





**PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

**DEAN APPROVAL(S)**

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program.

*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*



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College/School/Division Dean name:

Dean Christopher Callahan

Signature:

Date:

1/2/19

**Please note:** Proposals for new degrees also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (2 readings), and the Office of the Provost before they can be put into operation.

**The final approval notification will come from the Office of the Provost.**

**1. PURPOSE AND NATURE OF PROGRAM**

**A. Provide a brief program description:**

Cronkite School Dean Christopher Callahan laid out his vision for this program in a column written along with Weil Family Professor Leonard Downie Jr., and published on August 26, 2018, by The Arizona Republic. In describing the importance of investigative journalism, Callahan and Downie wrote:

"Investigative reporting, the form of journalism focused exclusively on holding the powerful accountable through meticulous, lengthy, often painstaking independent investigations into systems and institutions, has played an increasingly vital role in American life since journalists uncovered government lies and subterfuge in the Vietnam War and Watergate.

"Investigative reporting can right wrongs, give voice to the voiceless, expose ineptitude and corruption and help point the way to solutions in almost every dimension of society – from government, national security, business and law enforcement to the environment, education, health care and social welfare.

"It has toppled government officials, business executives and religious leaders. It has forced the Catholic Church to acknowledge and act to stop child molestation by its priests, alerted the nation's hospitals to fatal shortcomings in their care of newborn babies, and focused the nation's attention on police shootings. It has led to sweeping institutional reforms, prompted changes in laws and revealed to the public important, previously hidden information."

But this kind of reporting and public service requires deep knowledge, research and data analysis skills, and digital storytelling capabilities that reporters trained in newsrooms or typical journalism programs simply do not have. This leaves newsrooms around the world struggling to perform these critical functions.

Through existing Cronkite School programs, students and faculty have led award-winning projects in investigative journalism. For example, the school produced nationally recognized documentaries about heroin



## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

and prescription opioid epidemics in Arizona, prompting additional funding and regulatory changes across the state. These projects have helped meet the news and information needs of Arizonans - especially those often overlooked by news media.

Now the Scripps Howard Foundation has awarded the Cronkite School \$3 million (with expectation of continued funding after a successful launch) to create a specialized Howard Center for Investigative Journalism and the first-in-the-nation Master of Arts in Investigative Journalism. This program will bring exceptional focus, faculty and funding to prepare a new generation of students to innovate and lead in this competitive field.

The program has two primary goals: to prepare the next generation of investigative journalists and to produce deep, impactful investigative journalism while those students are at the Cronkite School. We expect that the journalism produced by students at Cronkite will result in national stories that expose and explore some of the greatest challenges facing our country and the world today, including in education, public policy, business, health and the environment. The Cronkite School will leverage existing publishing partnerships with major news organizations such as The Washington Post, USA Today, NBC News, PBS NewsHour and NPR, to distribute these stories to wide audiences.

The new degree would require 36 credits of coursework, which students could complete in as little as 12 months. Coursework addresses the following areas: Foundational Journalism Skills and Values; Cronkite Investigative Reporting Classes ; Interdisciplinary Research Methods; and an immersive, hands-on capstone experience producing investigative multimedia reporting in the newly created Howard Center for Investigative Reporting newsroom.

The Cronkite School will design and deploy an intensive marketing strategy for the Howard Center and the Master of Arts in Investigative Journalism degree program, seeking early career professionals in fields other than journalism, soon-to-be-graduating undergraduate students studying in other disciplines and journalists interested in developing specialized skills in investigative techniques. The career-switching recruits could come from any profession or field of study – business, engineering, government, public policy, social work, science, etc. The expertise these students bring would both inform their own journalism, improve diversity in news media and add richly to the cohort as they produce ground-breaking reporting during the program to serve Arizona communities and others across the country.

**B. Will concentrations be established under this degree program?**  Yes  No

(Please provide additional concentration information in the curricular structure section – number 7.)

### 2. PROGRAM NEED

Explain why the university should offer this program (include data and discussion of the target audience and market).

The work of the students, both during and after their time at the Cronkite School, will serve an essential role in our democracy -- providing news and information about issues and institutions that are often left uncovered, unexplained and misunderstood. This aligns with several of ASU's Design Aspirations, including transforming society, conducting use-inspired research, fusing intellectual disciplines, being socially embedded and enabling student success.

In addition to the moral imperative and societal impact of this work, the program will also meet a significant need in the journalism industry.



## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

In 2017, the Google News Lab conducted a survey (<https://newslab.withgoogle.com/assets/docs/data-journalism-in-2017.pdf>) of 900 newsrooms around the world asking questions about data journalism, a critical component of the MA in Investigative Journalism program and investigative reporting overall. The survey found that the majority of newsrooms have at least one dedicated data journalist on staff, and 83 percent said they'd like to deepen expertise in this area. This is fueled by emerging technology that makes data more accessible and sophisticated analysis possible. In the survey, newsrooms also acknowledged that data-driven reporting is especially important at a time when facts and information are being questioned.

However, according to the Google News Lab survey, the number one barrier to more data-driven investigative reporting was technical skill and expertise. Newsroom leaders agreed that this type of reporting requires specialized skills, knowledge and tools, and they said, by and large, they are not equipped to provide this kind of training. In addition, no journalism schools in the United States offer a master's degree in investigative journalism.

This has led to a fiercely competitive market for highly trained and skilled investigative journalists. Many leading newsrooms around the world have launched searches for additional investigative reporters in the past two years.

According to Emsi national job posting data, the number of job postings listing "investigative journalism" as a hard skill increased steadily from approximately 150 active posts in September 2016 to approximately 450 active posts in June 2018. Emsi's list of top companies posting includes the nation's largest news organizations: NBC Universal, Cox Media Group, Vice Media, Hearst Corporation, NPR, Gannett, The Post Company, USA Today and CBS Corporation.

Carolyn Ryan, the masthead editor at The New York Times in charge of recruiting, has called the market a "ferocious battle for investigative talent." In an interview with the Poynter Institute (<https://www.poynter.org/news/trumps-america-competition-investigative-journalists-fierce>), she said, "It's the most intense I've ever seen, and I've been hiring reporters for a long time."

The Cronkite MA in Investigative Journalism would prepare a new generation of data-driven investigative journalists to meet the demands of newsrooms, the media industry, Arizona communities and the American people.

### 3. IMPACT ON OTHER PROGRAMS

Attach any letters of collaboration or support from impacted programs (see checklist sheet). Please submit as a separate document.

We have included letters from the W. P. Carey School of Business, Ira A. Fulton Schools of Engineering, College of Liberal Arts and Sciences, New College of Interdisciplinary Arts and Sciences, Thunderbird School of Global Management, College of Integrative Sciences and Arts, Watts College of Public Service and Community Solutions, and the Sandra Day O'Connor College of Law.



**PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

**4. PROJECTED ENROLLMENT**

How many new students do you anticipate enrolling in this program each year for the next five years?

*Note: The Arizona Board of Regents (ABOR) requires that nine master's degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.*

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format	1 <sup>st</sup> Year	2 <sup>nd</sup> Year (Yr. 1 continuing + new entering)	3 <sup>rd</sup> Year (Yr. 1 & 2 continuing + new entering)	4 <sup>th</sup> Year (Yrs. 1, 2, 3 continuing + new entering)	5 <sup>th</sup> Year (Yrs. 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	20	30	30	40	50

**5. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable)**

Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

This program will be accredited as a Cronkite School offering by the Accrediting Council on Education in Journalism and Mass Communication. It will be evaluated along with our existing programs in our next evaluation cycle in 2023.

**6. STUDENT LEARNING OUTCOMES AND ASSESMENT**

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact [uoeee@asu.edu](mailto:uoeee@asu.edu) with any questions.

See Appendix II.

**7. CURRICULAR STRUCTURE**

**A. Curriculum Listing**

Required Core Courses for the Degree			
Prefix and Number	Course Title	New Course?	Credit Hours
MCO 502	Journalism Skills	No	8
MCO 530	History, Principles, and Ethics of Journalism	No	3
MCO 503	Media Law	No	3
MCO 510	Data Journalism	No	3
MCO 544	Accountability Journalism	No	1
MCO 545	Techniques of Investigative Reporting	No	3
<i>Section sub-total:</i>			21
Research Courses <i>(as deemed necessary by supervisory committee)</i>			
Prefix and Number	Course Title	New Course?	Credit Hours



**PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

Students must take 6 credits of research methods courses. Selection of these courses will require departmental approval.	No	6
<i>Section sub-total:</i>		6
<b>Culminating Experience(s)</b> <i>E.g. – Capstone course, portfolio, written comprehensive exam, applied project, thesis (must be 6 credit hours with oral defense)</i>		<b>Credit Hours</b>
MCO 570: Capstone Experience		9
<i>Section sub-total:</i>		9
<b>Total required credit hours</b>		<b>36</b>

1. List all required core courses and total credit hours for the core (required courses other than internships, thesis, capstone course, etc.).
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

**B. Will concentrations be established under this degree program?**  Yes  No

**8. COURSES**

**A. Course Prefix(es):** Provide the following information for the proposed graduate program.

- i. Will a new course prefix(es) be required for this degree program?  
Yes  No

If yes, complete the [Course Prefixes / Subjects Form](#) for each new prefix and submit it as part of this proposal submission. Form is located under the courses tab.

