

DATE: September 8, 2024

TO: Senate

FROM: Dr. David Hornsby, Vice-Provost and Associate Vice-President (Academic), and Chair, Senate Quality Assurance and Planning Committee

RE: 2025-26 Calendar Curriculum Proposals
Undergraduate Major Modifications

Background

Following Faculty Board approval, as part of academic quality assurance, major curriculum modifications are considered by the Senate Quality Assurance and Planning Committee (SQAPC) before being recommended to Senate. Major curriculum modifications are also considered by the Senate Committee on Curriculum, Admissions and Studies Policy (SCCASP).

Library Reports (as required)

In electronic communication members of the Library staff, upon review of the proposals, confirmed no additional resources were required for the 2025-26 major modification included below.

Documentation

All supplemental documentation as appropriate, are provided for consideration and approval.

Major Modifications

1. Certificate in Journalism in Indigenous Communities

SCCASP approval: October 15, 2024

SQAPC approval: September 26, 2024

Senate Motion September 18, 2024

THAT Senate approve the introduction of the Undergraduate Certificate in Journalism in Indigenous Communities as presented to commence in Fall 2025.

MEMORANDUM

To: Vice-President's Academic and Research Committee (VPARC)

From: Professor Duncan McCue, School of Journalism and Communication
Allan Thompson, Chair/School of Journalism and Communication

CC: Dean Brenda O'Neill, Faculty of Public and Global Affairs
Vandna Bhatia, Associate Dean (Academic), Faculty of Public and Global Affairs

Date: September 3, 2024

Subject: Introduction of a new **Undergraduate Certificate in Journalism in Indigenous Communities**

Modification Description

Carleton's School of Journalism and Communication (SJC) is proposing to introduce a new undergraduate certificate to create a one-year Journalism in Indigenous Communities Certificate (JIICC), aimed at reaching remote Indigenous learners in the province of Ontario. The course will be taught primarily online, bolstered by three in-person intensives at a central location.

The SJC will partner with two of Ontario's Indigenous Institutes (II) – First Nations Technical Institute (FNTI) and Kenjgewin Teg (KT) – to develop a “braided learning” experience which ensures every learner has adequate social and cultural support for successful completion of the JIICC. The IIs will also play a key role assisting Carleton with the development of online curriculum and distance learning platforms. FNTI and KT have formally agreed to collaboration with Carleton (see letters attached).

For decades, numerous Canadian universities have used distance learning to at least partially reduce some of the financial and cultural barriers facing Indigenous students. Journalism, on the other hand, has traditionally been considered a craft best taught in person. That changed through the COVID-19 pandemic, which pushed newsroom production and reporting courses online or into hybrid online-offline spaces across Canada and around the world.

The JIICC will feature a hybrid delivery model of learning. Students will gather three times in a central location over the course of their studies for in-person intensive sessions, but the bulk of their studies will be carried out virtually from their home communities. Given that financial hardship has been identified by Indigenous students as a barrier to education success, a key component of the JIICC is that resources will be provided to cover student travel and accommodation for these intensive sessions.

The JIICC will be offered as a standalone certificate for students who only wish to complete one year of study. For students interested in pursuing journalism further or university admission, we anticipate the JIICC will be a pathway to advanced standing directly into the second year of the Bachelor of Journalism Honours program or the 15-credit Bachelor Arts General Studies (Online). We may also seek credit transfer agreements with other journalism programs in Canada.

Our early research into best practices of distance learning suggests the development of culturally responsive journalism training, strong role modeling by Indigenous instructors, and the opportunity to practice journalism and media-making in Indigenous communities will not only appeal to Indigenous students: it has the potential to transform teaching practice in Canadian journalism schools.

Impact on Other Programs

We anticipate that the JIICC will have a positive impact on recruitment of students for the SJC.

As the enrollment of Indigenous students at the SJC has been historically low, we don't expect the JIICC will draw students away from our BJ Honours or MJ degree programs. In fact, we believe the opposite: the JIICC may offer a new pathway for Indigenous students to enrolling at Carleton.

We aim for an annual cohort of 20-25 students in the first two years. We will reassess after the first year whether these numbers are optimum and whether it is possible to expand beyond Ontario for possible student intake and run multiple cohorts. While not all JIICC students will want or be able to complete four years of study, we are confident some will take the opportunity of advanced standing into second-year at Carleton's SJC to pursue an undergraduate BJ Honours degree.

