aid						
Fiscal Year	Institution		Peer Group		OOS Peer Group	
	Percent	Avg Amt	Percent	Avg Amt	Percent	Avg Amt
Federal Student Loans						
2020	0%	\$0	0%	\$0	0%	\$0
2021	0%	\$0	0%	\$0	0%	\$0
Federal, State, Institutional or Other Grants Known by Institutions						
2020	0%	\$0	0%	\$0	0%	\$0
2021	0%	\$0	0%	\$0	0%	\$0
Federal (Pell) Grants						
2020	0%	\$0	0%	\$0	0%	\$0
2021	0%	\$0	0%	\$0	0%	\$0

Student Success							
One-Year Persistence of First-time, Full-time, Degree Seeking Undergraduates					Graduation Rates		
		Enter Fall 2016	Enter Fall 2020	Enter Fall 2021	Cohort	Institution Rate	Peer Group Rate
Cohort		8,513	9,655	10,288	Fall 2013 4-year	56.9%	61.3%
Total		96.1%	95.6%	95.2%	Fall 2017 4-year	62.7%	67.8%
Same		91.5%	91.4%	92.4%	Fall 2018 4-year	62.1%	67.6%
Other		4.6%	4.2%	2.8%	Fall 2012 5-year	82.5%	82.0%
Two-Year Persistence of First-time, Full-time, Degree Seeking Undergraduates					Fall 2016 5-year	84.6%	86.4%
		Enter Fall 2015	Enter Fall 2019	Enter Fall 2020	Fall 2017 5-year	84.2%	85.5%
Institution Persistence					Fall 2011 6-year	86.8%	86.4%
Cohort		8,481	9,238	9,632	Fall 2015 6-year	88.5%	89.1%
Total		93.9%	93.7%	91.7%	Fall 2016 6-year	87.6%	89.1%
Same		85.5%	86.6%	84.5%	National Comparison (IPEDS Definition)		
Other		8.4%	7.1%	7.2%	Cohort	Institution Rate	OOS Peers Rate
Peer Group Persistence					Fall 2012 4-year	52.0%	68.6%
Cohort		8,017	8,606	8,964	Fall 2011 5-year	77.0%	83.6%
Total		93.9%	94.0%	91.7%	Fall 2010 6-year	80.0%	86.0%
Same		87.9%	89.2%	86.8%			
Other		6.0%	4.8%	4.9%			

Six-year Graduation & Persistence Rate, Fall .		
Student Group	Cohort	Rate
For Students Needing Dev Ed		
Institution	.	.
For Students NOT Needing Dev Ed		
Institution	.	.

*Peer Group data is average for peer group.

Funding						
Source	FY 2017 Amount	Pct of Total	FY 2021 Amount	Pct of Total	FY 2022 Amount	Pct of Total
Appropriated Funds	\$549,089,689	33.7%	\$650,735,800	31.4%	\$684,278,925	33.3%
Federal Funds	\$137,654,857	8.4%	\$272,642,791	13.1%	\$284,479,653	13.8%
Tuition & Fees	\$514,912,744	31.6%	\$647,717,317	31.2%	\$697,929,333	34.0%
Total Revenue	\$1,629,775,413	100.0%	\$2,073,998,752	100.0%	\$2,054,902,136	100.0%

Online Resume for Prospective Students, Parents and the Public

TEXAS A&M UNIVERSITY

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Enrollment		
Race/Ethnicity	Fall 2022	
	Number	Percent
White	35,170	52.4%
Hispanic	15,339	22.8%
African American	2,016	3.0%
Asian	6,964	10.4%
International	5,207	7.8%
Other & Unknown	2,469	3.7%
Total	67,165	100.0%
TX First Time Transfers		
Number	% of UG	
Two-Year Institutions	1,639	3.0%
Other Institutions	496	.9%