**B. New Courses Required for Proposed Degree Program:** Provide course prefix, number, title, credit hours and brief description for any new courses required for this degree program.

N/A

**9. FACULTY, STAFF, AND RESOURCE REQUIREMENTS**

**A. Faculty**

- i. **Current Faculty** – Complete the table below for all current faculty members who will teach in the program. If listing faculty from an academic unit outside of the one proposing the degree, please provide a support statement from that unit.

The curriculum will be delivered by a combination of academic scholars and world-renowned practitioners.

Associate Professor Joe Russomanno is a scholar of First Amendment law and theory.

Assistant Professor Hazel Kwon is an expert in social network analysis, an emerging research methodology that will set ASU investigative journalists apart from nearly all other journalists in the field.

Assistant Professor Monica Chadha teaches digital media production, which will allow investigative students to produce compelling media across digital and broadcast platforms.

Tenured Professor Sarah Cohen was previously data editor at the New York Times and won a Pulitzer Prize for her work at the Washington Post.



**PROPOSAL TO ESTABLISH A NEW MASTER’S  
DEGREE PROGRAM**

Endowed Chair Leonard Downie Jr. was formerly the executive editor of the Washington Post, where he oversaw more Pulitzer Prize-winning projects than any other editor in history.

Professor of Practice Walter Robinson won the Pulitzer Prize for his work on the Boston Globe’s Spotlight team, whose investigation of sexual abuse in the Catholic Church was the focus of the movie Spotlight.

Professor of Practice Maud Beelman, founding director of the Howard Center for Investigative Journalism at ASU, was previously the Investigations Editor for the Associated Press and Founding Editor of the International Consortium of Investigative Journalists, where she earned the prestigious George Polk award for investigative reporting.

Professor of Practice Jacquée Petchel, formerly of the Miami Herald and Houston Chronicle, is one of the only journalists in the country to win both a Pulitzer Prize and an Alfred I duPont-Columbia Award for investigative reporting.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Joe Russomanno	Associate Professor	PhD	Media Law	20%
Monica Chadha	Assistant Professor	PhD	Digital Media and Entrepreneurial Journalism	10%
Hazel Kwon	Assistant Professor	PhD	Social Network Analysis	10%
Sarah Cohen	Tenured Professor/Endowed Chair	MA	Data Journalism	75%
Leonard Downie Jr.	Professor of Practice/Endowed Chair	MA	Accountability Reporting	40%
Maud Beelman	Professor of Practice/Executive Director	MA	Investigative Reporting (Print/Digital)	100%
Jacquée Petchel	Professor of Practice	BA	Investigative Reporting	50%
Walter Robinson	Professor of Practice	BA	Investigative Reporting	50%
New Hire	Professor of Practice/Associate Director	TBD	Investigative Reporting (Broadcast)	100%
New Hire	Lecturer	TBD	Digital/Visual Storytelling	100%

- ii. **New Faculty** - Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

Executive Director/Professor of Practice: We hired an award-winning, experienced investigative editor as professor of practice to be the executive director of our new Howard Center for Investigative Journalism. Maud Beelman will be 100% dedicated to leadership and delivery of this program. We expect her to join the faculty in January 2019 - leaving eight months for preparation for our first cohort of students. That position is funded by the Scripps Howard Foundation.

Associate Director/Professor of Practice: We will begin a national search for an associate director/POP in January 2019. This person will also be dedicated 100% to leadership and instruction of this program. We expect to complete that hire in Spring 2019. This position is funded by the Scripps Howard Foundation.



## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Instructor: In January we will also begin a search for an instructor to lead and teach digital/visual storytelling in the capstone course and, as needed, in other courses as well. We expect to complete that hire in Spring 2019. This position is funded by the Scripps Howard Foundation.

