

Pathways from Sheridan College's Journalism Diploma Programs to Ryerson University's BJourn Program

*FINAL REPORT ON
ONCAT PROJECT NUMBER 2014-01*

MARCH 25, 2015

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EXECUTIVE SUMMARY

In March 2013, Ryerson University began working with Sheridan College to establish an articulation agreement that would see graduates of Sheridan's diplomas in Print Journalism and in Broadcast Journalism free to apply for accelerated admission to Ryerson's BJourn degree program with advanced standing. This project was supported by the Ontario Council on Articulation and Transfer (ONCAT). Ryerson faculty and staff worked in collaboration with Sheridan faculty and staff to assess Sheridan's program and courses and map equivalencies to Ryerson courses.

As a result of these efforts, an equivalency map was developed for each of the two Sheridan journalism diplomas. According to these maps, graduates of each Sheridan journalism program would be eligible to apply for admission to the four-year Ryerson BJourn degree and, if accepted, to aim for completion of Ryerson studies within two and a half years.

An articulation agreement to this effect was signed by the two institutions in June 2014, and, the following September, a pilot group of three Sheridan graduates entered the Ryerson BJourn program. All three students are now on track to successful completion of Ryerson studies by December, 2016.

Meanwhile, there have been substantial curriculum changes both at Ryerson and at Sheridan, including the combination of the two Sheridan diplomas into a single program. These changes will collectively result in complex iterative adjustments to the equivalencies maps, but no change to the targeted completion of Ryerson studies in two and a half years.

PROJECT INCEPTION AND GOALS

In March 2013, Ivor Shapiro, chair of the Ryerson School of Journalism, visited Sheridan to acquaint himself with the journalism programs there. He attended several classes, met key faculty members and the Dean and Associate Dean of the Faculty of Animation, Arts and Design. It was then jointly determined that there was a good prospect for a successful transfer agreement between the Sheridan and Ryerson journalism programs.

On September 1, 2013, Ryerson University entered into an agreement with the Ontario Council on Articulation and Transfer (ONCAT) to seek the establishment of an articulation agreement that would see graduates of Sheridan College's diplomas in Print Journalism and in Broadcast Journalism free to apply for accelerated admission to Ryerson's BJourn degree program.

According to the agreement, it was “anticipated that these Sheridan graduates would obtain credits for approximately six courses, or possibly more, entering the third year program after some mitigating work and with some foundational courses still to make up.”

It was further “expected that an agreement between the two institutions will be signed during the 2013-14 academic year so that Ryerson can accept applications from members of the Sheridan class of 2014, for admission as second-year students at Ryerson in September 2014.”

In November 2013, the Deans of the Ryerson Faculty of Communication and Design and of the Sheridan Faculty of Animation, Arts and Design Sheridan signed a Memorandum of Understanding (see Appendix 1) to work toward an articulation agreement.

PROJECT TEAM

The project team was as follows:

Project Manager:

- Charmaine Hack, Registrar, Ryerson University

Project team members (Ryerson University):

- Prof. Ivor Shapiro, Chair, School of Journalism
- Prof. Kamal Al-Solaylee, Undergraduate Program Director, School of Journalism (to August 2014)
- Prof. Janice Neil, Undergraduate Program Director, School of Journalism (from September 2014)
- Beverly Petrovic, Student Affairs Coordinator, School of Journalism

Collaborators (Sheridan College):

- Sandy McKean, Associate Dean, Faculty of Animation, Arts & Design (to June, 2014)
- Nicole Blanchett-Neheli, Program Coordinator, Journalism-Broadcast
- Nathan Mallett, Program Coordinator, Journalism-Print

PROJECTED TIMELINE

The projected timeline of this project was:

September 2013- August 2014

- Negotiating and planning the admissions criteria and process
- Plotting course equivalencies
- Planning and managing transition, creating calendar & recruitment copy
- Counseling students applying
- Creating web copy/marketing materials

September 2014- March 2015

- Advising/meeting with pilot group of students

PATHWAY DEVELOPMENT

On November 19, 2013, Ryerson and Sheridan collaborators listed above met at Ryerson and established themselves into a joint task force to work collaboratively with the following goals:

- Negotiate a protocol for transfer credits;
- Map pathways for graduates of the two Sheridan programs to enter Ryerson in September 2015; and
- Draft an articulation agreement between the two institutions; and
- Prepare the way for a pilot cohort of Sheridan graduates to enter Ryerson in September 2014.

