

**Commission on Undergraduate Studies and Policies**  
**Resolution 2013-14J**  
**Resolution to Approve New Major in Multimedia Journalism, in Bachelor of**  
**Arts in Communication**

Approved by the Commission on Undergraduate Studies and Policies:	April 7, 2014
First Reading by University Council:	April 21, 2014
Approved by the President:	April 28, 2014
Effective	Fall 2014

WHEREAS, the current option in Multimedia Journalism works to "spark curiosity, facilitate creative thinking, and develop tools for effective communication" (*Plan for a New Horizon* 2012---2018), assisting students to become successful professionals; and

WHEREAS, the current Multimedia Journalism Option demonstrates strong enrollments, curricular strength, post-graduation success, and a robust interest in this area of study; and

WHEREAS, the study of Multimedia Journalism provides a versatile background from which students might work in the development and delivery of information in such fields as news, sports, and entertainment, including the opportunity for students to affiliate with the Society of Professional Journalists; and

WHEREAS, in 2013, the new Multimedia Journalism studio in the Moss Center for the Arts opened for classes, reflecting an investment by the university, enhanced opportunities for cross-platform instruction, and the potential for new curricular enhancements; and

WHEREAS, a major is recorded on a student's transcript and resume, providing institutional validation of their education and supporting graduates' recognition in a competitive employment market so that "Virginia Tech graduates are well-positioned to succeed in an increasingly competitive labor market" (*Plan for a New Horizon* 2012---2018,

THEREFORE LET IT BE RESOLVED THAT the Major in Multimedia Journalism be approved for addition to the Bachelor of Arts in Communication effective Fall 2014.