- iii. **Administration of the program** - Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The Howard Center for Investigative Journalism Executive Director will lead recruitment efforts. (The marketing/recruitment budget is funded by the Scripps Howard Foundation.) He or she also will be responsible for career placement, oversight of the capstone experience and overall coordination to ensure a seamless and comprehensive experience. The Cronkite School Master's Committee, chaired by the assistant dean, will review applications and make admissions decisions. The Cronkite School Graduate Advisor will be responsible for ensuring all students register for the correct classes, complete iPOS documentation, meet graduation requirements, etc.

- B. **Resource requirements needed to launch and sustain the program:** Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc.

This program is funded by a multi-million-dollar grant from the Scripps Howard Foundation. This will cover new staff/faculty, new software and technology, marketing and recruitment, collaboration with external publishing partners and the creation of a new Howard Center for Investigative Journalism, located on the second floor of the Cronkite School's downtown Phoenix facility.





## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

### APPENDIX I

#### OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS

(This information is used to populate the [Graduate Programs Search](#)/catalog website.)

- 1. Proposed title of major:** Investigative Journalism
- 2. Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*  
N/A
- 3. Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*

The MA in Investigative Journalism program prepares students to launch high-level investigative reporting careers at the nation's most prestigious news organizations. This interdisciplinary program is designed for career switchers – those with experience in fields such as law, health, business, government and the arts – to combine their existing knowledge with investigative techniques and multimedia skills to produce storytelling with deep public impact – as well as early-career to mid-career journalists who want to develop specialization in investigative techniques.

- 4. Delivery/Campus Information Options:** On-campus only (ground courses and iCourses)

**5. Campus(es) where program will be offered:**

ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content.

*Note: Office of the Provost approval is needed for ASU Online delivery option.*

ASU Online only (all courses online and managed by ASU Online)

**All other campus or location options (please select all that apply):**

Downtown Phoenix       Polytechnic       Tempe       West       Other: \_\_\_\_\_

**Both on-campus and**  ASU Online\* - (check applicable campus(es) from options listed above)

*Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and [Philip Regier](#) (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at [asuonline@asu.edu](mailto:asuonline@asu.edu) who can provide you with additional information regarding the online request process.*

**6. Admission Requirements:**

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any discipline or related field, from a regionally accredited institution.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

**Applicants are required to submit:**



**PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

1. graduate admission application and application fee
2. official transcripts
3. proof of English proficiency
4. three letters of recommendation
5. GRE scores
6. professional resume
7. letter of intent

**Additional Application Information**

An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency.

Applicants must receive a score of 100 (iBT) or better on the TOEFL.

Applicants should provide a 300-500 word statement describing interest in investigative journalism, career goals and how previous work and academic experience will prepare the student for success.

**7. Application Review Terms (if applicable session):**

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

*Note: It is the academic unit's responsibility to display program deadline dates on their website.*

Terms	Years	University Late Fee Deadline
<input checked="" type="checkbox"/> Fall (regular) <input type="checkbox"/> Session B	(year): 2019 (year):	July 1st October 1st
<input type="checkbox"/> Spring (regular) <input type="checkbox"/> Session B	(year): (year):	December 1st February 8th
<input type="checkbox"/> Summer (regular) <input type="checkbox"/> Summer B	(year): (year):	May 14th May 14th
<p><i>Note: Session B is only available for approved online programs.</i></p>		

**Program admission deadlines website address:** [cronkite.asu.edu/grad](http://cronkite.asu.edu/grad)

**8. Curricular Requirements:**

**Curricular Structure Breakdown for the Academic Catalog:**

*(To be completed by the Graduate College)*

**Required Core (21 credit hours)**

- MCO 502 Journalism Skills (8)
- MCO 503 Media Law (3)
- MCO 510 Data Journalism (3)
- MCO 530 History, Principles, and Ethics of Journalism (3)
- MCO 544 Accountability Journalism (1)
- MCO 545 Techniques of Investigative Reporting (3)

**Research (6 credit hours)**



## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

### Culminating Experience (9 credit hours)

MCO 570 Capstone Experience (9)

### Additional Curriculum Information

Students must take six credits of research methods courses. Selection of these courses will require departmental approval.

