

CAMAC: Communication and Media Articulation Committee

Summary Report of Reports

For 2019-2020 School Year

Bill Strom, Co-chair

CAMAC did not meet for business in May 2020 in light of the corona virus pandemic. Rather, we chose to meet informally via Zoom in order to hear how members were doing with the pivot to online instruction and plans moving forward. About half the member attended this optional meeting.

However, a formal call was put out for institutional reports to be submitted by May 30. About half did so. This brief report highlights general observations as well as institutional report material related to block transfers and transfer credit.

General observations:

1. Reports indicated that enrolments looked good for 2019-2020, and even favorable for summer and fall 2020 despite uncertainties brought on by the pandemic. [Note: written in May, 2020] Some concern was expressed about international students being able to return to Canada for fall semester.
2. The move online in March 2020, and the likelihood to remain online for fall, presented great challenges to CAMAC members. Members reported diverse levels of technical and curricular support from their institutions, but generally favourable.
3. Concern for the Increase in internationalization of the study student body was mentioned by some, but seemed not as significant compared to 2018-2019.
4. Concern was expressed about what institutions will do to teach media lab courses that are typically taught face-to-face. No solutions offered.

Highlights of Institutional Reports

Camosun College

Transfer Credit Applications or Alterations This is held over from previous reports: We would still like to sign off on a formal block transfer agreement with TRU's BA in Journalism, as we have worked out transferability for specific credit giving Camosun DIGCOM students almost the first year of the TRU Journalism degree. Our transfer agreement with RRU has worked very well, resulting in a number of Camosun students enrolling in their BA in Professional Communication each year. We have also had some students make their way to VIU's BA in Digital Media, and one (at least) to Capilano's BA. We would like to formalize these, if possible, and we are open to any other agreements!

We did get transfer agreement for CMNS 140 Wordcraft for Visual Stories, as CRWR 2nd year with UBC. However, CMNS 120 Culture of Visual Storytelling and CMNS 170 Digital Content Applications still need transfer. The calendar descriptions are below, under #3 "Other items of interest". I am happy to send course outlines if you think there could be a match. Also, I would appreciate any ideas as to where we can "shop" these courses elsewhere – CMNS 170 might need to go to a computer science department, for instance.

Capilano University

Transfer Credit Applications or Alterations: Opportunities for block transfers and transfer credit will continue to be sought. (No update on transfer issues.)

Columbia College

Transfer Credit Applications or Alterations: Because of two aforementioned conditions [(1) the rapid shift to an online delivery model, and (2) DQAB Departmental review] , our Department is not making any additional applications for transfer credit to our existing program. We are monitoring changes in instructional strategies at other institutions (notably SFU and KPU), and we are keeping these in mind as we determine future directions for our Department.

Douglas College

Transfer Credit Applications or Alterations: Because of two aforementioned conditions [(1) the rapid shift to an online delivery model, and (2) DQAB Departmental review] , our Department is not making any additional applications for transfer credit to our existing program. We are monitoring changes in instructional strategies at other institutions (notably SFU and KPU), and we are keeping these in mind as we determine future directions for our Department.

Langara College

Transfer Credit Applications or Alterations: Nothing new to report in regard to Transfer Credit, PUBL 1100 was the last activity dealing with Transfer Credit.

Expressed concerned regarding decline of domestic students and increase in international students.

North Island College

Ongoing and increasing success in seeing their courses transfer to receiving institutions.

Okanagan College

Transfer Credit Applications or Alterations: Block Transfers: The block transfer with Royal Roads continues for our Communication, Culture and Journalism Studies Students. The block transfer we used to have with TRU expired but we have successfully improved course-for-course transfer over the last couple of years. Our students are also able to transfer back some TRU courses to OC as well.

Transfer Agreements:

- UBC-Okanagan: The OC Department of Communication and UBCO coordinators have worked on a MOA that streamlines direct admission for 3rd year students into UBCO Cultural Studies. This work is in progress at Dean level.
- UNINTER-Mexico: Our department and the Chair of Communications from UNINTER-Mexico have worked on a document over the last year that streamlines course-for-course transfer between the two institutions with a view to future agreements. This work is also in progress at Dean level.

Royal Roads University

Transfer Credit Applications or Alterations: Nothing new to report.

Expressed concern over the viability of their 'flat lined' undergrad enrolments and decline in cohort-based international programs due to COVID-19.

Thompson Rivers University

No update on transfer agreements or activity.

Program continues to see significant growth.

Significant movement with proposals for several new minors, including:

- Minor in Public Relations
- Minor in Public Relations (OL credential)
- Minor in Professional Communication (OL credential)
- Minor in International Professional Communication
- Minor in Digital Media Studies

Trinity Western University

Continue to review and transfer courses from across Canada and the U.S.

Development of an online certificate in Public Relations for post-BA students.

University of the Fraser Valley (Abbotsford)

Nothing new on transfer agreements or activity.

Program continues to see significant growth.