

Communication, Popular Culture & Film (CPCF) Year 2 (2024) - FAR Implementation Report

Graduate and Undergraduate Programs (reviewed 2021/22)

Recommendation #1

Build on the innovative and successful Business Communications program by extending experiential learning opportunities.

Supporting text:To facilitate the growth of these opportunities and deepen their grounding in Communication Studies, additional faculty expertise in organizational communication is required...

ARC Disposition of the Recommendation

ARC considers the recommendation to be not accepted as it lies outside of the Committee's jurisdiction. ARC encourages the Department to extend experiential learning opportunities using existing resources, and in consultation with the Faculty of Social Sciences Experiential Coordinator. Additionally, the Committee expects that the Department will proceed through normal channels of advocacy for resources.

Implementation Plan

Recommendation not accepted as it lies outside of the jurisdiction of the Committee.

Comments 2023:

CPCF has conducted a search for a Tenure Track Organizational Communication position and an offer has been made.

Comments 2024:

Kate Cassidy accepted the Organizational Communication tenure track offer and has been hired.

Recommendation #2

Develop program offerings on decolonization, particularly in the area of Indigenous Media and Popular Culture.

Supporting text: ...Although there is strong support for this among CPCF faculty members, additional faculty expertise in Indigenous Media is required....

ARC Disposition of the Recommendation

ARC considers the recommendation to develop program offerings on decolonization to be accepted. However, budget allocations lie outside of the Committee's jurisdiction. Therefore, ARC expects that the Department will proceed through normal channels of advocacy regarding the hiring of additional faculty in the area of Indigenous Media and Popular Culture.

*On Target (T), Delayed (D), Complete (C), Complete and Ongoing (O)

Implementation Plan (2nd Priority)

Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2023/24.

Actions	Responsibility	Year One	Year Two	Year Three
Action #1 Discuss at annual retreat.	Department	T	T	
Action #2 Consult other Departments re: cross listings.	Chair	T	T	

Comments 2023:

We have added this to our Departmental retreat agenda for Summer 2023. We are also considering cross-listing courses from other Departments.

Comments 2024:

We requested a new line in Indigenous media that was not accepted. We also discussed possible Indigenous-related cross-listings at the 2023 CPCF summer retreat. CPCF decided to cross list Indigenous Film (INDG 3P79) with FILM 3P79. This has now been completed. CPCF will discuss the possibility of cross listing Indigenous Perspectives in the Media (INDG 3P85) at an upcoming meeting or our annual retreat.

Recommendation #3

Streamline program requirements for CPCF programs by reducing the number of specified courses required.

ARC Disposition of the Recommendation

ARC considers the recommendation to be accepted and in the process of implementation. The Committee expects that the Department will work with the Centre for Pedagogical Innovation and move forward as appropriate in the streamlining of program requirements.

Implementation Plan (1st Priority)

Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2022/23.

Actions	Responsibility	Year One	Year Two	Year Three
<p>Action #1 Film Studies working group has decided on changes, reducing required courses significantly. To be submitted to UPC October 2023.</p>	<p>Film Faculty Members</p>	<p>T</p>	<p>T</p>	

Comments 2023:

This recommendation is most applicable to the Film Studies program, has been addressed in a Film Studies retreat and will be submitted to UPC for change in October 2023. We are hoping to fast-track changes to our Minor before registration this Spring.

Comments 2024:

Film Studies introduced several UPC changes in 2024 to streamline the degree offerings. The number of specified required courses in Year 2 was reduced from six to five (or 3 credits to 2.5), and the remaining half credit was added to the list of possible courses from which students may choose. A required second year course was shifted to third year, and the overall number of specified required courses in Year 3 was reduced from five (2.5 credits) to two (1 credit). Those previously required courses were shifted to the list of possible courses. The number of credits from this bank of courses was accordingly raised from 1 to 2.5. Students in Year 3 are also now allowed an additional 0.5 elective credits. The requirements for a Film Studies minor were eased up by shifting four specified required courses (2 credits) to the wider bank of possible courses from which they may draw (now 3 credits). Additionally, certain prerequisites for a number of courses were removed.

Recommendation #4

Create capstone courses for CPCF programs.

ARC Disposition of the Recommendation

ARC considers the recommendation to be accepted and in the process of implementation. The Committee recognizes that the Department will consider creating capstone courses in the context of a larger discussion about curriculum.

Implementation Plan (1st Priority)	
Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2022/23.

Actions	Responsibility	Year One	Year Two	Year Three
Action #1 Changed description and title of our Experiential fourth year course.	Department	C		

Comments 2023:

While definitions of capstone courses differ, we believe this recommendation was satisfied by our calendar revision to CPCF 4F00, which now better reflects the educational component of the course, rather than just the placement. This change was passed during our October 2022 Departmental Council meeting.

Comments 2024:

CPCF believes that the Department's 4F00 course - Placement in Communication, Popular Culture or Film – excellently fulfills a capstone course opportunity for CPCF students. Note the following Calendar overview:

Application of course theories, knowledge, and core concepts to workplace experience.
Synthesis and reflection of prior learning. Part-time placement related to communication, popular culture or film in a company, agency, or not-for-profit organization. Students are responsible for arranging their own placements in consultation with the department Academic Adviser and Experiential Learning Co-Ordinator. Lectures, 160-hour placement.