### 9. Comprehensive Exams:

**Master's Comprehensive Exam (when applicable), please select from the appropriate option.**

N/A

### 10. Allow 400-level courses: Yes No

*Note: No more than 6 credit hours of 400-level coursework may be included on a graduate student plan of study.*

### 11. Committee:

Required number of thesis committee members (must be at least 3 including chair or co-chairs): N/A

Required number of non-thesis option committee members (must be a minimum of one): 1

### 12. Keywords: List all keywords that could be used to search for this program. Keywords should be specific to the proposed program – limit 10 keywords.

investigative journalism, investigative reporting, data journalism, accountability journalism/reporting, enterprise reporting, investigative, journalism

### 13. Area(s) of Interest

#### A. Select **one (1)** primary area of interest from the list below that applies to this program.

- |   |   |
|---|---|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a>      | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>      |
| <input type="checkbox"/> <a href="#">Arts</a>                                 | <input type="checkbox"/> <a href="#">Law &amp; Justice</a>              |
| <input type="checkbox"/> <a href="#">Business</a>                             | <input type="checkbox"/> <a href="#">Mathematics</a>                    |
| <input checked="" type="checkbox"/> <a href="#">Communication &amp; Media</a> | <input type="checkbox"/> <a href="#">Psychology</a>                     |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>             | <input type="checkbox"/> <a href="#">STEM</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>         | <input type="checkbox"/> <a href="#">Science</a>                        |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                     | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a> |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>                | <input type="checkbox"/> <a href="#">Sustainability</a>                 |
| <input type="checkbox"/> <a href="#">Humanities</a>                           |   |

#### B. Select **one (1)** secondary area of interest from the list below that applies to this program.

- |  |   |
|--|---|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>      |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input checked="" type="checkbox"/> <a href="#">Law &amp; Justice</a>   |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Mathematics</a>                    |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>      | <input type="checkbox"/> <a href="#">Psychology</a>                     |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">STEM</a>                           |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Science</a>                        |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a> |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>           | <input type="checkbox"/> <a href="#">Sustainability</a>                 |
| <input type="checkbox"/> <a href="#">Humanities</a>                      |   |

### 14. Contact and Support Information:



**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

<b>Office Location - Building Code &amp; Room:</b> <i>(Search ASU map)</i>	555 N. Central Ave. Suite 302 Phoenix, AZ 85004
<b>Campus Telephone Number:</b> <i>(may not be an individual's number)</i>	602 496-5055
<b>Program Email Address:</b> <i>(may not be an individual's email)</i>	cronkitegrad@asu.edu
<b>Program Website Address:</b> <i>(if one is not yet created, use unit website until one can be established)</i>	cronkite.asu.edu/grad
<b>Program Director (Name):</b>	Rebecca Blatt
<b>Program Director (ASURITE):</b>	rblatt1
<b>Program Support Staff (Name):</b>	Aric Johnson
<b>Program Support Staff (ASURITE):</b>	anjohn10
<b>Admissions Contact (Name):</b>	Aric Johnson
<b>Admissions Contact (ASURITE):</b>	anjohn10

15. **Application and iPOS Recommendations:** List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Aric Johnson	anjohn10	X	X
Alexis Weiler	asweile	x	x



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

APPENDIX II  
ASSESSMENT PLAN

University Office of Evaluation and Educational Effectiveness 08-29-2018  
Academic Program Assessment Plan  
**MA in Investigative Journalism**

Status: UOEEE Provisional Approval

Comments: UOEEE Approved

Element Outcome Measure Description

Outcome	1		Graduates will demonstrate the ability to conduct and critically evaluate research required for investigative journalism.
Plan_2Concepts	1		Students in the MA-Investigative Journalism program will learn cutting-edge reporting and research techniques drawn from a wide array of academic disciplines. Graduates of the program must be nimble in applying a range of techniques in reporting specific stories and evaluating relevant research produced by other sources.
Plan_3Competencies	1		Students will apply a variety of strategies and tactics in interviewing sources, gathering and analyzing quantitative and qualitative data, accessing government data and understanding historical context.
Measure	1	1	In a 9-credit capstone experience (MCO 570), students will produce a professional-level investigative reporting project and will present their work to a panel of experts from inside and outside the Cronkite School. Members of each panel will evaluate their work using a rubric of professional standards on a variety of measures.
PC	1	1	Evaluators will find that at least 80 percent of students demonstrate the ability to conduct and critically evaluate research required for their investigative journalism.
Measure	1	2	Throughout the program, students are required to conduct primary and secondary research to inform reporting using a combination of qualitative and quantitative methods. This research is included in individual online portfolios of work completed over the course of the program. The school will work with external industry leaders to evaluate a sample of these portfolios and ask evaluators whether the portfolios demonstrate the ability to conduct and critically evaluate research required for investigative journalism.
PC	1	2	Evaluators will find that at least 80 percent of student portfolios demonstrate the ability to conduct and critically evaluate research required for investigative journalism.