After several telephone meetings, email communications, a further visit to Sheridan and proposals, drafts and amendments concerning the two equivalencies maps (for graduates from the Print Journalism and Broadcast Journalism diplomas), the two maps were jointly approved (see Appendices 3 and 4).

Materials for promoting the transfer arrangement were then drafted. Meanwhile, Sheridan students had been informally advised about the pending agreement, and interested students received advising by Ryerson and Sheridan faculty and staff.

The required articulation agreement for transfer credits was formally signed in June 2014 (see Appendix 2), and materials for promoting and explaining the transfer arrangement were provided to Sheridan students.

PATHWAY IMPLEMENTATION

The three “pilot” Sheridan graduates were admitted to the Ryerson BJourn program in September 2014. One of these was a Print Journalism diploma graduate, and two were Broadcast Journalism diploma graduates.

Each of these students met individually with Beverly Petrovic, the Student Affairs Coordinator of the Ryerson School of Journalism, to plot his/her accelerated plan of study in order to meet the goals of the articulation agreement. Each was thereby armed, in due course, with an accelerated plan of study that would enable him/her to complete Ryerson studies by December 2016 and formally graduate the following spring (if successful in all courses).

In January 2015, Prof. Janice Neil, Undergraduate Program Director in the School of Journalism, assessed the progress made by the pilot cohort and determined that all were on track to success. On this basis, full implementation of the agreement proceeded. Prof. Neil then visited Sheridan to brief students expecting to graduate in spring 2015 about what they could expect at Ryerson.

Meanwhile, the pathways for Sheridan students have been affected by two sets of changes, one at Sheridan and the other at Ryerson.

Effective for the entering class of September 2015 (the graduating class of 2017), Sheridan will merge its former print journalism and broadcast journalism diplomas into a single journalism diploma program with a significantly revised curriculum.

The learning outcomes of the new combined Sheridan program are as follows:

- 1 *Report on stories in an accurate, detailed, balanced, professional and timely manner.*
- 2 *Apply computer and technical skills to designated production and research functions in journalism.*
- 3 *Function both independently and as a member of editorial and/or production teams.*
- 4 *Analyze knowledge from communities, current events and public affairs, and history to interpret and express the context for designated journalism publications and/or productions.*
- 5 *Develop strategies for personal and professional development.*
- 6 *Comply with relevant Canadian legislation, standards and the principles and practices of journalism.*
- 7 *Write and edit content for the designated media platforms.*
- 8 *Publish and/or broadcast content for the designated media platforms.*
- 9 *Apply production skills and use production equipment in the preparation and distribution of content for the designated media platforms.*

Meanwhile, Ryerson will, starting September 2015, transition into a substantially new BJourn curriculum. The goals of the curriculum changes have been described as follows:

1. *Be NIMBLE enough to accommodate rapid changes in the field, including continuing digital transformation of all journalism.*
2. *Find the right BALANCE between specialized skills and platform-agnostic core competencies.*
3. *Build preparedness for a DIVERSE range of students' and graduates' paths, keeping in mind the school's reputation and core mission of educating journalists.*
4. *Provide a SUSTAINABLE framework that avoids the necessity of chipping away at class size and elective choices under pressure from budget cuts.*
5. *Balance respect for academic AUTONOMY against expectation of shared learning goals.*
6. *Present REQUIRED courses as the means by which we achieve a set of specific knowledge and skills that are core to all or most journalism. This set will evolve as rapidly as the surrounding journalism landscape.*
7. *Ensure a steady SEQUENCING of skill-building and knowledge-building within these required/"foundational" courses, with some expectation of self-learning.*
8. *Build on this foundation in third year to ensure a consistent level of PREPAREDNESS for final year and beyond, even while fostering diverse interests and aptitudes.*
9. *Encourage PUBLISHED reporting, through existing or new platforms, at strategically appropriate stages in the curriculum.*