For students who want to continue with their undergraduate studies, but choose to study remotely, either for cultural or financial reasons, the JIICC may also serve as a pathway to enroll with advanced standing in Carleton's new online BA General Studies program.

Impact on Learning Outcomes and Curriculum Map

The JIICC will be composed of eight courses, amounting to 4.5 credits:

1. Foundations of Journalism (36 hours online) (0.5 credit)
2. Fundamentals of Journalism (36 hours online) (0.5 credit)
3. Photojournalism (36 hours online) (0.5 credit)
4. Entrepreneurial Journalism (36 hours online) (0.5 credit)
5. Introduction to Audio Journalism (36 hours Hybrid Online/In-Person Intensive) (0.5 credit)
6. Introduction to Video Journalism (36 hours Hybrid Online/In-Person Intensive) (0.5 credit)
7. Indigenous Storytelling (36 hours Hybrid Online/In-Person Intensive) (0.5 credit)
8. Journalism Practicum (two weeks/70 hours in placement) (1.0 credit)

The eight JIICC courses will be taken sequentially (see Table 1).

Table 1. Tentative Curriculum Map (to be discussed with II partners and Advisory Circle)

COURSE	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FALL TERM														
In-person intensive - Indigenous Storytelling														
Foundations of Journalism														
Fundamentals of Journalism														
WINTER TERM														
In-person intensive – Introduction to Audio Journalism														
Photojournalism														
Entrepreneurial Journalism														
Indigenous Storytelling (cont'd)														
Practicum														
SPRING TERM														
Practicum (cont'd)														
Introduction to Video Journalism														
In-person intensive – Intro to Video Journalism (cont'd)														
Indigenous Storytelling (cont'd)														

Grades for courses 1-6 will follow typical Carleton undergraduate guidelines, using the 12-point letter grading system, with a minimum grade requirement. It is proposed that courses 7-8 (Indigenous Storytelling and Journalism Practicum) be graded on a SAT/UNS basis, as both will involve experiential learning and self-development.

The first two of these courses – ‘Foundations’ and ‘Fundamentals’ - will mirror the required credits for existing first-year BJ Honours students (JOUR 1001 and JOUR 1002).

Courses 3-6 will also not be ‘new’ courses, but adaptations of required and elective journalism courses which are available to BJ Honours students in years 2-4 of their studies, though the content will be introductory in nature and ‘Indigenized’ to meet the learning needs of this group of students.

Course 7, ‘Indigenous Storytelling’, will be the only ‘new’ course and it will emphasize Indigenous pedagogy and land-based learning approaches to traditional journalism practices.

Course 8, the ‘Practicum’, will offer students experiential learning through a two-week, full-time placement in a newsroom or media organization. The Practicum will be evaluated with an assessment by the on-site supervisor and written reflection paper from the student.

To support and encourage student success in a primarily online learning environment, cohort cohesion will be an important aspect of the JIICC. As students take the JIICC courses sequentially, we do not anticipate admitting part-time students or students who only take single courses. It is proposed that if students drop courses, they may be able to remain in their JIICC cohort. However, they will not be able to successfully complete the JIICC, unless admitted to the following year's cohort as a special student.

Contract instructors will use Brightspace as their online teaching and learning platform.

Bridging to the BJ Honours or BA

Students who successfully complete the JIICC will finish with 4.5 JOUR credits and may choose to bridge into the BJ Honours with advanced standing. They will already have completed 1.0 required credit for the BJ Honours (JOUR 1001 and 1002).

Furthermore, we propose that the Indigenous Studies requirement (0.5 credit from INDG 1010, INDG 1011 or INDG 2011) for the BJ Honours will be met by the Indigenous Storytelling course in the JIICC. Further discussion needs to be had whether the SJC should reduce the credit requirements for a Minor from 4.0 to 2.0 for JIICC graduates who pursue a BJ Honours, or perhaps recognize some of the JIICC courses as contributing to an Indigenous Studies Minor.

Students also have the option to transition into Carleton's Bachelor of Arts program, which now includes a new online Bachelor of Arts in General Studies that can be completed entirely remotely.

For clarity's sake, the main differences between the JIICC and the first year of the existing BJ Honours curriculum will be:

- a) the online mode of delivery;
- b) a focus on journalism skills courses, that are typically offered in upper years of the BJ Honours; and
- c) 'Indigenization' of curriculum by Indigenous instructors to ensure content and learning outcomes are suitable for Indigenous learners.