Baccalaureate Success			
Graduation Rate of First-time, Full-time Degree-seeking Students			
Entering		Rate	
Measure	Fall	Rate	
4-year Rate Total	2018	62.1%	
Same Institution		58.8%	
Other Institutions		3.3%	
5-year Rate Total	2017	84.2%	
Same Institution		79.7%	
Other Institutions		4.5%	
6-year Rate Total	2016	87.6%	
Same Institution		82.2%	
Other Institutions		5.5%	

[Grad Rates by Ethnicity](#)

1-Year Persistence, Fall 2021		
Total	95.2%	
Same	92.4%	
Other	2.8%	

2-Year Persistence, Fall 2020		
Total	91.7%	
Same	84.5%	
Other	7.2%	

Avg Number SCH for Bachelor's Degree		
FY 2022 Average		
Sem	SCH	
All	9.20	127.00

Degrees Awarded	
Type	FY 2022
Bachelor's	12,509
Master's	3,313
Doctoral	835
Professional	314
Total	16,971

[Degrees by Ethnicity](#)

First-time Licensure or Certification Examination Pass Rate	
FY 2022	
Field	Rate
Law	84.9%
Pharmacy	%
Nursing	%
Engineering	85.7%

*Data for FY 2021

Admissions		
Middle 50% of Test Scores, for First-Time Undergraduates, Fall 2022		
Test Section	ACT	SAT
Composite	https://nces.ed.gov/	
Math		
English		
Critical Reading		

Application for First-time Undergraduate Admission Fall 2022			
Race/Ethnicity	Applicants	Accepted	Enrolled
White	17,793	60.1%	55.0%
African American	2,077	47.2%	40.6%
Hispanic	11,777	57.6%	44.6%
Asian	7,024	72.1%	34.6%
International	1,511	57.1%	11.0%
Other	1,731	62.0%	42.1%
Total	41,913	60.8%	45.6%

Costs																			
Average Annual Academic Costs for Resident Undergraduate Student Taking 30 SCH					<table><tr><th colspan="2">Annual Costs for Resident Undergraduate Student Taking 30 SCH, FY 2023</th></tr><tr><th>Type of Cost</th><th>Average Amount</th></tr><tr><td>Total Academic Cost</td><td>\$11,642</td></tr><tr><td>On-campus Room & Board</td><td></td></tr><tr><td>Books & Supplies</td><td></td></tr><tr><td>Off-Campus Transportation & Personal Expenses</td><td></td></tr><tr><td>Total Cost</td><td>\$11,642</td></tr></table>	Annual Costs for Resident Undergraduate Student Taking 30 SCH, FY 2023		Type of Cost	Average Amount	Total Academic Cost	\$11,642	On-campus Room & Board		Books & Supplies		Off-Campus Transportation & Personal Expenses		Total Cost	\$11,642
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2021	\$11,404	7.4%	\$10,582	2.5%															
2022	\$11,642	2.0%	\$10,858	2.5%															
2023	\$11,642	.0%	\$10,858	.0%															

[Rates of Tuition per SCH](#)

[Mandatory Fees](#)

Instruction		
Measure of Excellence	Fall 2022	
Undergraduate Classes with < 20 Students	%	
Undergraduate Classes with > 50 Students	%	
% of Teaching Faculty Tenured/Tenure-track *	67.0%	
Student/Faculty Ratio *	26:1	

Financial Aid		
Enrolled in FY 2021		
Type of Aid	% of UGs Receiving	Average Amount
Grants or Scholarships	0%	\$0
Federal (Pell) Grants	0%	\$0
Federal Student Loans	0%	\$0

Funding		
Source	FY 2022 Amount	Pct of Total
Appropriated Funds	\$684,278,925	33.3%
Federal Funds	\$284,479,653	13.8%
Tuition & Fees	\$697,929,333	34.0%
Total Revenue	\$2,054,902,136	100.0%

* Fall 2021 Data

Proposal for a Bachelor of Science (BS) and Bachelor of Arts (BA) degrees with a major in Journalism.

