



Board of Governors, State University System of Florida  
**Specialized Admissions Status  
Initial Approval Request Form**

In Accordance with Board of Governors Regulation 8.013, Specialized Admissions

**INSTITUTION:** University of Florida

**DEGREE PROGRAM:** Advertising

**CIP CODE** 09.0903 **Effective Academic Year** 2022-2023

1. Does this request for specialized admissions status apply to the whole degree program? If no, please specify which major(s) or track(s) are seeking the status.

**Yes. It applies to the whole degree program.**

2. Which criteria for specialized admissions status does the program meet?

- Limited Resources (if approved, the status will last a maximum of four years)  
 Minimal Skills (if approved, the status will last a maximum of five years)  
 Accreditation Requirements (If checked, you must also select either limited resources or minimal skills)

3. Provide a rationale for why the program meets the criteria selected above.

- If the program is seeking specialized admissions status due to limited resources, provide details regarding which types of resources are limited and how the current demand for the program outpaces these resources.
  - **Our accreditation board, the Accrediting Council on Journalism and Mass Communications (ACEJMC) limits our skills and laboratory classes, both on-campus and on-line, to 20 students. With over 600 undergraduates in the program and 15 full-time faculty, we have insufficient faculty, facilities, materials and resources for these not to have specialized admissions status.**
- If seeking specialized admission status based on accrediting body requirements, please include the name of the accrediting body and a direct link to or copies of the specific standard(s) which require the requested status.
  - **Our accrediting body is the Accrediting Council on Journalism and Mass Communications (ACEJMC), and here is a direct link to the accrediting requirements: <http://www.acejmc.org/policies-process/nine-standards/>**
  - **The part that deals with limiting class size to 20 students is in Part 2, Curriculum and Instruction, point (e) in Indicators. Here is a copy of what it says: “(e) Student-faculty classroom ratios facilitate effective teaching and learning in all courses. Except for campaigns courses, the ratio in skills**

and laboratory sections, whether on-site or online, should not exceed 20-1.”

4. If the program is seeking specialized admissions status due to limited resources and/or is a Program of Strategic Emphasis, provide the institution’s plan and timeline for increasing program resources. If the institution does not plan to increase capacity over the next few years, please provide a rationale.  Not applicable.

**We don’t anticipate increasing capacity over the next few years because we are limited by the size of our building in that we have run out of office space to house more faculty, and overall space to build more laboratories and studios.**

5. If approved for specialized admissions status, what will be the program’s admissions requirements? Additionally, please indicate how these requirements and procedures ensure equal access for qualified Florida College System Associates in Arts graduates competing for available space in the program.

**Our minimum admissions requirements for students getting into the major after 60 credit-hours earned are: a 2.00 gpa, and completion of five pre-requisite classes – AMH2020, ENC1102, STA2023, ECO2013, and POS2041 (though PSY2012 is acceptable in place of POS2041 for ADV majors), regardless if they’re applying from within the University of Florida, an SUS Florida university, or a Florida community college.**

6. What is the current race and gender profile of the program? Describe the potential impact on the race and gender profiles of the program. What strategies will be implemented to promote and maintain diversity in the program?

**The current gender profile of the program is:**

- Female: 73.4%
- Male: 26.4%

**The current race profile of the program is:**

- Asian: 6.2%
- Black: 5.7%
- Hispanic: 20.2%
- White: 55.0%

**The College of Journalism and Communications (in which the Dept. of Advertising is situated) houses the Knight Division for Scholarships and Student Inclusion, and they’re very much involved with the College’s recruitment efforts, especially students from underrepresented communities. However, because the college does not have the power to recruit freshmen, recruitment efforts are limited to the exploratory student pool and potential transfer students.**

**The Knight Division takes a three-pronged approach to recruiting underrepresented students at the undergraduate level: (1) targeting prospective undergraduates prior to accepting an admittance offer; (2) targeting current UF undergraduates who are exploring major and career possibilities; and (3) focusing on recruitment efforts on potential transfer students.**

**During the Fall 2020 term, the Knight Division piloted PATHS (Positioning All Transfers Highly for Success) Program, designed to increase the College’s student diversity by recruiting underrepresented transfer students.**

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**Required Signatures**

James Babanikos  
Requestor/Initiator

7-14-2022  
Date

[Signature]  
Signature of College Dean

7-14-2022  
Date

\_\_\_\_\_  
Signature of Campus EO Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Provost

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Chair of the  
Board of Trustees

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date Approved by the Board of Trustees