![Franklin College of Arts and Sciences — University of Georgia logo]

CURRICULUM REQUEST FORM

Please complete a separate request for each curriculum item being submitted. Each request should include a PDF file of the curriculum item being reviewed. This form along with the file should be emailed to April Brown at albrown@uga.edu.

Date: 12/12/2024

Department/Institute/Program: English

Contact Person: Roland Vegso

Email Address: Roland.Vegso@uga.edu

Curriculum Item Request: Proposal for New Graduate/Undergraduate Certificates

Please provide an explanation/justification for this request:

The Department of English is proposing a new undergraduate certificate in publishing. The objective of the certificate is to provide career-oriented training for our students who are interested in exploring careers in the editing and publishing industries.

As Department Head, you are affirming that the department procedures have been followed for approval with your unit.

Roland Vegso (signature)

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: December 12, 2024

School/College/Unit: Franklin College of Arts and Sciences

Department/Division: Department of English

Certificate Title: Publishing Certificate

Effective Term: Fall 2025

Which campus(es) will offer this certificate?   Athens

Level (Undergraduate, Graduate, or Post-Baccalaureate): Undergraduate

Program Abstract:

The undergraduate certificate in Publishing is a preprofessional certificate that provides students with the skills, knowledge, and experience needed to pursue a career in publishing. Through courses, practicums, and experiential learning programs, the certificate is designed to provide an intellectual and practical introduction to literary publishing, past, present, and future, preparing students for employment not only in the publishing industry, but also in a wide range of related fields.

Faculty proposing certificates offered by one academic unit should complete page 2.

Faculty proposing certificates offered by multiple academic units should complete pages 4-6.

After approval by school/college/unit, proposals for undergraduate programs should be sent to the Office of Curriculum Systems (currsys@uga.edu). Proposals for graduate programs should be sent to the Graduate School (gradassociatedean@uga.edu)

Certificates Offered By One Academic Unit

1. Purpose and Educational Objectives
State the purpose and educational objectives of the program. How does this program complement the mission of the institution?

The undergraduate certificate in Publishing is a preprofessional certificate that provides students with the skills, knowledge, and experience needed to pursue a career in publishing. Through courses, practicums, and experiential learning programs, the certificate is designed to provide an intellectual and practical introduction to literary publishing, past, present, and future, preparing students for employment not only in the publishing industry, but also in a wide range of related fields. The University of Georgia already has a number of resources related to publishing that are located in Franklin College (Department of English and Lamar Dodd School of Arts) and the University Libraries (University of Georgia Press and *The Georgia Review*). This certificate aims to establish a more effective coordination of these resources in order to help students accomplish their career goals.

2. Need for the Program
Explain why this program is necessary. In addition, provide the following information:
a. Semester/Year of Program Initiation
b. Semester/Year of Full Implementation of Program
c. Semester/Year First Certificates will be awarded
d. Annual Number of Graduates expected (once the program is established)
e. Projected Future Trends for number of students enrolled in the program

The proposed certificate program would meet an already clearly articulated student demand for this kind of practical, career-oriented training in the humanities. *The Georgia Review* experiential learning program is capped at 8 and gets up to 20 applications a year. The last time ENGL 4805 "Editing and Publishing" was offered (spring 2023) the class of 25 seats filled up on the first day of registration (with a waitlist). Based on this information, we anticipate that we would get around 20 applications during the initial phase of implementation of the certificate.

The program would be initiated and fully implemented in Fall 2025. First certificates could be awarded in May 2026. During its first years, we anticipate up to 10 graduates per year. With the proper support, in our estimation the program can easily grow to double in size within a few years.

3. Student Demand
a. Provide documentation of evidence of student demand for this program, including a student survey.

There is consistently heavy demand for *The Georgia Review* and UGA Press internships and experiential learning programs. Recent offerings of English courses in Editing and Publishing were very popular with our students.

Furthermore, the Department of English ran an online survey of all English majors in Fall 2024 to gauge their interest in the proposed certificate program. Within two days of opening the survey, we received 52 positive responses from students explicitly stating that they would be interested in pursuing this certificate.

b. Provide evidence that demand will be sufficient to sustain reasonable enrollment.

See above. Moreover, there is a need for preprofessional programs for humanities majors. UGA is distinct in having award-winning, nationally-relevant institutions in both book and magazine publishing.

c. To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?

We anticipate that minority student enrollment will be *equivalent* to the proportion of minority students in the total student body.

4. Program of Study
Provide a detailed program of study for the certificate program, including:
    a. Specific course prefixes, numbers, and titles

Program Requirements:
16 hours of course work: 4 required, 12 electives. Students are required to take the gateway course ENGL 3540 "Introduction to Publishing" (3 credit hours). In addition, students are required to take one course from the "Practice of Publishing" section (1 credit hour). Finally, students are required to take 4 electives, drawn from the "History and Theory of Publishing" and "Art of Publishing" sections in any combination (12 credit hours).

- **Core Requirement**
  - ENGL 3540 "Introduction to Publishing" (NEW) (3 hrs.)