Societal Need

Our rationale for creating the JIICC is longstanding evidence that Indigenous people have been historically underrepresented in newsrooms in Canada, which has resulted in a dearth of Indigenous voices in the media.

Like many journalism schools across Canada, the SJC is committed to responding to the Truth and Reconciliation Commission's Call to Action #86, which calls on journalism schools to better educate journalists and journalism students about Indigenous Peoples. Substantive changes have been made, such as including more Indigenous content in our curricula and the hiring of an Indigenous faculty member.

However, what has yet to change significantly is the enrollment of Indigenous students.

This is not for lack of interest. In 2019, Journalists for Human Rights (JHR) studied the barriers facing Indigenous students interested in studying journalism or media at post-secondary institutions in Ontario. Despite uncertainty in the journalism job market, nearly a third of Indigenous youth surveyed indicated they're interested in studying journalism and/or media.

However, the JHR report showed that Indigenous youth are often reluctant to move to southern urban post-secondary campuses to pursue journalism training. Some face financial hardships. Others hesitate to leave their community to pursue post-secondary education if it means leaving behind their language, friends, family, and traditional cultural practices such as hunting and fishing.

This suggests there's a large pool of diverse voices in Indigenous communities, eager to be empowered by journalism programs which reduce admissions barriers and create Indigenous-centred learning spaces.

While the news media industry in Canada is tumultuous right now, with many broadcasters and publishers in the country announcing cuts to their workforces in recent months, the demand for Indigenous communicators has never been greater. A recent market study conducted by the Indigenous Communications Arts program at First Nations University of Canada found that 80 per cent of media managers plan to increase Indigenous-focused hiring in the next five years.

The JIICC will tap into this job potential, by offering Indigenous learners the kinds of journalism skills needed by the media industry, with the goal of shifting resources directly into the hands of Indigenous journalists. Successful completion of the JIICC will offer learners in Indigenous communities a pathway to further post-secondary journalism education, opportunities to freelance community-based news stories to mainstream and independent media outlets or create/staff their own local journalism initiatives.

Students

To be clear, the JIICC will be available exclusively to Indigenous students. Courses will not be available to existing Carleton students.

While the JHR report mentioned above offers promising indicators of interest amongst prospective students and insight into existing barriers, there's a lack of data on Indigenous student needs for entry into journalism studies.

It will be an early and important goal in our development year to develop a needs assessment for prospective students that will give us the baseline data we need to design a responsive program. This will be a key task of our graduate student researcher.

Resources

The creation of the JIICC will be made possible by a \$3.267M gift to the School of Journalism and Communication from the Mastercard Foundation EleV program (the 'Mastercard Gift'). The Mastercard Gift is intended to fund three years of operation of the JIICC: one year of development in 2024-25, and two years of operation in 2025-26 and 2026-27. Prof. McCue has also received confirmation of a \$50K grant from the Inspirit Foundation to fund the first year of development.

The following sets out major cost items:

- a. *Faculty resources*: Professor Duncan McCue will be the program head of the JIICC with a 1.0 annual course release. The Dean has agreed to a 1.0 course release for program development in 2024-25 using fiscal funds. In initial delivery years 2025-26 and 2026-27 the Mastercard Gift will be used to cover 1.0 annual CI costs to replace Professor McCue's teaching.
- b. *Contract instructors*: The Certificate will require 7 contract instructors (CIs) – 6 for course delivery and one as an Internship Coordinator. A guiding principle of the JIICC is that curriculum for Indigenous learners must be developed by Indigenous journalists and delivered by Indigenous instructors.

The Mastercard Gift includes funds to cover the costs of these CIs in initial delivery years 2025-26 and 2026-27, as well as funding in development year 2024-25 to bring the CIs together at Carleton for an intensive teacher training support offered by Carleton's Teaching and Learning Services.

- c. *Administrative support*: The JIICC will require a 1.0 FTE program manager. The Mastercard Gift includes funds to cover the costs of this manager in the development year 2024-25 and the two initial delivery years, 2025-26 and 2026-27.

As well, we anticipate hiring a 1.0 FTE Student Success Facilitator and a 0.5 FTE Cultural Advisor, to be hired and managed by the IIs. In the two initial delivery years of the JIICC (2025-26 and 2026-27), the Mastercard Gift will cover the salaries of these support staff.

The Mastercard Gift will also cover the cost of an undergraduate student in Media Production and Design to build the JIICC website in the development year 2024-25, and to update and maintain it in each of the two initial delivery years (2025-26 and 2026-27).

