



University Council

February 7, 2025

UNIVERSITY CURRICULUM COMMITTEE – 2024-2025

Susan Sanchez, Chair

Agricultural and Environmental Sciences – Kylee Duberstein

Arts and Sciences – Casie LeGette (Arts)

Paula Lemons (Sciences)

Business – Karen Aguar

Ecology – Amanda Rugenski

Education – Amy Murphy

Engineering – David Stooksbury

Environment and Design – Katherine Melcher

Family and Consumer Sciences – Melissa Landers-Potts

Forestry and Natural Resources – Richard Chandler

Journalism and Mass Communication – Yan Jin

Law – Joe Miller

Medicine – Erica Brownfield

Pharmacy – Michelle McElhannon

Public and International Affairs – Ryan Powers

Public Health – Tamora Callands

Social Work – Jennifer Elkins

Veterinary Medicine – Paul Eubig

Graduate School – Rodney Mauricio

Ex-Officio – Provost S. Jack Hu

Undergraduate Student Representative – Ella Colker

Graduate Student Representative – William Walker

Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences for an Undergraduate Certificate in Publishing will be an agenda item for the February 14, 2025, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

cc: Provost S. Jack Hu

Dr. Marisa Pagnattaro

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: December 12, 2024

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

Department/Division: English

Certificate Title: Publishing

Effective Term: Fall 2025

CIP: 09100100

Which campus(es) will offer this certificate? Athens

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

Program Abstract:

The proposed Undergraduate Certificate in Publishing 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 publishing and content-writing jobs in other industries.

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 proposed Undergraduate Certificate in Publishing 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 such as editing, advertising, marketing, graphic design, online content creation, and journalism. The University of Georgia already has several resources in place related to publishing, including courses offered by the Department of English and the Lamar Dodd School of Arts within the Franklin College of Arts and Sciences and the University of Georgia Press and *The Georgia Review* operated by University Libraries. With the proposed

certificate, the Department of English will more effectively coordinate these resources to contribute to one of the university's key missions, providing undergraduate students a launching pad to successful careers.

2. Need for the Program

Explain why this program is necessary. In addition, provide the following information:

- a. Semester/Year of Program Initiation: Fall 2025
- b. Semester/Year of Full Implementation of Program: Fall 2025
- c. Semester/Year First Certificates will be awarded: Spring 2026
- d. Annual Number of Graduates expected (once the program is established): 10
- e. Projected Future Trends for number of students enrolled in the program: 20

As jobs in the professoriate have shrunk over the years, there is a need for preprofessional programs to recruit and retain humanities majors. These programs can actively show students the wealth of jobs that one can attain with a humanities degree, introduce them to select industries, and prepare them for competitive entry-level jobs in the workforce.

UGA is distinct in having award-winning, nationally recognized institutions in both book and magazine publishing. The proposed Undergraduate Certificate in Publishing utilizes existing resources within the University, such as *The Georgia Review* and the Georgia Press, to provide students with the skills, knowledge, and experience needed to pursue a career in publishing and related fields. According to the Bureau of Labor Statistics, "Overall employment in media and communication occupations is projected to grow about as fast as the average for all occupations from 2023 to 2033. About 109,500 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently" (<https://www.bls.gov/ooh/media-and-communication/>).

3. Student Demand

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

The proposed certificate would meet an already clearly articulated student demand for this kind of practical, career-oriented training in the humanities. There is consistently high demand for *The Georgia Review* and UGA Press internships and experiential learning programs. *The Georgia Review* experiential learning program receives up to 20 applications a year. Each year, 12-15 undergraduate and graduate students are selected for the UGA Press internships and experiential learning programs. Recent offerings of English courses focused on editing and publishing were very popular with students. In fall 2024, the Department of English distributed an online survey to all students enrolled as English (A.B.) majors to gauge student interest in the proposed certificate program. The survey described the proposed certificate and asked students: "Would you be interested in this certificate program?" The survey received 52 total responses, all positive. The department certainly anticipates that students beyond the English major would also be interested in the certificate, as discussed in section b, below.

Certificate in Editing and Publishing

The English department is planning a new Certificate in Editing and Publishing. The proposed certificate would provide 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.

Would you be interested in this certificate program?

Multiple choice

Yes

No

Add option or [add "Other"](#)

Required

Questions Responses **52** Settings

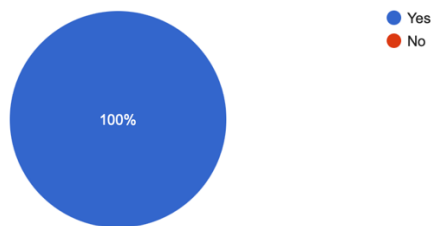
52 responses

Summary

Question

Would you be interested in this certificate program?

52 responses



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

The proposed certificate would be housed in the Department of English, where English (A.B.) students have already expressed sufficient interest in this certificate to sustain reasonable enrollment. The survey indicated that ca. 15% of English (A.B.) students would be interested in enrolling in the certificate. In addition, the letter of support the program received from the Lamar Dodd School of Arts states that the “interdisciplinary approach [of the certificate] aligns with our mission at the Lamar Dodd School of Art to foster collaboration between visual and literary art.” They anticipate additional participation from

students enrolled in their own majors and minors. The Grady College of Journalism and Mass Communication has also expressed interest in the program. While the faculty believe that the student interest from the English Department alone will be enough to maintain reasonable enrollment, the interest expressed by these two partnering units further reinforces these expectations.