10. Be open to, and respond to, continuing FEEDBACK from industry partners.

The Ryerson modifications will be phased in, affecting first-year students in 2015-16 and second-year students in 2016-17. Since Sheridan students are admitted to the second year of the BJourn program with reach-backs into the first year, five cohorts of Sheridan graduates will be affected differently:

- graduates of the **current** Sheridan Print Journalism program entering Ryerson in September 2015 as second-year students in the **current** Ryerson curriculum, with reach-backs to the **new** curriculum's first year;
- graduates of the **current** Sheridan Broadcast Journalism program entering Ryerson in September 2015 as second-year students in the **current** Ryerson curriculum, with reach-backs to the **new** curriculum's first year;
- graduates of the **current** Sheridan Print Journalism programs entering Ryerson in September 2016 as second-year students in the **new** Ryerson curriculum with reach-backs to first year;
- graduates of the **current** Sheridan Broadcast Journalism programs entering Ryerson in September 2016 as second-year students in the **new** Ryerson curriculum with reach-backs to first year; and
- graduates of the **new** combined Sheridan program entering Ryerson in September 2017 as second-year students in the **new** Ryerson curriculum with reach-backs to first year.

We are currently collaborating with Sheridan colleagues to adapt the equivalencies map for each of these five forthcoming cohorts.

KEY MILESTONES

Id.	Title	Planned completion date	Actual completion date
1	Negotiate and plan the admissions criteria and process	2013-11-30	2013-11-23
2	Plot course equivalencies; sign articulation agreement	2014-06-30	2014-06-15
3	Plan and manage transition	2014-06-30	2014-06-30
4.	Counsel students applying to pilot cohort (3 students)	2014-08-31	2014-08-31
5.	Publicize the opportunity at Sheridan	2014-12-31	2014-12-31
6.	Assess pilot cohort's experience and modify transfer pathways or logistics, as necessary	2015-01-31	2015-01-31
7.	Make final adjustments and conclude the project.	2015-05-31	2015-03-15

ASSESSMENT OF THE PROJECT

The three first transfer students from Sheridan have all thrived in 2014-15 and are on track to passing all their courses. Ryerson now plans to admit as many Sheridan students as successfully apply for admission in September 2015. At the time of writing, assessment of applications is ongoing. No problems have been identified in implementation of the pathway, either for students or for administration of the program.

RISK MANAGEMENT

Only one risk was identified at the project's inception: that Sheridan students might fail to thrive at Ryerson because of incorrect pathway mapping. The mitigation strategy was to admit a pilot cohort first and carefully track and modify the program as necessary. In fact, the pilot cohort thrived in their first year and no modification has been needed as a result of their experience. These students will continue to be tracked as part of our ongoing analysis of student success.

**Memorandum of Understanding between Sheridan Institute of Technology and Advanced Learning
and Ryerson University**

Introduction

This letter of understanding will serve to establish the principles, guidelines and procedures related to the assessment and admission of selected qualified students to a Bachelor of Journalism program at Ryerson University following the completion of existing two-year diplomas in either Journalism-Broadcast or Print at Sheridan College. In 2015, the agreement would apply to a new two-year integrated diploma in Multi-Media Journalism being designed to replace the Broadcast and Print diplomas.

