

General Information Template for Academic Program Review

Degree Area and Level:

MA in Technology and Communication at UNC-CH (CIP 09.0702)

Addressing UNC Tomorrow:

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1), and Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2).

Role of Program in Relation to State and Regional Needs:

According to the proposal, “The MATC will provide students with the knowledge and skills to solve communication problems using the new media solutions that are transforming business practices. The program will prepare current and aspiring managers for leadership positions in media, journalism, advertising, public relations and internal communication.”

US Labor Department Analysis:

- *Summary* – The Occupational Supply Demand System puts this CIP under the Communications/Journalism/Broadcasting category. The available information for this category is, “Employment of writers and editors is expected to grow 10 percent, or about as fast as the average for all occupations, from 2006 to 2016. Employment of salaried writers and editors is expected to increase as demand grows for web-based publications. Technical writing, blogging, and other writing for interactive media that provide readers with nearly real-time information will provide opportunities for writers. Print magazines and other periodicals increasingly are developing market niches, appealing to readers with special interests, and making Internet-only content available on their websites. Businesses and organizations are developing newsletters and websites, and more companies are publishing materials directly for the Internet. Online publications and services are growing in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. Professional, scientific, and technical services firms, including advertising and public relations agencies, also are growing and should be another source of new jobs.”
http://www.occsupplydemand.org/OSD_UnitOfAnalysis.aspx?CLUSCODE=187B-03&ST=NC&PathNo=1
- *Summary Data* – Source: U.S. Department of Labor and America's Career InfoNet

Occupational Characteristics - North Carolina				
SOC Code	Occupation	Minimum Educ Level	2006-2016 Growth	2008 Wages
27-3011	Radio and Television Announcers	Long-term on-the-job training	Decline	\$23,880
27-3012	Public Address System and Other Announcers	Long-term on-the-job training	Little or no change	\$30,010
27-3021	Broadcast News Analysts	Bachelor's or higher degree, plus work experience	Little or no change	\$37,480
27-3022	Reporters and Correspondents	Bachelor's degree	Little or no change	\$31,900
27-3041	Editors	Bachelor's degree	Average	\$47,980
27-3042	Technical Writers	Bachelor's degree	Faster than average	\$60,890
27-3043	Writers and Authors	Bachelor's degree	Average	\$44,780
27-3099	Media and Communication Workers, All Other	Long-term on-the-job training	Average	\$35,560

Occupational Projections - North Carolina							
SOC code	Occupation	Employment			Average Annual Openings		
		Est 2006	Proj 2016	Change	Growth	Replace	Total
27-3011	Radio and Television Announcers	1,433	1,252	-12.6%		49	49
27-3012	Public Address System and Other Announcers	211	220	4.3%	1	7	8
27-3021	Broadcast News Analysts	269	269	.0%		9	9
27-3022	Reporters and Correspondents	1,398	1,487	6.4%	9	44	53
27-3041	Editors	2,729	3,091	13.3%	36	81	117
27-3042	Technical Writers	1,042	1,294	24.2%	25	31	56
27-3043	Writers and Authors	2,273	2,597	14.3%	32	41	73
27-3099	Media and Communication Workers, All Other	1,191	1,393	17.0%	20	28	48

Wage Trends - North Carolina							
SOC Code	Occupation	Median Annual Wage					Change
		2004	2005	2006	2007	2008	2004 to 2008
25-1122	Communications Teachers, Postsecondary	\$48,290	\$50,470	\$52,660	\$49,920	\$50,670	4.9%
27-3011	Radio and Television Announcers	\$20,460	\$19,910	\$21,510	\$22,620	\$23,880	16.7%
27-3012	Public Address System and Other Announcers	\$21,430	\$29,750	\$34,740	NA	\$30,010	40.0%
27-3021	Broadcast News Analysts	\$47,280	\$50,460	\$50,100	\$55,100	\$37,480	-20.7%
27-3022	Reporters and Correspondents	\$28,500	\$30,130	\$29,610	\$30,250	\$31,900	11.9%
27-3041	Editors	\$41,500	\$44,360	\$45,510	\$47,270	\$47,980	15.6%
27-3042	Technical Writers	\$51,960	\$53,450	\$55,110	\$58,460	\$60,890	17.2%
27-3043	Writers and Authors	\$37,560	\$42,920	\$47,890	\$46,860	\$44,780	19.2%
27-3099	Media and Communication Workers, All Other	\$28,990	\$28,840	\$33,990	\$37,420	\$35,560	22.7%

Benchmarks for Wage Trends (all occupations)	2004	2005	2006	2007	2008	Change 2004 to 2008
North Carolina Median Wage	\$26,690	\$27,160	\$27,980	\$28,950	\$29,860	11.9%
North Carolina Mean Wage	\$33,960	\$34,460	\$35,520	\$36,900	\$38,230	12.6%
National Median Wage	\$28,770	\$29,430	\$30,400	\$31,410	\$32,390	12.6%
National Mean Wage	\$37,020	\$37,870	\$39,190	\$40,690	\$42,270	14.2%

Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):

- Public universities – Not available.
- Private universities – Not available.

Available or not from Academic Common Market:

Not available.

UNC-Chapel Hill Campus enrollment and degrees awarded in similar programs at the Masters level:
 (Based on two CIP digits – 09 CIP is the summary group for Communications, Journalism, and Related Programs under which Technology and Communication is a program.)

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
UNC-CH	Communication Studies/Speech Communication and Rhetoric	MA	10	7	8	7	9	8	8
	Mass Communication/ Media Studies	MA	46	46	43	40	47	46	52

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
UNC-CH	Communication Studies/Speech Communication and Rhetoric	MA	11	3	6
	Mass Communication/ Media Studies	MA	22	18	14

Campus Average of enrollment and degrees awarded in this degree area at the Masters level:
 (Based on two CIP digits – 09 CIP is the summary group for Communications, Journalism, and Related Programs under which Technology and Communication is a program over the last 3 Academic Years, Fall 2006-Fall 2009)

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ECU	1	18	13
NCSU	1	38	17
UNCC	1	26	6
UNC-CH	2	27	12
Campus Average:		27	12

UNC Chapel Hill Degree Programs added in the past three years:

- Bachelor
 - BA English – joint with the National University of Singapore (03/16/2007)
 - BA Archaeology (09/07/2007)
 - BA Economics – joint with the National University of Singapore (01/11/2008)
- Master
 - MS Disaster Management (03/16/2007)
 - MS Neurobiology (11/09/2007)
 - MMDS Molecular Diagnostic Science (06/13/2008)
 - MS Clinical Research (06/13/2008)
 - MA German Studies – joint with Duke University (06/13/2008)
- Doctoral
 - PhD Bioinformatics and Computational Biology (11/09/2007)
 - PhD German Studies – joint with Duke University (06/13/2008)

UNC Chapel Hill Degree Programs discontinued in past three years:

- *Bachelor*
 - BA Russian & East European Studies (03/20/2009)
- *Master*
 - MA Romance Languages and Literatures (03/20/2009)
 - MA Romance Languages and Literatures, Italian Literature (03/20/2009)
 - MA Romance Languages and Literatures, Spanish Literature (03/20/2009)
 - MA Romance Languages and Literatures, Spanish-American Literature (03/20/2009)
 - MA Geological Sciences (05/09/08)
 - MS Speech and Hearing Sciences, Speech and Language Pathology (05/09/08)
- *Doctoral*
 - PhD Romance Languages and Literatures, French Language and Literature (03/20/2009)
 - PhD Romance Languages and Literatures, Italian Language and Literature (03/20/2009)
 - PhD Romance Languages and Literatures, Spanish Language and Literature (03/20/2009)
 - PhD Romance Languages and Literatures, Spanish-American Language and Literature (03/20/2009)
 - PhD Romance Languages and Literatures, Romance Philology (03/20/2009)