



University of Toronto Quality Assurance Process (UTQAP) Cyclical Review: Final Assessment Report & Implementation Plan

Program(s):	New Media Studies, B.A., Hons. (Joint Program with Centennial College): Major
Division/Unit:	University of Toronto, Scarborough (UTSC)
Commissioning Officer:	Dean and Vice-Principal (Academic), UTSC
Reviewers (Name, Affiliation):	<ol style="list-style-type: none">1. Dr. Paula Price, Consultant, PQAPA Panel Chair2. Dr. Charles H. Davis, Edward Rogers Sr. Research Chair in Media Management and Entrepreneurship, and Associate Dean, Scholarly Research and Creative Activities, Faculty of Communication & Design, Ryerson University3. Dr. Kelly Lyons, Associate Professor, Faculty of Information, University of Toronto4. Dave Nourse, B.A., V.P., Managing Director – Digital, Saatchi & Saatchi5. Dr. David Harris Smith, Assistant Professor, Department of Communication Studies and Multimedia, McMaster University
Date of review visit:	May 23 and May 24, 2013
Date reported to AP&P:	April 1, 2014

1 Outcome

The Committee on Academic Policy and Programs (AP&P) requested a follow-up report on learning outcomes and the integration of the teaching schedule between the UTSC and Centennial College. The follow-up report will be considered by the AP&P at the Cycle 5 meeting in 2014-15.

2 Significant Program Strengths

- Provision of media literacy found in few other programs
- Graduates who possess sought-after theoretical and practical knowledge

3 Opportunities for Program Improvement and Enhancement

The reviewers recommended that the following be considered:

- Developing specific overall learning outcomes
- Ensuring consistency in the university and college student experience
- Strengthening a shared vision between UTSC and Centennial
- Tracking retention, graduation, and post-graduation experiences

4 Implementation Plan

The Dean undertook in consultation with the Department to support the following changes:

- Immediate Term (6 months)
 - Developing specific overall learning outcomes
 - The Department will develop a mission statement and program objectives, together with Centennial.
 - Ensuring consistency in the university and college student experience
 - The Department will restructure the second year of the program as a means of more fully integrating the UTSC and Centennial components and streamlining the curriculum.
 - UTSC advisors will work together closely to ensure consistent guidance is provided to students about the program.
 - Strengthening a shared vision between UTSC and Centennial
 - The Department will continue to build on excellent working relationships with Centennial colleagues and will increase the frequency of meetings between representatives of the two institutions.
 - Tracking retention, graduation, and post-graduation experiences
 - The Department will work with the Registrar's Office to track student retention more systematically.
 - The Department plans to engage the UTSC and Centennial alumni associations more effectively in maintaining contact with graduates and tracking their post-graduation activities.

The Dean's Office will follow up annually with the unit to assess progress.

5 Executive Summary

The reviewers identified the programs' strengths as being the provision of media literacy found in few other programs and graduates with sought-after theoretical and practical knowledge. The reviewers recommended that the following issues be addressed: developing specific overall learning outcomes; ensuring consistency in both the university and college student experience; strengthening a shared vision between UTSC and Centennial; and tracking retention, graduation, and post-graduation experiences. The Department, together with Centennial, will

develop a mission statement and program objectives, in order to articulate the shared vision and learning outcomes. To address consistency in the university and college student settings, the Department will make some structural changes to the curriculum. The Department will continue to build on its excellent working relationships with Centennial colleagues as a means of strengthening a shared vision. In response to issues of student tracking, the Department will work with University offices to gather data on student activities. The Committee on Academic Policy and Programs (AP&P) requested a follow-up report on learning outcomes and the integration of the teaching schedule between the UTSC and Centennial College. The follow-up report will be considered by the AP&P at the Cycle 5 meeting in 2014-15.