- **The Practice of Publishing**
  - ENGL 4001 "Careers for English Majors" (1 hr.)
  - ENGL 4840 "Internship in Literary Media" (1-3 hrs.)
  - ENGL 4842 "Internship in Professional and Technical Communication" (1-3 hrs.)
  - ENGL 4844 "Internship in Library or Museum Studies" (1-3 hrs.)

- **History and Theory of Publishing**
  - ENGL 3410 "Literature and Media" (3 hrs.)
  - ENGL 4332 "Shakespeare and Media" (3 hrs.)
  - ENGL 4805 "Editing and Publishing" (3 hrs.)
  - ENGL 4810 "Literary Magazine Editing and Publishing" (3 hrs.)
  - ENGL 4815 "History and Future of the Book" (NEW) (3 hrs.)

- **The Art of Publishing**
  - o ARGD 2010 "Graphic Design Survey" (3 hrs.)
  - o ARGD 3020 "Graphic Systems" (3 hrs.)
  - o ARGD 4130 "Photography and Image Editing for Designers" (3 hrs.)
  - o ARST 4315/6315 "Introduction to Book Arts" (3 hrs.)
  - o ARST 4325/6325 "Introduction to Book Arts: Papermaking" (3 hrs.)
  - o ARST 4350/6350 "Letterpress" (3 hrs.)
  - o ARST 4370/6370 "Advanced Book Studio" (3 hrs.)

b. Identify any new courses created for this program

- o ENGL 3540 "Introduction to Publishing" (NEW)
- o ENGL 4815 "History and Future of the Book" (NEW)

5. Model Program and Accreditation
a. Identify any model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged. Evaluate the extent to which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.

We consulted the following model programs: UNC Wilmington, University of Minnesota, DePaul University, University of North Dakota. Our proposed curriculum is in fully in line with similar certificate programs offered nationally.

b. If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.

Program accreditation is not available.

6. Student Learning Outcomes
Describe the proposed learning outcomes for the certificate program.

- Students will become conversant with the major areas of activity necessary to any publishing endeavor: editorial; production/design; legal considerations; marketing/publicity; sales/distribution; business strategy.
- Students will learn about the book publishing industry and the life cycle of a book and understand how the publishing process might be structured differently for a magazine, newspaper, or website.
- Students will understand some of the common career paths in publishing and be ready to apply for internships and entry-level jobs in the field, or to undertake their own publishing projects

7. Assessment and Admissions

Describe how the learning outcomes for the program will be assessed. Describe the process and criteria for how students will be admitted to and retained in the program.

The Undergraduate Certificate in Publishing is open to all undergraduate students at the University of Georgia. To be eligible to participate in the program, an applicant must be a currently enrolled student in good standing in an undergraduate degree-seeking program university. All applicants must submit a formal application to the program.

Students must have a passing grade or above for required coursework to complete the certificate. The program will administer a program evaluation to all graduating students to assess the program.

Please submit documentation of the following approvals with the proposal:
- Department Head/Director
- Dean/Vice President
- Heads of any academic units which offer courses used in the program of study
- Heads of any academic units which offer similar programs

Franklin College of Arts and Sciences

English Department

December 12, 2024

To Whom It May Concern:

As the Head of the Department of English, I am writing to express my strong support for the proposed undergraduate certificate in publishing. The certificate would allow English, Arts, and other majors to gain important skills preparing them for a variety of possible careers in this field.

Sincerely,

Roland Végső
Professor and Department Head
Department of English

Outlook

Re: Publishing Certificate

From Joseph Paul Peragine <jperagine@uga.edu>

Date Fri 11/8/2024 9:11 AM

To Roland Vegso <Roland.Vegso@uga.edu>; Michael J Marshall <mmars@uga.edu>

Hi Roland, I discussed this with Michael and we agree that we can move forward with this as is. There are several classes listed here that will be difficult for non-art majors to get into. However, as you mentioned, the upside may be that those students that have taken those classes may be enticed to pursue this certificate. You have my approval.
Thanks, and let me know if you need anything else from us.
Best, Joe

Joseph Peragine, Professor of Drawing and Painting
Director - Lamar Dodd School of Art
University of Georgia
270 River Road
Athens, GA 30602
P. 706-542-1511 C 404-786-2761
email jperagine@uga.edu

From: Roland Vegso <Roland.Vegso@uga.edu>
Sent: Tuesday, November 5, 2024 11:11 AM
To: Joseph Paul Peragine <jperagine@uga.edu>; Michael J Marshall <mmars@uga.edu>
Subject: Re: Publishing Certificate

Hello Joe,

I am very happy to hear that you also like the idea. Yes, please discuss it with your faculty, and let me know what they think. We were aware of the pre-requisites, and we had a few ideas of why those still might make sense in the certificate. I am happy to talk about these details more if necessary. In general, any input about the proposed certificate would be greatly appreciated. Thanks!

Best,
Roland

From: Joseph Paul Peragine <jperagine@uga.edu>
Sent: Friday, November 1, 2024 4:32 PM
To: Roland Vegso <Roland.Vegso@uga.edu>; Michael J Marshall <mmars@uga.edu>
Subject: Re: Publishing Certificate

Hey Roland, this is a great idea, and I am happy to participate. A few of the classes you listed require prerequisites, so let me review this with my admin and provide you with an updated list of possible classes.