- d. *Library resources*: No additional resources are needed
- e. *Space*: In each of the two initial delivery years of the JIICC (2025-26 and 2026-27), students will meet for one of three in-person intensive sessions at Carleton. The Mastercard Gift will

cover the rental of space for each of these intensives, and also the cost of student travel, accommodations and food.

Office space will be provided in FPGA for the Program Manager. Costs for any required office equipment (computer, phone, desk, filing cabinets, etc.) and initial set up of the space (cleaning, painting, etc.) will be covered by the Mastercard Gift.

- f. *Equipment*: The JIICC will provide students a “Tech Backpack” of technical equipment to allow them to complete their studies, worth approximately \$3000. The Mastercard Gift will cover the costs of this technical equipment in each of the two initial delivery years (2025-26 and 2026-27).

The Mastercard Gift also includes computer acquisition costs for the Program Manager.

- g. *Graduate student funding*: The School of Journalism and Communication will hire a graduate research assistant to assist in initial and subsequent program development and ongoing assessment. The Mastercard Gift includes funds to cover RA costs and no funding is being requested from Graduate Studies.
- h. A business plan is attached to this submission.

The Mastercard Gift will fully fund the operational costs of development and two years of initial delivery of the JIICC. We will conduct a review after the first year of operation to determine actual expenditures, whether any of the Mastercard Gift can be allocated toward a third year of operation and develop a strategy for seeking sustainable long-term funding for the JIICC.

We do anticipate there will be substantial ‘savings’ from conservative budgeting within the Mastercard Gift, plus three years of interest on the Mastercard Gift (approximately \$300K), and any collected tuition fees, which would allow at least a modified third delivery year of the JIICC. We will, of course, be working diligently to fundraise for future cohorts. We may also approach Mastercard for additional support, once we have a proven working model. There may also be models dealing directly with Indigenous communities in need of journalists, such as the Cree Nation in James Bay or NWT/Nunavut, where Indigenous government support is viable.

Looking beyond the three years of the Mastercard Gift, tuition fees alone could cover some or potentially all the staffing costs but would not cover in-person intensives or the practicum. What we’ve designed is a hybrid teaching model which offers optimum learning opportunities and best chance of success for Indigenous students. However, it may be possible to ‘scale back’ the program to a purely online teaching model, if we are not successful in fundraising efforts. A purely online model would make it more viable to make the JIICC available to Indigenous students across North America. We will review after first year to see what future options may be.

Governance

The JIICC will be a collaboration between the JSC and two II partners, FNTI and KT. Carleton will sign a MOU with the IIs. The costs of the two support positions – the Student Success Facilitator and Cultural Advisor – as well as fees for curriculum consultation and administration will be covered by the Mastercard Gift.

We also intend to establish an Advisory Circle for the JIICC of Indigenous experts and academics to help guide in-program development and the creation of Indigenous curriculum. Carleton's Associate Vice-President Indigenous Teaching, Learning and Research will be included in development of the program.

Tuition

The annual tuition for the Certificate will be the same as the first-year Carleton BJ Honours program (currently \$7628).

In 2025-26 (Year 2) and 2026-27 (Year 3), **all administrative and teaching costs for the JIICC are covered by the Mastercard Gift.**

We propose the JIICC shall mirror the Bachelor of Journalism Honours, including tuition rates and provincial reporting to allow for access to OSAP.

The Mastercard Gift will also allow us to offer bursaries to JIICC students that would cover up to 100% of tuition fees, subject to student need and eligibility.

The bursaries will both act as an incentive for a new program and more importantly, keep the program cost-efficient for Indigenous students who have historically faced financial barriers.

We further propose to offer free tuition to one student each from three local First Nation communities – Pikwakanagan, Kitigan Zibi and Akwesasne – as a territorial land acknowledgement, which would respond to goals set out in the Kinamagawin Report.