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

Element Outcome Measure Description

Outcome	2		Graduates will demonstrate the ability to find and develop original story ideas into full investigative reporting projects worthy of professional publication and distribution.
Plan_2Concepts	2		Investigative reporters distinguish themselves by unearthing stories that were previously unreported and then developing them to be thorough, well-documented and complete investigations. Graduates of this program must be able to demonstrate that they can do that at a professional level.
Plan_3Competencies	2		Students will demonstrate skill in applying a variety of strategies and tactics to find and develop investigative reporting projects, including interviewing, source development, data collection and analysis, and qualitative research, while applying the values of journalistic news judgement.
Measure	2	1	Throughout the program students will be challenged to find and develop story ideas into investigative projects. They will compile the final projects into an online portfolio, and the Cronkite School will work with outside industry leaders to evaluate those portfolios against a rubric of professional standards.
PC	2	1	Evaluators will find that at least 80 percent of student portfolios demonstrate identification and development of stories worthy of publication as investigative reporting projects.
Measure	2	2	Throughout the program students will be encouraged to publish or broadcast their investigative reporting projects with professional news outlets.
PC	2	2	At least 80 percent of students will have investigative reporting projects published or broadcast by professional news outlets.
Outcome	3		Students will demonstrate the ability to gather, analyze and communicate diverse viewpoints to journalistic audiences in ethical and responsible ways
Plan_2Concepts	3		Graduates of the MA-Investigative Journalism program must demonstrate competency in and commitment to inclusion and the highest standards for journalistic ethics.
Plan_3Competencies	3		Students will demonstrate that they can identify key stakeholders to share viewpoints on a particular topic, use responsible and ethical techniques of gathering these viewpoints and effective strategies for communicating these viewpoints according to the principles of the Society of Professional Journalists Code of Ethics.
Measure	3	1	Students will create an online portfolio of their work over the course of the degree program. The Cronkite School will work with external industry leaders to evaluate a sample of these portfolios using a rubric of professional standards in determining the extent to which their work demonstrates critical evaluation of and integration of diverse viewpoints.
PC	3	1	Evaluators will find that at least 80 percent of students demonstrate the ability to gather, analyze and communicate diverse viewpoints.
Measure	3	2	Students are required to understand and apply the Society of Professional Journalists Code of Ethics in every class and assignment at the Cronkite School. The school will work with external industry leaders to evaluate a sample of student portfolios using a rubric of professional standards in determining the extent to which their work demonstrates reporting consistent with the ethics of the profession.
PC	3	2	Evaluators will find that at least 80 percent of students demonstrate work that adheres to professional standards of ethics.



**PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

Element Outcome Measure Description

Outcome	4		Students will demonstrate skills in using multimedia storytelling techniques to distribute the results of their investigations through media appropriate to each story.
Plan_2Concepts	4		Students in the MA-Investigative Journalism program will produce investigative journalism stories on digital, social and broadcast platforms. Graduates of the program must demonstrate that they can use the tools and techniques that are most appropriate and effective for communicating the findings of their investigations.
Plan_3Competencies	4		Students will use journalistic writing, data visualization, audio production, photography and/or videography in communicating their findings.
Measure	4	1	In a 9-credit capstone experience (MCO 570), students will produce a professional-level investigative reporting project and will present their work to a panel of experts from inside and outside the Cronkite School who will evaluate their work using a rubric of professional standards on a variety of measures.
PC Measure	4	1	Evaluators will find that at least 80 percent of students demonstrate effective use of multimedia storytelling techniques to present the results of their investigations.
Measure	4	2	Throughout the program, students will compile an online portfolio of their investigative work and multimedia storytelling. The Cronkite School will work with external industry leaders to evaluate a sample of these portfolios using a rubric of professional standards on a variety of measures.
PC Measure	4	2	Evaluators will find that at least 80 percent of student portfolios demonstrate effective use of multimedia storytelling techniques to communicate key investigative findings.

If you have questions, please e-mail [assessment@asu.edu](mailto:assessment@asu.edu) or call UOEEE at (480) 727-1731.



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

APPENDIX III

SUPPORT AND IMPACT STATEMENTS

Walter Cronkite School of Journalism and Mass Communication – Official Submission

**From:** Kristin Gilger <[Kristin.Gilger@asu.edu](mailto:Kristin.Gilger@asu.edu)>  
**Sent:** Thursday, January 17, 2019 9:20 AM  
**To:** [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)  
**Subject:** MAIJ New Program proposal

Please accept our proposal for a new master's in investigative journalism degree program at the Cronkite School. We've attached the proposal, the letters of support from deans, and the assessment plan. We've received approval from the Arizona Board of Regents in November and have the internal levels of approval; our faculty voted unanimously to approve the degree program on Nov. 9, 2018. Please let us know if you need any other information. Thank you.

