

**Resolution 2019-2020.A**

**Resolution to Approve New Major, Sports Media and Analytics, in Bachelor of Arts in Communication**

Recommended by the Commission on Undergraduate Studies and Policies

First Reading: September 9, 2019

Second Reading:

Faculty Senate:

Staff Senate:

Graduate Student Assembly:

Student Government Association:

Approved by University Council:

Approved by the President:

First Effective Date to Declare Major: Fall 2019

First Effective Date to Graduate: Winter 2021

**WHEREAS**, the current Sports Media and Analytics Concentration of the Major in Multimedia Journalism has proved popular with students and is growing rapidly; and

**WHEREAS**, the current concentration in the Major in Multimedia Journalism requires students to earn more than half of their credits toward graduation in communication courses and thereby limits their ability to receive a broad liberal-arts education; and

**WHEREAS**, the Accrediting Council for Education in Journalism and Mass Communication calls for graduates of accredited programs to combine professional communication studies with a broad liberal-arts education (defined as at least 72 of 120 credits for graduation in courses outside the communication major); and

**WHEREAS**, the Department of Communication wants to earn accreditation for the Sports Media and Analytics curriculum as part of efforts to ensure institutional excellence (*The Virginia Tech Difference: Advancing Beyond Boundaries*); and

**WHEREAS**, majors, as opposed to concentrations, are highlighted in all admissions materials and can thereby create greater opportunities to attract in-state and out-of-state students to meet enrollment targets for the department and college; and

**WHEREAS**, companies recruit more heavily from programs whose students have a major in the field; and

**WHEREAS**, a major is recorded on a student's transcript, provides institutional validation of his or her education, and helps position graduates for success in an increasingly competitive labor market;

**THEREFORE, LET IT BE RESOLVED** that the Major in Sports Media and Analytics be approved for addition to the Bachelor of Arts in Communication effective Fall 2019 and the proposal forwarded to the President for approval.