Objectives

The objectives of this understanding include, but are not limited to:

- Providing qualified students from Sheridan with a seamless option for continuing their education at Ryerson.
- Establishing a joint Ryerson/Sheridan Monitoring Committee to develop and finalize the terms and conditions for admission of Sheridan Journalism graduates to Ryerson Bachelor's program.
- Outlining the process for receiving admission and advanced standing for a Bachelor of Journalism at Ryerson University.
- Determining a minimum grade requirement and identifying possible Ryerson courses where advanced standing would be considered as part of the Sheridan student admission process.
- Developing a chart outlining possible transfer credits based on existing curriculum within the two Sheridan diploma programs and the Ryerson Bachelor program.
- Examining course requirements (Core, production and Liberal Arts) for graduating Sheridan students to enter into Ryerson's third year of the Bachelor program.

Terms and Conditions

1. Admission to the Sheridan diploma programs will continue to be in accordance with the existing Sheridan admission criteria and procedures.
2. The above Sheridan requirements would be reviewed annually in accordance with admission requirements for the Bachelor of Journalism program at Ryerson University.
3. Sheridan is developing a new two-year diploma program merging the existing Journalism-Broadcast and Journalism-Print programs into a tentatively titled program "Multi-Media Journalism" with a launch date of September 2015. The two existing diploma programs would be suspended. Qualifying graduates from the new merged Sheridan diploma program would be considered for admission to the Ryerson Bachelor of Journalism program.

Pilot Project

Subject to discussion, Ryerson University and Sheridan College would launch a pilot project by identifying current second-year students who may be interested in applying for admission to the Ryerson Bachelor program for September 2014.

The proposed joint monitoring committee would manage the pilot project.

It would evaluate the student transcripts and course curriculum to map the admission pathways including advanced standing and Liberal Arts requirements in order to enter and complete the Ryerson Bachelor of Journalism program.

An evaluation process would be established to measure the progress of the qualifying student(s) and recommend changes if required.

Joint Monitoring Committee

The committee would oversee the implementation of this agreement and resolve any issues that may arise. The Monitoring Committee would consist of:

- three faculty/staff members from each institution representing registrarial, student advising and academic expertise.

This Memorandum of Understanding will be effective when both parties have signed this agreement and shall remain in force subject to annual review by the parties involved.

SIGNATURES:

For Sheridan College:

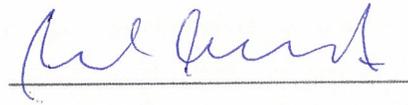
Faculty of Animation, Arts and Design



Ronni Rosenberg, Dean

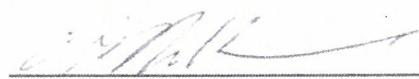
For Ryerson University:

Faculty of Communication and Design



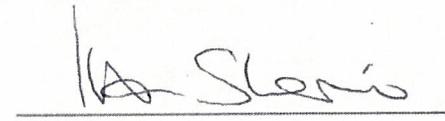
Gerd Hauck, PhD, Dean

Department of Film, Television and Journalism



Sandy McKean, Associate Dean

Chair, School of Journalism



Ivor Shapiro, Chair

Nov. 7, 2013

Date

November 11/2013

Date



Articulation Agreement: Credit Transfer

THIS AGREEMENT made as of June 1, 2014,

BETWEEN:

**Sheridan College Institute of Technology and Advanced Learning
Oakville, ON
("Sheridan")**

and

**Ryerson University
Toronto, ON
("Ryerson")**

WHEREAS:

- A. Ryerson and Sheridan wish to articulate the transfer of credits for certain programs; and
- B. Ryerson's Faculty of Communication and Design and Sheridan's Faculty of Animation, Arts and Design wish to have their students participate;

NOW THEREFORE in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Ryerson shall facilitate the credit transfer for students from Sheridan into the Bachelor of Journalism program at Ryerson with the objective of acquiring the degree by completing the additional credit requirements to the program.
2. Applicants from Sheridan who meet the requirements outlined below are eligible for admission to Ryerson's Bachelor of Journalism program with applicable credit transfer subject to the conditions specified below. These requirements are subject to review from time to time by Ryerson and Sheridan.
3. Admission Requirements:

To be eligible for consideration under this Agreement, a candidate must have successfully completed one of the following Sheridan diplomas:

- Journalism – Broadcast Diploma
- Journalism – Print Diploma
- Journalism – 2-year diploma launching September 2015
(subject to approval)

4. Sheridan shall:

- (a) Make information about this Agreement and the Ryerson Bachelor of Journalism degree options available to its students;
- (b) Provide opportunity for representatives of Ryerson to visit appropriate forums at Sheridan to disseminate information about the Bachelor of Journalism program;
- (c) Notify Ryerson with as much lead time as possible of any curriculum changes to the diploma(s) specified above.

5. Ryerson shall:

- (a) Provide students from Sheridan holding an acceptable diploma, as noted above, acceptance into the Bachelor of Journalism at Ryerson, provided the MINIMUM academic criteria that would normally apply for first-year Journalism admissions are met, subject to each individual applicant's merit as assessed through the Non-Academic Requirements package that is normally required for Journalism applicants, and subject to the availability of space in the Bachelor of Journalism program.
- (b) Facilitate credit transfers towards the Bachelor of Journalism with a projected completion of the degree requirements over five semesters dependent on a number of variables, such as capacity, and the individual student's progress in obtaining the required credits. For greater certainty, to qualify for transfer credits under this Agreement, a Sheridan graduate is required to have achieved a minimum grade of "B" in each Sheridan course for which credit transfer is requested.
- (c) Notify Sheridan, with as much lead time as possible, of any curriculum changes to the Bachelor of Journalism program.
- (d) Notify Sheridan, with as much lead time as possible, about any anticipated or approved changes to the Bachelor of Journalism admission/credit transfer requirements.

6. Liaison

Implementation of this Agreement is to be done through the Registrar's Office at each institution, in consultation with the appropriate authorities in the respective programs.

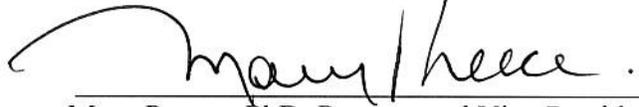
7. Term of the Agreement

This Agreement is for a period of five (5) years commencing June 1, 2014. At the end of the term, the Agreement is subject to review by Ryerson. If there are impediments to renewal, Ryerson shall notify Sheridan of the impediments, with the goal of negotiating a new agreement. Final approval of the Agreement remains with the Provost of Ryerson.

8. Ryerson retains the right to limit the number of students admitted under this Agreement.
9. Either party may terminate this Agreement upon sixty (60) days prior written notice to the other party. Any termination is effective at the end of the academic year upon which notice is given.
10. Each party is responsible for its own costs and expenses in performing obligations under this Agreement.
11. Neither party may assign this Agreement without the prior written consent of the other party.
12. This Agreement is binding upon the parties and their respective successors and permitted assigns.

IN WITNESS WHEREOF the parties have executed this Agreement.

SHERIDAN COLLEGE INSTITUTE OF TECHNOLOGY AND
ADVANCED LEARNING



Mary Preece, PhD, Provost and Vice President, Academic

June 16, 2014
Date

RYERSON UNIVERSITY

Mohamed Lachemi, PhD, Provost

Date

APPENDIX 4: Equivalencies: Broadcast Journalism -> BJourn

This is the equivalencies map that was established for Sheridan Broadcast Journalism Diploma graduates entering Ryerson September 2014:

Ryerson requirements	Equivalency credits (with min. B Sheridan grade)	Sheridan Equivalency	Remaining Ryerson requirements	Plan of study	
				Fall	Winter
JRN 103		Broadcast students have lots of experience re interviewing/research but little formal training re print-style writing so much of this will be redundant for them, but they'll need the print info - this won't be an issue with the new program		Year 1	
JRN 104	COMM 20918 , JOUR 20082 and JOUR 20172	COMM 20918 Convergent Media Writing, JOUR 20082 Online News Production, JOUR 20172 Daily News Lab Production		JRN 103	JRN 112
JRN 105	JOUR 10036 and JOUR	JOUR 10036 Intro to Reporting, JOUR20000 Broadcast Beats, COMM20918 Convergent Media Writing		TABLE A	TABLE A
JRN 106	20082 and JOUR 20172	JOUR 20082 Online News Production,		CORE ELECTIVE	CORE ELECTIVE
2 x Table A			need to complete	TABLE II - GROUP A	TABLE II - GROUP B
Table III	PRE GEN				
2 x core electives			need to complete		
				Year 2	
JRN 112			need to complete	JRN 124	TABLE III
JRN 124			need to complete	TABLE B	TABLE B
JRN 125	Yes	COMM 17028 and JOUR 18081		TABLE II - GROUP C	TABLE IV
Table II - Group A			need to complete	TABLE III	
Table II - Group B			need to complete		
2 x Table B					
Table III	PRE GEN as per Sarah and GenEd courses				
				Year 3	
JRN 123	Yes	JOUR 26048		TABLE IV	
Table I - 5 one count course	310 (1), 314 (2), 318 (1)	JOUR 14049, JOUR 24579, JOUR 27545, and JOUR 24717	needs 1 count	TABLE IV	
Table II - Group C			needs to complete		
Table III	PRE GEN as per Sarah and GenEd courses				
2 x Table B					
3 x Table IV	800	JOUR 27198 and JOUR 29207	need to complete 2		
2 x Table I, II, III	512, JRN GEN	JOUR28823			

SPRING/SUMM
2 TABLE B

APPENDIX 3: Equivalencies: Print Journalism -> BJourn

This is the equivalencies map that was established for Sheridan Print Journalism Diploma graduates entering Ryerson September 2014:

Ryerson requirements	Equivalency credits (with min. B Sheridan grade)	Sheridan Equivalency	Remaining Ryerson requirements	Plan of study	
				Fall	Winter
				Year 1	
JRN 103	yes	JOUR18802 Writing for Newspapers, JOUR16026 Writing for Newspapers 2,		TABLE A	TABLE A
JRN 104	yes	VDES 10504 - PhotoJournalism, VDES29966 - Video and Audio Production		OPEN ELECTIVE	OPEN ELECTIVE
JRN 105	yes	JOUR10049 - Digital Storytelling and JOUR12582 - Research Techniques		JRN 125	TABLE II - GROUP B
JRN 106	yes			BLE IIII	TABLE III
2 x Table A			needs to complete		
Table III	PRE GEN				
2 x of Open Group			needs to complete		
				Year 2	
JRN 112	YES	JOUR27013, JOUR27185, and JOUR17624		TABLE B	TABLE B
JRN 124	yes	JOUR23542 - Magazine Writing		TABLE III	
JRN 125			need to complete	TABLE I	TABLE I
Table II - Group A	yes	HIST19599		TABLE I, II, III	TABLE I, II, III
Table II - Group B			need to complete		TABL IV
2 x Table B					
Table III	PRE GEN				
				Year 3	
JRN 123	yes	LIFE 12476 - Journalism Law & Ethics		TABLE IV	
Table I - 5 one count courses	202 (1), 203 (2)	JOUR 20261, VDES 11767, and VDES 1121	need 3 count		
Table II - Group C	501	JOUR 22158 - Advanced Beat Reporting for 501			
Table III	PRE GEN as per Sarah and GenEd courses				
2 x Table B					
3 x Table IV			need to complete		
2 x Table I, II, III	JRN GEN, PRE GEN as per Sarah and GenEd courses	CULT24095 - Arts and Culture (no longer offered as of 2013)			

SPRING/SUMMER
2 TABLE B