

**Media and Communication Studies Articulation Committee
Annual Meeting
Minutes**

May 30, 2008 (Richmond)
09h30 – 15h30

Attending:

Beverley Sinclair, Kwantlen Polytechnic University
 Bill Strom, Trinity Western University (Chair)
 Daryl Jolly, Selkirk College
 David Stirling, Fraser International College
 Eric Spalding, University of the Fraser Valley
 Gary McCarron, Simon Fraser University
 Ian Chunn, Columbia College (Recording Secretary)
 Jason Taylor, Selkirk College
 Jerry Horne, Kwantlen Polytechnic University
 John Hill, University Canada West
 Marshall Soules, Vancouver Island University
 Niranjana Rajah, Simon Fraser University
 Raili McIvor, BCCAT
 Richard Smith, Simon Fraser University
 Sharon Josephson, Okanagan College
 Sheila Cooper, Vancouver Island University (for Liz Hammond-Kaarremaa)
 Ted Hamilton, Capilano University
 Terri Smolar, Kwantlen Polytechnic University
 Zhenyi Li, Royal Roads University

General welcome:

Chair, Bill Strom, thanked Jerry Horne for hosting us, and asked everyone to briefly introduce themselves.

The agenda was agreed to, and the minutes from the 2007 meeting were approved.

1. Program reports:

Bill had distributed copies of most of the reports by e-mail; SFU Communication's was available in print for us, and Selkirk's, which arrived early, will be available.

The following comments complement or occasionally expand on the reports submitted by members:

University Canada West: Admitted its first Media and Communications majors in September 2007; offers accelerated programs.

Vancouver Island University: Waiting for Ministry approval for a major in Media Studies and Production. Seeking firmer funding for their Media Research Lab.

University of the Fraser Valley: Developing a degree in New Media Production; may offer a Certificate in Journalism; working on an agreement to facilitate block transfer of credits for students who continue at Royal Roads; offering new courses such as Crisis Communication.

Trinity Western University: Program requirements have been revised to include six competencies: writing, speaking, visual creativity, media studies, human communication, and theory/criticism. TWU also introduced a new required course teaching research methods, critical thinking, documentation, and writing for communication studies in the social sciences and humanities.

Simon Fraser University: A new faculty – Communication, Art, and Technology – will bring together a number of Schools and departments as of April 2009.

School of Interactive Arts and Technology (SFU Surrey): This academic, methods-oriented production school will be part of the new faculty at SFU starting next spring.

Royal Roads University: Building on the success of the blended residency model, RRU offers an upper-levels BA, as well as an MA in Professional Communication. They are cultivating block transfer agreements.

Kwantlen Polytechnic University: *School of Business*: Would like to see a degree in Applied Communication. *Public Relations*: An online degree is a goal. *Journalism*: Working on a communications minor for degrees.

Okanagan University College: Media and Cultural Studies, as well as Writing and Publishing, have experienced significant growth over the past year.

Columbia College: The “Understanding Television” course now articulates with a general 200-level course at UBC.

Capilano University: Rapid and unpredicted growth has meant managing enrolment has been a challenge. The diploma program is working well, and a degree program is being designed.

Selkirk College: The ten-year-old program is now known as Digital Arts and New Media. New media studies can block transfer to universities in Lethbridge and Athabasca, and course-by-course to Victoria, with more opportunities in private institutions for game design, etc. Emily Carr and Ontario College of Art are also receivers. The Independent Film Program, leading to an Advanced Diploma (students have an industry background), is very popular.

2. Update from BC Council on Admissions and Transfer

Raili McIvor reviewed the purposes and goals of articulation committees, and the role of the institutions from which they draw their members. She noted the usefulness for students of the BC Transfer Guide and Education Planner, and acknowledged the inclusion in the Transfer Guide of the Private Career Training Institutes Agency (PCTIA) for information purposes. A policy for transfer with Alberta (and eventually other provinces) is being developed.

Regarding the rather artificial either/or model of “sending and receiving institutions”, which can make it hard to find information, Raili acknowledged that the directional relationship does not reflect reality, and that a “Designation Policy” is being developed, which will spell out the expectations of the receiving institutions. She also mentioned a Best Practices Guide, a resource aimed at receiving institutions or those considering such a status: the Guide could contribute to their business case.