DETAILED BUDGET - Carleton University - Journalism in Indigenous Communities Certificate

DETAILED BUDGET BY YEAR					YEAR VIEW	OUTCOME VIEW
	Year 1	Year 2	Year 3	PROGRAM TOTAL		
	Total	Total	Total	TOTAL		
Salaries inflation						
All other costs inflation						
Direct People Costs						
JIICC Program Coordinator	1	106,720	109,922	113,219	329,861	10%
Graduate Student Research Assistant	1	27,144	13,979	14,399	55,522	2%
BMPD Student Website/Graphic Design	1	9,280	-	-	9,280	0%
BMPD Student Website/Graphic Design 2	1	2,320	5,974	6,153	14,447	0%
Indigenous Institute Cultural Advisor (50%)	1	-	42,293	43,562	85,856	3%
Indigenous Institute Student Success Facilitator	1	28,054	57,791	59,525	145,370	4%
Instructors	1	-	92,700	95,481	188,181	6%
Internship Coordinator	1	-	15,450	15,914	31,364	1%
Carleton Journalism Student TA (2)	1	-	29,870	30,766	60,636	2%
0	1	-	-	-	-	0%
		<u>173,518</u>	<u>367,979</u>	<u>379,019</u>	<u>920,516</u>	<u>28%</u>
Indirect People Costs						
Carleton Journalism Technology Support Staff (Audio and Video)	1	-	20,909	21,536	42,445	1%
		-	<u>20,909</u>	<u>21,536</u>	<u>42,445</u>	<u>1%</u>
Program Specific Costs						
Indigenous Artist Contract	1	2,175	-	-	2,175	0%
In-Person Team Planning Session at Tyendinaga/	1	6,000	-	-	6,000	0%
In-Person/Hybrid Team Planning Session at Carleton/	1	17,000	-	-	17,000	1%
In-Person Team Planning Session at Manitoulin/	1	9,000	-	-	9,000	0%
Carleton TLS Teacher Training	1	50,000	-	-	50,000	2%
3-Day In-Person Teacher Training Session	1	40,000	-	-	40,000	1%
Stipend for Indigenous journalists	1	15,000	-	-	15,000	0%
Promotional and website expenses	1	25,000	25,750	26,523	77,273	2%
Institute Teaching Space Rental for in-person intensives (non-Carleton)	1	-	40,170	41,375	81,545	2%
Student Graduation Ceremony	1	-	10,300	10,609	20,909	1%
Indigenous Institutes curriculum consultants (2)	1	10,000	-	-	10,000	0%
		<u>174,175</u>	<u>76,220</u>	<u>78,507</u>	<u>328,902</u>	<u>10%</u>
Travel Costs						
Student in-person intensives - 4 staff x 3 intensives	1	-	60,564	62,381	122,945	4%
		-	<u>60,564</u>	<u>62,381</u>	<u>122,945</u>	<u>4%</u>
Individual Youth/Student Costs						
Tuition Bursaries	0	-	77,250	79,568	156,818	5%
Tuition Bursaries for First Nations students	0	-	13,905	14,322	28,227	1%
Student in-person intensives (3)	1	-	378,525	389,881	768,406	24%
Student Tech Kit	1	-	77,250	79,568	156,818	5%
Student 2-week internships	1	-	224,025	230,746	454,771	14%
		-	<u>770,955</u>	<u>794,084</u>	<u>1,565,039</u>	<u>48%</u>
Capital Asset Costs						
Laptops for new staff	0	4,000	4,120	-	8,120	0%
		<u>4,000</u>	<u>4,120</u>	-	<u>8,120</u>	<u>0%</u>
Program Costs Before Delivery Fee		<u>351,693</u>	<u>1,300,747</u>	<u>1,335,526</u>	<u>2,987,966</u>	<u>91%</u>
Delivery Fee		<u>34,769</u>	<u>120,547</u>	<u>124,164</u>	<u>279,480</u>	<u>9%</u>
Total Program Costs		<u><u>386,462</u></u>	<u><u>1,421,295</u></u>	<u><u>1,459,690</u></u>	<u><u>3,267,447</u></u>	<u><u>100%</u></u>
		<u>12%</u>	<u>43%</u>	<u>45%</u>	<u>100%</u>	

9.4%



Carleton
University

MacOdrum
Library

Institutional Quality Assurance Process

Major Modification Not Requiring a Library Report

Date: August 13, 2024

From: Alana Skwarok, Acting Head, Collections & Assessment

To: Angel Wagner, Academic Program Specialist, Office of Academic Programs & Strategic Initiatives

cc Amber Lannon, University Librarian
Sarah Simpkin, Associate University Librarian, Academic Services
Laura Newton Miller, Head, Collections & Assessment
Sally Sax, Head, Electronic Resources & Acquisitions
Joel Rivard, Head, Research Support Services

Recommendation

After review of Carleton University Library's information resources and services, no additional Library resources are required and so no report from the Library is necessary for the QA process for the major modification of the following programs:

- School of Journalism and Communication (SJC): Journalism in Indigenous Communities Certificate (JIICC)

This is a formal notification for your records.