Kristin Gilger  
Senior Associate Dean, Walter Cronkite School of Journalism and Mass Communication  
and  
Executive Director, Donald W. Reynolds National Center for Business Journalism  
602.496.9448  
Arizona State University  
555 N. Central Ave.  
Phoenix, AZ 85004  
<http://cronkite.asu.edu>  
<http://facebook.com/CronkiteSchool>  
[http://twitter.com/Cronkite\\_ASU](http://twitter.com/Cronkite_ASU)  
<http://businessjournalism.org>





**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

**W. P. Carey School of Business – Impact Statement**

**From:** Amy Hillman (DEAN)  
**Sent:** Sunday, October 21, 2018 5:12 PM  
**To:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>  
**Subject:** Re: Requesting letters of support for proposed MA in Investigative Journalism

We at the W. P. Carey school enthusiastically support this new degree, Chris.

Ready and able to help in any way.

Amy

Amy J Hillman, PhD  
Dean & Rusty Lyon Chair of Strategy  
W. P. Carey School of Business  
Arizona State University  
[amy.hillman@asu.edu](mailto:amy.hillman@asu.edu)  
480.965.3402

**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

**Ira A. Fulton School of Engineering - Impact Statement**

**From:** Kyle Squires <[squires@asu.edu](mailto:squires@asu.edu)>  
**Date:** October 27, 2018 at 5:41:02 PM MST  
**To:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>  
**Subject:** RE: Requesting letters of support for proposed MA in Investigative Journalism

Hi Chris,

Thanks for the note - this sounds terrific. The Fulton Schools of Engineering are happy to support the proposed M.A. in Investigative Journalism and Cronkite.

-- Kyle



**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

**College of Liberal Arts and Sciences - Impact Statement**



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM



December 14, 2018

Christopher Callahan  
Dean and Professor  
Walter Cronkite School of Journalism and Mass Communication  
Arizona State University

Dear Chris,

The College of Liberal Arts and Sciences heartily endorses the Cronkite School's proposed Master of Arts in Investigative Journalism. This is an exciting new degree, and we are happy to see its launch in Fall 2019.

Please let us know if you need anything else from us on this.

Sincerely,

A handwritten signature in black ink that reads 'Patrick J. Kenney'.

Patrick J. Kenney  
Dean, College of Liberal Arts and Sciences  
Foundation Professor, School of Politics and Global Studies

**Office of the Dean**

Armstrong Hall, Suite 240 | 1100 S. McAllister Ave. | PO Box 872501 | Tempe, AZ 85287-2501  
p: 480-965-3391 | f: 480-965-1093 | clas.asu.edu



**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

**Watts College of Public Service and Community Solutions - Impact Statement**



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM



December 18, 2018

Christopher Callahan  
Dean and Professor,  
Walter Cronkite School of Journalism and Mass Communication  
Vice Provost, Arizona State University  
CEO, Arizona PBS  
555 N. Central Ave.  
Phoenix, Ariz. 85004

Re: Proposed MA in Investigative Journalism

Professor Callahan:

The Watts College of Public Service and Community Solutions is excited to support the MA in Investigative Journalism proposed by the Walter Cronkite School of Journalism and Mass Communication. This initiative will create exciting new partnership opportunities between our colleges; advancing our ability to serve students and respond to societal needs.

Please let me know how we can support this activity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan GS Koppell'.

Jonathan GS Koppell  
Dean

**Office of the Dean**

Mail code 3520, 411 N. Central Ave., Suite 750, Phoenix, AZ 85004-2163  
(602) 496-0600 FAX (602) 496-0955  
[publicservice.asu.edu](http://publicservice.asu.edu)



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

**New College of Interdisciplinary Arts and Sciences - Impact Statement**

**From:** Todd Sandrin

**Sent:** Monday, October 22, 2018 5:16 PM

**To:** Duane Roen <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>; Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>; Amy Hillman (DEAN) <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>; Kyle Squires <[squires@asu.edu](mailto:squires@asu.edu)>; Douglas Sylvester (Dean) <[Douglas.Sylvester@asu.edu](mailto:Douglas.Sylvester@asu.edu)>; Patrick Kenney <[pkenny@asu.edu](mailto:pkenny@asu.edu)>; Jonathan Koppell <[koppell@asu.edu](mailto:koppell@asu.edu)>; Sanjeev Khagram <[Sanjeev.Khagram@thunderbird.asu.edu](mailto:Sanjeev.Khagram@thunderbird.asu.edu)>

**Cc:** Kristin Gilger <[Kristin.Gilger@asu.edu](mailto:Kristin.Gilger@asu.edu)>; Kathleen Burke <[Kathleen.Burke@asu.edu](mailto:Kathleen.Burke@asu.edu)>

**Subject:** Re: Requesting letters of support for proposed MA in Investigative Journalism

I concur. Very exciting, Chris. New College is happy to support the proposal.

