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**MEMORANDUM**

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**ATTENTION** Senate **DATE** May 6, 2010  
**FROM** Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1  
**RE:** Faculty of Communication, Art and Technology: Proposal for Change of Status from the Master of Publishing Program to the Publishing Program (SCUP 10-37)

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At its May 5, 2010 meeting SCUP reviewed and approved the status change of the Master of Publishing Program to the Publishing Program within the Faculty of Communication, Art and Technology.

**Motion**

That Senate approve and recommend to the Board of Governors the status change of the Master of Publishing Program to the Publishing Program, within the Faculty of Communication, Art and Technology.

encl.

c: C. Geisler  
R. Lorimer



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MEMORANDUM

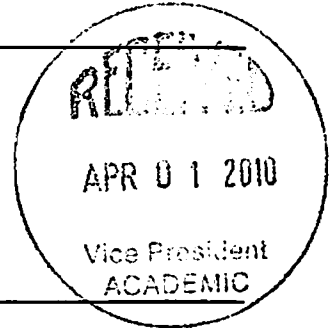
ATTENTION Jon Driver,  
Vice President Academic & Chair  
of SCUP

DATE March 26, 2010

FROM Cheryl Geisler, Dean, FCAT

PAGES 1

RE: Requested Change of Status from MPub to Pub



As Dean of the Faculty of Communication, Art and Technology I am pleased to submit to SCUP this request to convert the Masters in Publishing Program to a graduate and undergraduate Publishing Program. This proposal has been circulated and discussed in the Faculty and comes with the support of the Directors of the FCAT Schools, and FCAT undergraduate and graduate curriculum committees. Please place this item on the agenda of the next meeting of SCUP. The proposal is attached.

Thank-you.

Cheryl Geisler  
Dean, FCAT

cc: Sarah Dench, Secretary to SCUP

/encl

CG/ld

## **Requested Change of Status**

### **Master of Publishing Program**

The Faculty of Communication, Art and Technology requests that the Master of Publishing program become a program authorized to offer course programs at both the graduate and undergraduate levels, and that name of the program be changed from The Master of Publishing program to The Publishing program.

### **Overall Rationale**

#### **Background: The Master of Publishing Program**

The Master of Publishing program was approved in 1994 and has proved to be a successful program. Beginning with a capacity of 12 students, it soon moved to 15 and later to 18 spaces in the program. In fall 2009, it expanded its capacity yet again and created space for 21 students. The program has attracted students from across Canada and around the world (graduates of 95 different universities) and over 90 percent of its graduates find employment in the book, magazine, or online publishing organizations and associated government agencies within a year of graduation. Many of those completing their course work, but not the final graduating project report, also find parallel employment.

The program has received generous support from the publishing industry including Random House Canada, Victor Marks of Harley and Marks, Donald and Barbara Atkins, Pearson Canada, McClelland and Stewart, Raincoast Publishers, James J. Douglas, HarperCollins, Friesen Printers, Adobe, Apple, and Xerox, among others. Nearly 100 firms and organizations have accepted MPub interns, many of whom have been paid. Various governments and their agencies, industry associations, and a number of firms have commissioned research of faculty members. As well, the MPub program is a key participants in the CFI-funded \$12 million Synergies project, a project designed to take Canadian social science and humanities journals online, ideally using an open access publishing model.

#### **The Minor in Publishing**

Prior to the creation of the MPub, a set of undergraduate courses in publishing, created by the founding and current director of the MPub, were launched in the School of Communication in the Faculty of Applied Sciences. At a certain point, these courses were approved as a designated minor. The courses have been taught by a combination of MPub faculty and, in most cases, publishing professionals serving as sessionals. They have attracted up to 1400 enrolments annually, just short of 50 FTEs.

Quoting Co-op coordinator Marcia Shimizu,

The theoretical and technical skills and knowledge that students gain in the Publishing Minor program often gives them an edge over other candidates for

Communication Co-op postings. Working for an employer such as Self-Counsel Press or Harbour Publishing, students apply their knowledge of the publishing industry, whereas with an organization such as SFU International or Natural Resources Canada, students design a variety of printed materials.

### **The Current Administrative Structure of Credit Course Offerings in Publishing at SFU**

Until the recent faculty realignment, the Master of Publishing (MPub) program was located in the Faculty of Arts and Social Sciences and the School of Communication with its Publishing Minor in the Faculty of Applied Sciences. A number of years ago, the principle was accepted by the Directors of both the School of Communication and the MPub that these undergraduate publishing courses, which had more of a professional than a critical orientation, were better housed within the MPub than within Communication. However, the nature of budget allocations undermined any will to see a transfer of responsibility. Not to be defeated in the pursuit of academic excellence, an admirable administrative arrangement evolved whereby the School of Communication consulted with the MPub (whose director was on a long-term secondment from the School of Communication to the Master of Publishing program) on the hiring of new sessionals to teach the courses in the publishing minor.

### **Beginning a transition**

With the formation of the Faculty of Communication, Art and Technology, and following the recommendations of the Phase 2 Task Force on Faculty Structure, an agreement was reached among the two units and the Dean of FCAT that students and the university would best be served by the MPub assuming responsibility for the undergraduate courses and programs in publishing. In order to make that possible, the structure of the MPub program must now be amended to allow for undergraduate program offerings.

### **Proposed Change of Status (in context)**

In consultation with the office of the Vice-President Academic, it was agreed that, the Master of Publishing program should propose to assume responsibility through a five-step process as follows:

1. On the foundation of a precedent set by the mounting undergraduate courses Resource and Environmental Management, the Master of Publishing should mount a number of undergraduate publishing courses.
2. The Master of Publishing would then apply to extend its status within the university from a Masters program to a graduate and undergraduate program with the aim of offering a minor in publishing. As part of the application for change of status, the name of the program would be changed to The Publishing Program.
3. Immediately subsequent to this status extension, the MPub would give notice of intent to mount a minor in Print and Digital Publishing.
4. Once the minor was approved, the resulting entity, The Publishing Program, would then propose the mounting of other courses to fill out the Print and Digital Publishing Minor.

5. At one or more appropriate points, and bearing in mind the need to ensure that all students would have the opportunity to complete the existing Minor, the School of Communication would then delete courses that were essentially the same and maintain two courses that it wished to cross list with MPub.

### **Closing Rationale**

The current Master of Publishing program has the expertise to oversee the Minor in Publishing. It can attract top-flight professionals to teach in the program as it has been doing. Moreover, it has the knowledge foundation to oversee the updating of undergraduate publishing courses. The intent is to serve the best interests of undergraduate students and to more closely align the courses with the structure of the Masters program. The courses will serve as useful pre-requisites to the Masters program and will allow the Master's program to teach more advanced courses than are currently possible. Additionally, over the longer term, increased course responsibility will ease the hiring of full- and part-time faculty and, perhaps, allow specialization for outstanding students at the Master's level.

The placement of administrative responsibility for the Minor in Publishing in the Publishing program underscores the commitment of FCAT to maximizing the effectiveness of teaching and learning by integrating the publishing undergraduate courses with the Simon Fraser University's nationally and internationally recognized Master of Publishing program where the expertise in book, magazine, and online publishing lies and where there is substantial experience with cohort program administration. Such a placement also affirms FCAT's commitment to community outreach in that the teaching complement of publishing courses draws both from SFU Faculty and from publishing professionals with whom the Publishing program works on a weekly basis, a relationship that has provided the foundation for a highly successful internship program at the Master's level.