Regarding actually articulating numbered courses, Raili brought to the committee’s attention the grids (own grids, multilateral grids, separate grids; also, “Other Guides” and “Other Grids”) that exist at the BCCAT site, and suggested there could be funding through the Transfer Innovations Projects or Transfer and Articulation Projects to make the transfers more transparent. She pointed out that Block Transfer Agreements are very transparent for students.

3. Situation with the Film Studies Articulation Committee (Raili McIvor, BCCAT) combined with
4. Possibility of developing a digital media/new media production-oriented articulation sub-group or new committee (Jason Taylor, Selkirk College)

Following up on suggestions from 2002’s MACSAC meeting, Raili acknowledged that this committee could absorb Film Studies (which has had representatives from Capilano, Malaspina, Langara, Vancouver Community College, UBC, and SFU, among others); there is clear interest among faculty members. Disciplinary names are political to some degree in any case, so being inclusive could serve to at least benefit the senders.

Film is certainly studied, but the question of what transfers brings up a recognition of significant overlaps accompanying a history of differences (including visual arts perspectives). In any case, there is interest from various post-secondary institutions. It will likely be a small group of students who actually want to transfer, however.

The committee agreed that practice and theory – production and critique – contribute to and inform each other, and that scholarship itself is moving to a blend of new forms: conferences taking place in “World of Warcraft”, for example.

The notion of having special interest groups for film and new media was floated, with the suggestion that the committee try this for a year on an experimental basis.

MOTION: To create a New/Digital Media Arts subcommittee within MACSAC on an experimental basis with an eye to future development. Passed unanimously.

MOTION: To cordially invite all Film Studies representatives or chairs to attend MACSAC if it serves their needs. Passed unanimously.

5. Update and feedback regarding MACSAC website, www.mediabc.ca (Marshall Soules)

Marshall demonstrated some of the functions of the site, such as the new list of representatives, and how to add resources. People like the site and find it easy to use, but don't always make enough time to use it. A grid of the associated institutions showing whether they have an agreement would be useful, as would links to blogs. The site could also be used to push out information to advisors in the K-12 and post-secondary sectors. The chair of MACSAC, or another self-designated member, could encourage people to write, contribute, and check in every six to eight weeks.

The committee agreed:

1. It's a good site.
2. Members should use it as it meets their needs.
3. ACTION: Sharon Josephson (Okanagan College) will follow up with BCCAT's Jennifer Ohrem to see about funding for a grid, and for a survey of media programs.
4. If anyone wants to be the sites' creative director/webmaster, please contact the chair of MACSAC.
5. The committee thanks Marshall and Doug for all their work with this!

ACTION: Richard Smith will link SFU to the site.

6. Strategies to include communication studies in the provincial curriculum, and promote it there.

SFU's Stuart Poyntz is to meet with the provincial government (Ministry of Education). Meanwhile, SFU's Faculty of Education recognizes communication as a "teachable subject". A recruitment DVD, "Bits and Pieces", is to go out to high schools. Additionally, during the October province-wide professional development day, SFU will offer "Media Education in Your Classroom", with talks and lab tours. Inviting high schools to campus, offering master classes, feeding the students pizza – all a great way to promote programs in October (to grade 11's; 12's would be welcome, too).

An "Open Door" policy over a couple of weeks, with opportunities to visit classes, has been popular at Malaspina (Vancouver Island University).

How do media studies fit in with the existing curriculum? School boards have some flexibility in what they adopt at the grassroots; "Innovative Programs" must be regularized after two years. For "Career Planning", students can "job shadow" – either a faculty member, or a second-year student.

Selkirk engages in a form of guerrilla marketing, developing materials for the curriculum and then going and delivering it themselves.

Kwantlen's PR program offers programs for the non-profit sector, integrating with "Volunteer Richmond".

7. The role of private institutions providing training in new media and digital technologies, and the impact of same on MACSAC member institutions.

Selkirk anticipates students coming from “Digital Hollywood” in Japan (where a Selkirk alumnus teaches), with standing in a number of courses.

SFU is the site of an international Australian-based company whose local subsidiary, Fraser International College, offers guaranteed articulation with SFU courses.

Discussion revolved around whether courses are being adapted to reflect actual linguistic deficits. TWU’s new “competencies” addresses the issue to a degree.

8. New Chair

Richard Smith of SFU has kindly offered to take over the chair from Bill Strom. Thanks, Richard, and thanks, Bill, for a great job well done!

9. Next year’s meeting

The committee gratefully accepted Royal Roads University’s generous offer to host next year’s meeting, to be held on Friday, May 29, 2009.

The meeting was adjourned at 3:30.