Best regards,  
Todd

**Todd R. Sandrin, Ph.D.**

Dean, New College of Interdisciplinary Arts and Sciences

Vice Provost, West campus

Professor, School of Mathematical and Natural Sciences

Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability





**PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM**

**Thunderbird School of Global Management – Impact Statement**

**From:** Sanjeev Khagram

**Sent:** Monday, October 22, 2018 12:17 PM

**To:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>

**Subject:** Re: Requesting letters of support for proposed MA in Investigative Journalism

Amazing Chris!

Thunderbird and I are 100% supportive.

With Gratitude, Sanjeev

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PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

College of Integrative Sciences and Arts - Impact Statement

**From:** Duane Roen  
**Sent:** Sunday, October 21, 2018 3:50 PM  
**To:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>  
**Cc:** Kristin Gilger <[Kristin.Gilger@asu.edu](mailto:Kristin.Gilger@asu.edu)>; Kathleen Burke <[Kathleen.Burke@asu.edu](mailto:Kathleen.Burke@asu.edu)>  
**Subject:** RE: Requesting letters of support for proposed MA in Investigative Journalism

Chris,

I enthusiastically support Cronkite's proposal for an MA in Investigative Journalism.

Usually, a brief email message—such as this one—is all that is required for curricular proposals.

However, if you need a more substantive and formal letter of support, I will be happy to provide one. Thanks.

Best,  
Duane

Duane Roen  
Vice Provost, Polytechnic campus  
Dean, College of Integrative Sciences and Arts  
Dean, University College  
Arizona State University  
Mail Code: 2780  
7271 E Sonoran Arroyo Mall  
Mesa, AZ 85212-6415  
P: 480-727-6513



PROPOSAL TO ESTABLISH A NEW MASTER'S  
DEGREE PROGRAM

Sandra Day O'Connor College of Law - Impact Statement



October 22, 2018

Dean Christopher Callahan  
Vice Provost/Dean & Professor  
Walter Cronkite School of Journalism and Mass Communication  
555 N. Central Avenue  
Phoenix, AZ 85004

Dear Dean Callahan,

The law school wholeheartedly endorses the Cronkite School's proposal to create a new M.A. in Investigative Journalism, which will be an integral part of the Howard Center for Investigative Journalism. Indeed, we look forward to working with you to help develop the legally-oriented courses associated with the new degree and deepening the collaboration between the journalism and law school.

Sincerely,

A handwritten signature in black ink, appearing to read 'DS'.

Douglas J. Sylvester  
Dean & Professor of Law

Office the Dean  
Beus Center for Law and Society  
111 E. Taylor Street, Phoenix, AZ 85004-4487  
(480) 965-8188 Fax: (480) 965-8521



## PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

### (NEW GRADUATE INITIATIVES)

#### PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

- Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: <https://provost.asu.edu/curriculum-development>.**
- Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**
  - Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
  - For questions regarding proposing new courses, send an email to: [courses@asu.edu](mailto:courses@asu.edu)
- Prepare the applicable proposal template and operational appendix for the proposed initiative.**
- Obtain letters or memos of support or collaboration (if applicable).**
  - when resources (faculty or courses) from another academic unit will be utilized
  - when other academic units or degree programs may be impacted by the proposed request
  - if the program will have an online delivery option support will be required from the Provost's office and ASU Online. *(Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.)*
- Obtain the internal reviews/approvals of the academic unit.**
  - internal faculty governance review committee(s)
  - academic unit head (e.g. Department Chair or School Director)
  - academic unit Dean or their designee (will submit approved proposal to the [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu) email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

### **Additional Recommendations**

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that the Graduate College strongly recommends that academic units establish after the program is approved for implementation.

- Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies) and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.
- Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook, provided to students when they are admitted to the degree program and published on the website for the new degree, gives students this information. To be included in the handbook are the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and a link to the Graduate Policies and Procedures website: [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies).