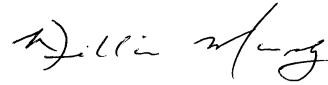





TO: The Honorable Members of the Board of Regents
FROM: William P. Murphy 
SUBJECT: Permission to Operate: Northwestern University
DATE: November 2, 2023
AUTHORIZATION(S): 

SUMMARY

Issue for Decision (Consent)

Should the Board of Regents grant permission for Northwestern University to operate a semester-away program for students in its Master of Science in Journalism or Master of Science in Integrated Marketing Communications in New York City?

Reason(s) for Consideration

Required by State statute and State regulation.

Proposed Handling

The issue will come before the Full Board for action at its November 2023 meeting.

Procedural History

Not applicable.

Background Information

Northwestern University (Northwestern), a private university located in Evanston, IL, has applied for permission to operate with a physical presence in New York State ("permission to operate"), pursuant to Section 3.56 of the Rules of the Board of Regents. Northwestern proposes to offer students of its Medill School of Journalism, Media, Integrated Marketing Communications pursuing a Master of Science in Journalism (MSJ) or a Master of Science in Integrated Marketing Communications (MSIMC) at Northwestern an optional semester away program in New York City.

The proposed program, called "Medill in NYC", would allow Northwestern's Chicago and Evanston-based graduate students, enrolled in its MSJ or MSIMC program, to live and study in New York City for one to two quarters and earn up to eight units of academic credit. The program would incorporate classroom experience, hands-on project work,

and exposure to alumni and other industry professionals. The institution aims to “allow students to place themselves in the epicenter of journalism, media, and marketing communications with direct access to Medill and Northwestern’s expansive New York alumni base.”

Northwestern has indicated that the proposed program will benefit New York by providing future leaders in media, broadcast, news writing and reporting, consulting, communications, public relations, and marketing. The institution states that Medill graduates have a track record for entrepreneurship, in many cases launching or growing media enterprises and thereby creating an expanded market in their local communities. Northwestern further asserts that thousands of such Medill alums have made New York City their home and created substantial value for local companies and communities through their knowledge, expertise, and leadership.

This program will not operate as a stand-alone degree program. Students participating in the Medill in NYC experience will complete the majority of their graduate degree program at Northwestern’s Chicago and Evanston-based campuses. Northwestern plans to admit 50 students into Medill in NYC’s first year and the institution projects annual enrollment of approximately 70 students in the program by the 2028-2029 academic year.

Northwestern is accredited by the Higher Learning Commission. A Department review has indicated that the proposed educational activities are comparable in quality to the standards for similar programs in New York.

The Department solicited input from existing colleges and universities concerning the impact of Northwestern’s proposed New York program on the institutions and their programs. The Department received one response from New York University that expressed concerns about the program’s impact on internship and job opportunities for students in their Division of Programs in Business and Master of Science in Publishing. More information appears in (Attachment A).

Related Regents Items

Not applicable.

Recommendation

It is recommended that the Board of Regents take the following action:

VOTED: That the Board of Regents grant Northwestern University permission to operate a semester away program for its Master of Science in Journalism or Master of Science in Integrated Marketing Communications students, at its Medill in NYC location. This permission will be effective November 14, 2023, and end on November 30, 2028.

Timetable for Implementation

Subsequent renewals of this permission to operate, if sought, will be subject to the terms of Section 3.56 of the Rules of the Board of Regents. If Northwestern University seeks to renew its permission to operate after its current term, it must notify the Department no later than November 30, 2027.

Canvass Results

New York University Comments	Northwestern University Response
<i>NYU Division of Programs in Business (DPB) vis-à-vis Northwestern's Master of Science in Integrated Marketing Communications (MSIMC)</i>	
Northwestern's program will offer nearly identical courses and opportunities to NYU's DPB. Courses include Consumer Insight, Marketing Research, Financial Accounting, Strategic Communications Foundations, and Internships.	The overall goals and curricular structure of MSIMC program differ significantly from NYU's DBP program. Northwestern's program provides a much broader foundation in the principles of integrated marketing communications.
Northwestern's program will potentially diminish existing NYU student access to already limited educational and professional resources as well as local internships and employment opportunities for NYU program graduates.	A small number (25-35) of Northwestern MSIMC students will spend their last quarter in NYC. Northwestern's program does not offer individual internships. Rather, students work under faculty members in team-based projects.
<i>NYU Master of Science in Publishing (MSP) vis-à-vis Northwestern's Master of Science in Journalism (MSJ)</i>	
There is overlap of courses in digital media, marketing and branding, writing and editing for digital platforms, editing, podcasting, and storytelling.	Northwestern's MSJ requires the following courses: Journalism Methods, Ethics and Law of Journalism, Foundations of Interactive Journalism, Magazine Journalism Seminar, Foundations of Video Journalism, News Reporting, Magazine Editing, Feature and Magazine Writing.
<p>Students currently enrolled in NYU's MSP program may view Medill in NYC as strong competition within an already tight NYC publishing and media job market.</p> <p>Medill in NYC students who relocate to New York for the last 1-2 semesters of their study, may compete for scarce for-credit internships in media and digital media at the most critical professional development stage for both student populations, i.e., immediately prior to graduation.</p> <p>Medill in NYC students may stay in NY, severely increasing the competition for jobs in media.</p>	<p>Northwestern does not expect their students to increase competition for internships and jobs because:</p> <ul style="list-style-type: none"> • They are seeking different types of opportunities, given programmatic focus. • The MSJ does not require internships. • They are already competing remotely for jobs in NYC and have been for some time. • They find jobs in many major cities. • Increasingly, jobs in magazine and long-form journalism are offered remotely and place of study has little bearing on employability. • The Medill School's Career Services department does not regularly engage with recruiters in book publishing, nor does it intend to expand into this area.