

**MassTransfer Pathways**  
**Communication and Media Studies Group**  
**Fitchburg State University**  
**May 6, 2016**

**Leaders:**

Community Colleges: Joanne Kostides  
 State Universities: Arthur Lizie  
 University of Massachusetts: Lynn Phillips

**Staff:**

Elena Quiroz-Livanis, Special Assistant to the Commissioner and Director of Postsecondary Success Strategies

**Foundational Courses**

Film Studies (Analysis)  
 Interpersonal Communications OR Introduction to Human Communication  
 Introduction to Mass Communication

1. Elena convened the meeting at 10:23 a.m. She welcomed all and explained the objectives for the day.
2. Elena updated the group on the status of *MassTransfer* Pathways, using a PowerPoint presentation. The following components of *MassTransfer* were discussed.
  - a. The history of the development of the *MassTransfer* Program from 2009 to the present. Currently *MassTransfer* includes the following components:
    - i. General Education Block (*MassTransfer* Block)
    - ii. Academic Transfer Pathways
    - iii. Course Equivalencies
    - iv. Reverse Transfer
    - v. Commonwealth Commitment
  - b. The benefits of the *MassTransfer* Program.

| Benefits   | Minimum Final GPA |      |      | Notes  |
|--|-------------------|------|------|--|
|  | 2.0+              | 2.5+ | 3.0+ |  |
| <b>No application fee</b>                                | ✓                 | ✓    | ✓    | <i>MassTransfer</i> application required by deadline.  |
| <b>No application essay</b>                              | ✓                 | ✓    | ✓    |  |
| <b>Guaranteed admission</b>                              |                   | ✓    | ✓    | Space permitting in the major and college.   |
| <b>100% tuition waiver</b><br><i>Effective Fall 2016</i> |                   |      | ✓    | For two years, provided student: <ul style="list-style-type: none"> <li>▪ Matriculates within</li> </ul> |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  | one year of receiving associate degree; <ul style="list-style-type: none"> <li>▪ Enrolls continuously (full- or part-time) in day programs; and</li> <li>▪ Achieves 3.0 GPA in first two semesters.</li> </ul> |
|--|--|--|--|--|

- c. She described how the Department of Higher Education (DHE) is continuing to work to fill in the gaps in the *MassTransfer* Program.
  - d. She reminded the group of the first six academic disciplines for which 60-credit *MassTransfer* Pathway maps have been developed.
    - i. Biology
    - ii. Chemistry
    - iii. Economics
    - iv. History
    - v. Political Science
    - vi. Psychology
  - e. She reminded the group of the 10 academic disciplines on which we are working this year and for which 60-credit *MassTransfer* Pathway maps will be developed next year.
    - i. Business Administration
    - ii. Communications
    - iii. Computer Science
    - iv. Criminal Justice
    - v. Early Childhood Education
    - vi. English
    - vii. Liberal Arts
    - viii. Mathematics
    - ix. Natural and Physical Science Block (STEM)
    - x. Sociology
  - f. She explained that once the 16 academic disciplines are completed they will capture 70% of all students who transfer from Massachusetts community colleges to Massachusetts state universities and campuses of the University of Massachusetts.
  - g. She indicated that DHE may undertake to develop *MassTransfer* Pathways for Engineering and Nursing during the 2016-2017 academic year, contingent upon funding.
3. Elena provided a brief demonstration of the current *MassTransfer* Pathways beta website (<http://www.mass.edu/masstransfer/pathwaysbeta/>). She also reminded attendees that the goal of the meeting was to have system-wide agreement on what the foundational courses are for the first two years of study in the discipline and a commitment that our campuses will accept these courses and count them towards the baccalaureate degree. Transfer professionals also attended the meeting and provided insight on a number of issues.

4. Disciplinary Segmental Leaders requested that faculty submit syllabi for the foundational courses prior to the meeting in order to conduct a review that would allow them to identify core course components. During the meeting, faculty agreed with the core components for the foundational course and that if a course covers the percent of topics listed next to its title below, it would be considered appropriate for transfer into a Communication and Media Studies major.
5. Following this exercise, faculty engaged in a conversation regarding community college course alignment. If a course covered the topics in the core course components sheet, it would be considered appropriate for a Communication and Media Studies major. Courses that meet this criteria are listed in the Community College Course Alignment sheet.
  - 70% in Film Students
  - 70% in Interpersonal Communication
  - 70% of Topics 1-10 and 70% of Topics 11-25 in Introduction to Mass Communication
  - 70% in Human Communication

Discipline: Communication and Media Studies  
Core Course Components  
**Course: Film Studies**

|    |                                |
|----|--------------------------------|
| 1  | Narrative structure            |
| 2  | Mise-en-scène                  |
| 3  | Editing                        |
| 4  | Cinematography                 |
| 5  | Sound                          |
| 6  | Acting                         |
| 7  | Film genres and film movements |
| 8  | Race and gender                |
| 9  | Film history                   |
| 10 | Filmmaking technologies        |

| Foundational Course: Film Studies |                                       | Adequately Addresses Essential Core Competencies and Components |    |                               |
|-----------------------------------|---------------------------------------|---|----|-------------------------------|
| Community College                 | Course Numbers                        | Yes   | No | Additional Information Needed |
| Berkshire                         |                                       |   |    |                               |
| Bristol                           | ENG 230 Film                          |   |    |                               |
| Bunker Hill                       | FLM 101 Film as Art                   | X   |    |                               |
| Cape Cod                          | COM 120 Introduction to Film          | X   |    |                               |
| Greenfield                        | AHS 110 History of Film and Video     |   |    |                               |
| Holyoke                           | EMS 125 History and Criticism of Film | X   |    |                               |
| Massasoit                         | FILM 311 Film Analysis                |   |    |                               |
| MassBay                           |                                       |   |    |                               |
| Middlesex                         | COM 106 Film, Video and Society       | X   |    |                               |
| Mt Wachusett                      | ENG 245 Film Appreciation             |   |    |                               |
| North Shore                       | MDA 110 Movies and Pop Culture        | X   |    |                               |
| Northern Essex                    | HIS 253 History and Film              |   |    |                               |
|                                   | LIT 231 The Art of the Movies         |   |    |                               |
| Quinsigamond                      |                                       |   |    |                               |
| Roxbury                           |                                       |   |    |                               |
| Springfield                       | DMP 141 Film Structure and Analysis   | X   |    |                               |

Discipline: Communication and Media Studies  
Core Course Components  
**Course: Interpersonal Communications**

|    |                              |
|----|------------------------------|
| 1  | Intrapersonal communication  |
| 2  | Communication and perception |
| 3  | Language                     |
| 4  | Relationships                |
| 5  | Listening                    |
| 6  | Communication and emotions   |
| 7  | Climate                      |
| 8  | Nonverbal communication      |
| 9  | Managing conflict            |
| 10 | Culture                      |

| Foundational Course: Interpersonal Communication |                                       | Adequately Addresses Essential Core Competencies and Components |    |                               |
|--|---------------------------------------|---|----|-------------------------------|
| Community College                                | Course Number                         | Yes   | No | Additional Information Needed |
| Berkshire  | COM 104 Intro to Interpersonal Comm   | X   |    |                               |
| Bristol  | COM 113 Interpersonal Speech          |   |    |                               |
| Bunker Hill                                      |                                       |   |    |                               |
| Cape Cod   | COM 201 Interpersonal Communication   | X   |    |                               |
| Greenfield                                       | PCS 141 Interpersonal Communication   | X   |    |                               |
| Holyoke  | COM 121 Introduction to Communication | X   |    |                               |
| Massasoit  | SPCH 105 Speech Communication         |   |    |                               |
| MassBay  | CO 100 Intro to Communication         |   |    |                               |
| Middlesex  |                                       |   |    |                               |
| Mt Wachusett                                     |                                       |   |    |                               |
| North Shore                                      | SPE 106 Interpersonal Communication   | X   |    |                               |
| Northern Essex                                   | COM 112 Interpersonal Communication   | X   |    |                               |
| Quinsigamond                                     |                                       |   |    |                               |
| Roxbury  |                                       |   |    |                               |
| Springfield                                      |                                       |   |    |                               |

