

FIU Connect4Success

MEMORANDUM OF UNDERSTANDING

Between
Florida International University
and
Broward College

This **Memorandum of Understanding ("MOU")** is entered into as of the Effective Date, (the "**Effective Date**," which shall be the date this MOU becomes fully executed), by and between **The District Board of Trustees of Broward College** (hereafter referred to as "BC") located in Broward County, Florida and **The Florida International University Board of Trustees**, a public body corporate of the State of Florida ("FIU"). FIU and BC are hereafter individually referred to as the "**Party**" or collectively as the "**Parties**." The Parties agree to explore the possibility of developing the highest quality programs to advance the needs of FIU and BC.

Both institutions recognize the following commonalities:

1. The compatibility of the direction and interest of their research and teaching; and,
2. The significant roles they each play as leaders in higher education, teaching and research within their respective counties.

Overview and Exploration of Collaboration:

FIU and BC aspire to sign a MOU as a way to explore a more intentional collaborative relationship based on the following and subject to the rules, regulations, policies, and procedures of each of FIU and BC:

1. FIU and BC agree to expand their existing partnership as part of *FIU Connect4Success*, a guided pathway program for students who intend to transfer to FIU after completing the Associate in Arts (AA) or articulated Associate in Science (AS) degrees.
2. FIU and BC agree to establish transfer equivalencies for the Associate in Science (AS) in New Media Communication to the Bachelor in Public Relations, Advertising, and Applied Communication (PRAAC) to ensure that students transition directly to upper-division courses, thereby reducing the impact of excess credit hours. (Excess hours may result from failing or dropping courses, and thereby, outside the careful curricular planning developed as part of this MOU.) Students who complete the AS in New Media Communication and transfer to PRAAC will be required to complete any remaining general

education requirements at FIU or through an FIU-approved accelerated mechanism.

3. FIU agrees to accept sixty (60) transfer credits from graduates of the BC New Media Communication AS degree program. (Curriculum documents are included in **Appendices A, B and C.**)
4. FIU and BC agree to explore various avenues of collaboration, including academic advising, to encourage AS graduates from BC to pursue the PRAAC degree at FIU.
5. FIU and BC agree to provide data regarding participating students as permissible under the Family Educational Rights and Privacy Act (FERPA) and institutional data sharing policies and procedures.

Via the representatives indicated below or designees, the Parties would encourage direct contact and cooperation among their faculty members and staff. The Parties agree to explore funding possibilities for any activity which might arise.

This MOU serves as an institutional framework for collaborative activities. Specific articulation agreements, beyond the approval of 60 transfer credits for New Media Communication AS students, would need to be drafted by the Parties in the case that the exploration of these areas leads to further developments. These agreements would need to be approved by authorities at each institution. *Nothing in this MOU shall be construed as creating any legal relationship between the Parties.*

Both Parties understand that financial arrangements under this MOU would have to be negotiated and would depend on specific activities and the availability of funds. Any expense incurred by either Party would be subject to individual agreements on a case-by-case basis. The Parties also recognize that intellectual property terms would need to be included in subsequent agreements, as appropriate. In addition, anyone teaching at FIU from BC must have the approved credentials; both Parties are accredited by the **Southern Association of Colleges and Schools Commission on Colleges ("SACSCOC")** and its faculty qualification guidelines represent a commonly accepted best practice for the academic qualifications of faculty. **Appendix D** identifies the faculty qualifications required by FIU.

This MOU is non-exclusive and will become effective on the Effective Date for a three (3)-year period. The MOU may be renewed every three (3) years upon the mutual written consent of the Parties. The MOU may be reviewed in a year-and-a-half (1.5) from the Effective Date to assess results.

FIU and BC stipulate that the use of their respective brands to promote and market this partnership, represented by their headings and logotypes, including the "FIU Connect4Success" logo, could only be used by a Party with the previous and express written authorization of the other Party. The transfer pathway shall be referred to as "FIU

Connect4Success” in all communication and marketing materials. This MOU does not authorize any one of the Parties to express him/herself on behalf of the other, either verbally or in writing or to act on each other’s behalf.

This MOU may be amended or further developed by means of written consent of the Parties. The MOU may be terminated with at least ninety (90) days’ advanced written notice. Notices must be sent to the individuals and addresses indicated below:

For BC:

Torey Alston
President and Chief Executive
Officer
talston@broward.edu

For FIU:

Brian Schriner
Dean
College of Communication,
Architecture + the Arts
brian.schriner@fiu.edu

Davina Clarke, Ph.D.
Director
School of Communication
College of Communication,
Architecture + the Arts
dclarke@fiu.edu

Janie Valdés
Assistant Vice President
Enrollment Management and Services
valdesj@fiu.edu

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The individuals named below sign this MOU on behalf of their respective Parties and represent and warrant that they have the requisite authority to bind their respective Parties.

Broward College

Signed by:



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Torey Alston

President and Chief Executive Officer

Date: 3/14/2025

Approved as to Legality:

APPROVED

By Kristina Raattama at 7:01 pm, Mar 10, 2025

Broward College Office of General Counsel

**The Florida International University
Board of Trustees:**

DocuSigned by:



Elizabeth M. Bejar, Ph.D.

Provost, Executive Vice President and Chief
Operating Officer

Date: April 2, 2025

DocuSigned by:



Brian Schriener

Dean

College of Communication, Architecture +
The Arts

Date: April 1, 2025

DocuSigned by:



Janie Valdes, Ed.D.

