



## PROJECT SNAPSHOT

### Sciences Pathway development in Communications

**Type:** Pathways Development

**Project Number:** 2019-27 or P1927

**Project Lead:** University of Ottawa

**Collaborators:** La Cité collégiale, Collège Boréal

**Deliverables for website (if applicable):** n/a

#### Project Summary

This project aimed to increase Francophone student mobility and access to postsecondary programs in French by developing effective pathways in the Communications field. The project aimed to expand collaboration in this area of high interest, as the University of Ottawa has already been offering two programs in collaboration with La Cité for the past ten years, namely in Journalism and Public Relations. During the project, the analysis and development of several pathways were undertaken from three college programs offered by La Cité and one program offered by Collège Boréal towards the University of Ottawa's Honours BA in Communication program.

#### Project Rationale

The goal of the project was to increase Francophone student mobility and access to postsecondary programs in French by developing one or more effective pathways in the Communications field.

#### Main Collaborators

As described in the project proposal, senior academic administrators, project coordinators, subject matter experts and curriculum specialists at La Cité, Collège Boréal and the University of Ottawa were involved in various discussions regarding the development of these pathways.

## Outcomes

The project aimed to increase Francophone student mobility and access to postsecondary programs in French by developing one or more effective pathways in the Communications field. The proposed pathways are achieving that goal.

Articulations agreements between the University of Ottawa and the two college partners formalizing these pathways are another outcome we are working towards in this project. Formal agreements are currently being developed.

## Pathway(s) Development

### Key Steps

An extensive analysis and approval of advanced standing was undertaken by several internal university stakeholders (department, undergraduate studies office, admission office) to ensure an accurate list of course equivalencies. Existing collaborations between the Department of Communication and La Cité also served as good examples of previous pathways established in this field.

### Pathways Created

Pathways have been established between the college programs in Radio (La Cité), Publicité et communication marketing (La Cité) and Techniques des services policiers (La Cité and Collège Boréal). The following advanced standing has been established as part of this project:

1. Thirty (30) advanced standing credits will be granted towards the Honours BA in Communication offered by the University of Ottawa to graduates of the Radio diploma (La Cité) as well as to graduates of the Techniques des services policiers diploma (La Cité and Collège Boréal)
2. Forty-five (45) advanced standing credits will be granted towards the Honours BA in Communication offered by the University of Ottawa to graduates of the Publicité et communication marketing diploma (La Cité).

### Incomplete Pathways

Yes. No pathway was developed for the Journalisme program from La Cité because an existing, successful collaborative 2+2 program in Journalism is already in place with the University of Ottawa and the Honours Bachelor in Digital Journalism program.

### Challenges

The last part of the project, development and implementation of the pathway, took longer than anticipated. Some college program courses underwent modifications during the project and thus updates had to be made to the analysis. In addition, several internal university stakeholders are involved in validating the proposed equivalencies (department, undergraduate studies office, admission office) as well as subject matter experts at the college level and this process took longer than anticipated.

## **Student Outcomes**

This project has expanded the list of available pathways for Francophone college students looking to continue their postsecondary education in French. Students can benefit from up to one a half year of full-time study in advanced standing as a result of these pathways.

## **Student Credential**

Students will obtain their respective college diplomas as well as an Honours BA in Communication, once they complete the remaining requirements as part of the University program.

## **Student Time Savings**

Time to completion for the Honours BA in Communication has been reduced to 3 years (instead of 4) for the 30 credit advanced standing and 2.5 years (instead of 4) for the 45 credit advanced standing.

## **Student Financial Savings**

The reduction in the time of completion for the University credential will also result in financial savings for students.

## **Student Flexibility**

This project has expanded the list of available pathways for Francophone college students looking to continue their postsecondary education in French. In addition, formalized agreements will help reduce barriers for students looking to transfer from college to university.

## **Student Work Alignment**

The field of Communication is in high demand in today's labour market and a combination of both college and university credentials will help students access work in this field.

## **Institutional Outcomes**

The project aligns very well with the University of Ottawa's recent renewed interest in exploring potential pathways and collaborations with both college and university partners. The University is also continuously improving its internal processes to facilitate pathway development and projects such as this one are helpful in this respect.

## **Tools and Resources**

The final version of the proposed equivalencies will be shared with ONCAT once all approvals are finalized in the next three months. An articulation agreement will be developed and shared with ONCAT at that time as well.