The department also expects that students in units and majors across campus will also be interested in pursuing the certificate, as many relevant career options exist across various disciplines. This includes students across the Franklin College of Arts and Sciences, with special emphasis on the various disciplines in the Humanities, Fine Arts, and Social Sciences divisions. These departments and programs include: Communication Studies, Comparative Literature, Romance Languages, Germanic and Slavic Studies, Linguistics, History, and Classics. The faculty also anticipate interest beyond Franklin College, especially from students working in the fields of Entertainment and Media Studies. The department is planning to actively reach out to students in these adjacent disciplines. In order to accomplish this goal, the faculty plan to work with the Willson Center for the Arts and Humanities, who have agreed to promote the certificate, the Internship and Career Coordinator for the Humanities in the Dean's office of the Franklin College of Arts and Sciences, and the Advising Office. The contact person for the proposed certificate would be Christine Lasek-White, the current Career Coordinator for the Humanities in the college. She has agreed to manage the administrative side of the certificate and use her wide access to students across the various disciplines in the college to ensure sufficient enrollment numbers.

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?

The faculty 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*
- b. Identify any new courses created for this program.*

Required Course (3 hours)

- ENGL 3540, Introduction to Publishing (3 hours) – **NEW**

The Practice of Publishing (minimum of 1 hour)

- ENGL 4001, Careers for English Majors (1 hour)
- ENGL 4840, Internship in Literary Media (1-3 hours)
- ENGL 4842, Internship in Professional and Technical Communication (1-3 hours)
- ENGL 4844, Internship in Library or Museum Studies (1-3 hours)

Choose twelve hours of coursework from either or both of the following groups.

History and Theory of Publishing

- ENGL 3410, Literature and Media (3 hours)
- ENGL 4332, Shakespeare and Media (3 hours)
- ENGL 4805, Editing and Publishing (3 hours)
- ENGL 4810, Literary Magazine Editing and Publishing (3 hours)
- ENGL 4815, History and Future of the Book (3 hours) – **NEW**

The Art of Publishing

- ARGD 2010, Graphic Design Survey (3 hours)
- ARGD 3020, Graphic Systems (3 hours)
- ARST 4315/6315, Introduction to Book Arts (3 hours)
- ARST 4325/6325, Introduction to Book Arts: Papermaking (3 hours)
- ARST 4350/6350, Letterpress (3 hours)
- ARST 4370/6370, Advanced Book Studio (3 hours)

Total: 16 hours

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.

The faculty consulted the following model programs: University of North Carolina Wilmington, University of Minnesota, DePaul University, and the University of North Dakota. The proposed curriculum is in line with similar certificates offered nationally. The programs in this emergent field typically require one or two specific introductory courses and then a number of electives. Many of the electives are internships with publications in the host institution. This proposed program is unique in that it will be housed in an institution with a nationally-recognized press and a literary magazine, the University Of Georgia Press and *The Georgia Review* respectively, as well as institutions rooted in both academic and trade publishing. The faculty are in an exceptional position to provide both theoretical and practical training to students, which include internships at *The Georgia Review* and UGA Press.

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 at this time.

6. Student Learning Outcomes

Describe the proposed learning outcomes for the certificate.

- 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.

Students must earn a passing grade of a “C” (2.0) or better for required coursework to complete the certificate. The program will administer a program evaluation to all graduating students to assess the program.



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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



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Lamar Dodd School of Art
Franklin College of Arts and Sciences

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artschooldirector@uga.edu

art.uga.edu | www.uga.edu

January 30, 2025

Office of Curriculum Systems
Office of the Registrar

On behalf of the Lamar Dodd School of Art, I am pleased to express our strong support for the Undergraduate Certificate in Publishing.

The Publishing Certificate's interdisciplinary approach aligns with our mission at the Lamar Dodd School of Art to foster collaboration between visual and literary arts. By bridging creative and professional disciplines, this program will prepare students for careers in traditional and digital publishing, as well as in related fields such as design, print production, and media arts.

We are excited about the potential impact of this certificate and look forward to continued collaboration between our departments. Please do not hesitate to reach out if we can provide further support.

Joseph Peragine, Director
Lamar Dodd School of Art



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Grady College of Journalism and Mass Communication

Office of the Associate Dean for Academic Affairs

Feb. 3, 2025

Office of Curriculum Systems
Office of the Registrar

On behalf of the Grady College of Journalism and Mass Communication, I am writing to express our support for the proposed Undergraduate Certificate in Publishing. Please do not hesitate to reach out if you have any questions or if we can provide further information.

Sincerely,

Janice R. Hume

Janice Hume
Associate Dean for Academic Affairs
jhume@uga.edu

Documentation of Approval and Notification

Proposal: Undergraduate Certificate in Publishing

College: Franklin College of Arts and Sciences

Departments: English

Proposed Effective Term: Fall 2025

School/College:

- Department of English Head, Dr. Roland Végsó, 12/12/2024
- Franklin College of Arts and Sciences Associate Dean, Dr. Paula Lemons, 1/28/2025

Use of Course Approval:

- Lamar Dodd School of Art Director, Joseph Peragine, 11/8/2024

Letters of Support:

- Lamar Dodd School of Art Director, Joseph Peragine, 1/30/2025
- Grady College of Journalism and Mass Communication, Dr. Janice Hume, 2/3/2025