Discipline: Communication and Media Studies  
Core Course Components  
**Course: Introduction to Mass Communication**

|    |   |
|----|---|
| 1  | Books   |
| 2  | Internet and new technologies                 |
| 3  | Print and digital journalism                  |
| 4  | Radio and origins of broadcasting             |
| 5  | Film  |
| 6  | Media business                                |
| 7  | Advertising                                   |
| 8  | Public relations                              |
| 9  | Media ethics                                  |
| 10 | Magazines                                     |
| 11 | Media and democracy                           |
| 12 | Media, society, and culture                   |
| 13 | Media ownership and control                   |
| 14 | Advertising and the media industries          |
| 15 | Theories of Media Technology                  |
| 16 | Media and Policy Regulation                   |
| 17 | Theories of Media Influence                   |
| 18 | Social Learning Theory and Cultivation Theory |
| 19 | Race, Ethnicities, Sexualities                |
| 20 | Globalization and cultural power              |
| 21 | Active audiences and media reception          |
| 22 | Audience Engagement                           |
| 23 | Ethics and news                               |
| 24 | Participatory culture                         |
| 25 | Sectors of media production                   |



| Foundational Course: Intro to Communication-Media Studies |                                      | Adequately Addresses Essential Core Competencies and Components |    |                               |
|---|--------------------------------------|---|----|-------------------------------|
| Community College   | Course Number                        | Yes   | No | Additional Information Needed |
| Berkshire   |                                      |   |    |                               |
| Bristol   | COM 111 Mass Communication           |   |    |                               |
| Bunker Hill   | VMA 111 Introduction to Mass Media   |   |    |                               |
| Cape Cod  | COM 105 Survey of Mass Communication |   |    |                               |
| Greenfield  |                                      |   |    |                               |
| Holyoke   | COM 131 Mass Communication           | X   |    |                               |
| Massasoit   | MDIA 111 Intro to Mass Communication |   |    |                               |
| MassBay   | CO 101 Introduction to Mass Media    | X   |    |                               |
| Middlesex   | COM 101 Mass Communication           | X   |    |                               |
| Mt Wachusett  | MRT 105 Introduction to Mass Media   | X   |    |                               |
| North Shore   | MDA 201 Media Study                  | X   |    |                               |
| Northern Essex  | COM 115 Intro to Mass Communication  | X   |    |                               |
| Quinsigamond  |                                      |   |    |                               |
| Roxbury   |                                      |   |    |                               |
| Springfield   | DMP 140 Introduction To Mass. Comm.  | X   |    |                               |

Discipline: Communication and Media Studies  
Core Course Components  
**Course: Introduction to Human Communication**

|   |                              |
|---|------------------------------|
| 1 | Organizational communication |
| 2 | Perception                   |
| 3 | Language                     |
| 4 | Identity and self-concept    |
| 5 | Non-verbal                   |
| 6 | Communication theory         |
| 7 | Interpersonal communication  |
| 8 | Rhetoric                     |

| Foundational Course: Intro to Human Communication |                                       | Adequately Addresses Essential Core Competencies and Components |    |                               |
|---|---------------------------------------|---|----|-------------------------------|
| Community College                                 | Course Number                         | Yes   | No | Additional Information Needed |
| Berkshire   | COM 104 Intro to Interpersonal Comm   | X   |    |                               |
| Bristol   |                                       |   |    |                               |
| Bunker Hill                                       |                                       |   |    |                               |
| Cape Cod  | COM 103 Human Communication           | X   |    |                               |
| Greenfield  | PCS 141 Interpersonal Communication   | X   |    |                               |
| Holyoke   | COM 121 Introduction to Communication | X   |    |                               |
| Massasoit   |                                       |   |    |                               |
| MassBay   | CO 100 Intro to Communication         | X   |    |                               |
| Middlesex   |                                       |   |    |                               |
| Mt Wachusett                                      |                                       |   |    |                               |
| North Shore                                       |                                       |   |    |                               |
| Northern Essex                                    | COM 112 Interpersonal Communication   | X   |    |                               |
| Quinsigamond                                      |                                       |   |    |                               |
| Roxbury   |                                       |   |    |                               |
| Springfield                                       |                                       |   |    |                               |