Recommendation #5

Evaluate feasibility of BA Popular Culture Program.

ARC Disposition of the Recommendation

ARC considers the recommendation to be accepted and in the process of implementation. The Committee believes that the Department and Dean are best suited to determine the viability of the program going forward.

Implementation Plan (1st Priority)	
Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2022/23.

Actions	Responsibility	Year One	Year Two	Year Three
Action #1 Add to Departmental Retreat agenda.	Department	T	T	

Comments 2023:

The viability of the Popular Culture (PCUL) major has long been a concern. In the recent past, we eliminated the Masters in Popular Culture. However, many undergraduate courses in Popular Culture attract students, even though the major does not. This history and newer concerns will inform this upcoming discussion of program viability.

Comments 2024:

The viability of the Popular Culture (PCUL) major is currently being reviewed as part of the program viability process. CPCF has indicated that we would like to discontinue the PCUL major and focus on revising the PCUL minor and concentration (with a possibility for PCUL micro-credential). We created a committee to act upon this decision.

Recommendation #6

Improve condition and repair of classroom technology for film/media courses.

ARC Disposition of the Recommendation

ARC considers the recommendation to be not accepted as it lies outside of the Committee’s jurisdiction. It is expected that the Department will proceed through normal channels of advocacy for resources.

Implementation Plan
Recommendation not accepted as it lies outside of the jurisdiction of the Committee.

Recommendation #7

Develop stronger departmental culture (supports, incentives, mentorship) around funded research and grant funding.

ARC Disposition of the Recommendation

ARC considers the recommendation to be accepted. The Committee believes that the Department is best positioned to determine appropriate strategies to develop a stronger culture around funded research, grant funding, and student support.

Implementation Plan (1st Priority)

Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2022/23.

Actions	Responsibility	Year One	Year Two	Year Three
Action #1 Invite a representative from the Office of Research (ORS) to a Departmental meeting.	Department	T	D	
Action #2 CPCF research will be promoted through the FOSS newsletter, the FOSS Research Symposium Series, CRISS applications	Department	T	T	

Comments 2023:

The lessening of pandemic restrictions seems to have encouraged faculty to present research. CPCF is promoting research completed by colleagues via the FOSS newsletter and Research Symposium Series as well as via CRISS. We will also invite a delegate from ORS to a Departmental meeting in the 2023-24 year, to discuss funding opportunities that can support our graduate students once the graduate program is closer to starting.

Comments 2024:

CPCF scholars have had an impressive year of securing funding and publishing research. For example: Dr. Duncan Koerber et al.'s recent article, *The Role of Municipalities in Communicating for Community Resilience during the COVID-19 Pandemic: A Study of Niagara Region's Crisis Communication*, in the *Canadian Journal of Communication*; Dr. Russell Johnston's co-authored book with Dr. Michael Ripmeester, *Meaningful Pasts: Historical Narratives, Commemorative Landscapes, and Everyday Lives*; and Dr. Michelle Chen's just published article *Dual Impact of Tie Strength and Visibility of Action on Political Participation Types* in the *International Journal of Communication*. These successes, amongst a number of others including securing funding, have continued to be widely shared via departmental and FoSS university platforms and social media platforms.

Recommendation #8

CPCF should expand their support of student-focused extracurricular events.

Supporting text: ...CPCF could apply for a student ambassador for social events, rebounding from Covid isolation.

ARC Disposition of the Recommendation

ARC considers the recommendation to expand student-focused extracurricular events to be accepted and in the process of implementation. However, budget allocations lie outside of the Committee's jurisdiction. Therefore, ARC expects that the Department will proceed through normal channels of advocacy regarding the hiring of a student ambassador.

Implementation Plan (1st Priority)

Responsible for approving:	Department
Responsible for resources:	Department
Responsible for implementation:	Department
Timeline:	Dean of Social Sciences to report by the end of academic year 2022/23.

Actions	Responsibility	Year One	Year Two	Year Three
Action #1 Agenda item for Film Studies retreat, March 2023.	Film Faculty Members	C		
Action #2 Added to Departmental Retreat agenda.	Chair	T	C	
Action #3 The CPCF Student Society once again (post COVID) organizing social events.	CPCF Student Society Liaison	O		

Comments 2023:

This year our Student Society hosted the 72-hour Film Festival for the first time in person since the pandemic began. They had more participants than ever before and a strong showing in the audience. We are hopeful this signals a return to a strong culture of extra-curricular activities available to CPCF students.

Comments 2024:

CPCF was very pleased to be able to hire two Student Ambassadors who were involved with hosting a variety of in-person and online student events. The CPCF Student Society once again hosted the 72-hour Film Festival with excellent student participation and a very well attended screening at the Film House. Our inaugural Campaign Challenge engaged students in a brand crisis situation. Student teams competed, while fellow students helped run the event alongside alumni who returned to judge the competition. CPCF also had four Student Representatives who attended department meetings and was part of outreach events.