Assistant Vice President,
Enrollment Management and Services

Date: March 28, 2025

Approved as to the Form and Legal Sufficiency:

DocuSigned by:



Vilma Mesa

Associate General Counsel

Date: March 26, 2025

APPENDIX A

Broward College -Associate of Science in New Media Communication – 2512 Career Pathway: Arts, Humanities, Communication & Design (AHCD)

Location(s): General Education courses are offered at all BC locations. Program specific courses are offered at Judson A. Samuels South Campus and North Campus.

Program Entrance Requirements: HS Diploma or GED

Program Description: The Associate in Science degree in New Media Communication is designed to develop students' knowledge and skills to navigate the changing communication landscape and acquire the appropriate business acumen for employment as Communication Specialists, New Media Coordinators, Digital Journalists, and/or entry-level Communication Managers. Visit the Program's website for additional information.

Term	Course ID	Description	Credits
Term 1	ENC 1101	Composition I	3
Term 1	MMC 1000	Introduction to Mass Communication	3
Term 1	GE Course	General Education Speech	3
Term 1	COM 2336	Computer Mediated Communication	3
Term 2	GE Course	General Education Mathematics Core (MGF 1130 recommended)	3
Term 2	MMC 2121	Writing Fundamentals for Communicators	3
Term 2	CGS 1060C*	Computer and Internet Literacy	3
Term 2	COM 2370	New Media Communication Applications I	3
Term 3	COM 2372	New Media Communication for Business	3
Term 3	COM 2371	New Media Communication Applications II	3
Term 4	AMH 2010 or AMH 2020 or POS 2041	History of the United States to 1877, or History of the United States since 1877, or National Government	3
Term 4	PGY 1801C	Photoshop Design	3
Term 4	GE Course	General Education National Science Core (BSC 1005 recommended)	3
Term 4	GRA 1144C	Web Publishing	3
Term 5	GRA 2134C	User Experience & Interface Design	3
Term 5	PGY 1802C	Digital Photography	3
Term 5	PSY 2012	General Psychology	3
Term 5	PHI 2010	Introduction to Philosophy	3
Term 6	COM 2412	Communication Methods and Culture	3
Term 6	COM 2941	New Media Communication Internship	3
Total Credits			60

*The Digital Literacy requirement must be met by successfully by passing CGS 1060C, testing out, or completing a Credit for Prior Learning portfolio. Students that test out of CGC 1060C can take ENC 1102 COMPOSITION II.

APPENDIX B

The table below highlights the courses that the FIU PRAAC program will accept as substitutes from BC's AS in New Media.

BC Course Prefix, Number, and Title	FIU Course Prefix, Number, and Title	Credits	
COM 2412 Communication Methods & Culture	COM 3461 Intercultural Communications	3	Substituted
MMC 1000 Introduction of Mass Communication	PUR 3000 Introduction to Public Relations or ADV 3008 Principles of Advertising	3	Substituted
COM 2941 New Media Internship	COM 4940 Communication Internship	3	Substituted
MMC 2121 Writing Fundamentals for Communication	COM 3714 Fundamentals of Communication	3	Substituted
COM 2336 Computer Mediated Communication	COM 3471 Social Media Impact on Communication	3	Substituted
COM 2372 New Media Communication for Business	COM 3110 Business and Professional Communication	3	Substituted

APPENDIX C

Florida International University PRAAC Program

The table below highlights the complete FIU PRAAC program curriculum, along with the 6 substituted courses (18 credits) from BC's AS in New Media.

Core Requirements (15 credits)			
BC Course Prefix, Number, and Title	FIU Course Prefix, Number, and Title	Credits	
	PUR 1951 PRAAC Orientation	0	Required
MMC 2121 Writing Fundamentals for Communication	COM 3714 Fundamentals of Written and Visual Communication	3	Substituted
	MMC 3303 Global Media and Society- GL	3	Required
	MMC 4200 Mass Communication Law and Ethics	3	Required
	VIC 3400 Visual Design for Globalized Media	3	Required
	IDS 3309 How We Know What We Know	3	Required

Major Specific Requirements (21 credits)			
BC Course Prefix, Number, and Title	FIU Course Prefix, Number, and Title	Credits	
MMC 1000 Introduction to Mass Communication	PUR 3000 Principles of Public Relations or ADV 3008 Principles of Advertising	3	Substituted
	COM 3520 Designing Communication Strategies	3	
	ADV 4323 Strategic Branding and Social Media	3	
	PUR 4100 Writing for Public Relations	3	
	PUR 4101 Digital Editing and Design	3	
	COM 4958 Senior Capstone: Integrated Campaigns	3	

Specializations Courses (12 credits)			
BC Course Prefix, Number, and Title	FIU Course Prefix, Number, and Title	Credits	
	SPC 3602 Advanced Public Speaking		
	ADV 3008 Principles of Advertising		
	ADV 3200 Creative Concepts		
	ADV 4101 Advanced Creativity		
	ADV 4201 Advertising and Society		
	ADV 4300 Media Planning		
	ADV 4601 Account Planning		
	ADV 4711 Portfolio Workshop		
	ADV 4800 BOLD Practicum 2		
COM 2372 New Media Communication for Business	COM 3110 Business and Professional Communication	3	Substituted
COM 2336 Computer Mediated Communication	COM 3471 Social Media's Impact on Communication	3	Substituted
	COM 4022 Health Communication		
COM 2412 Communication Methods & Culture	COM 3461 Intercultural Communication	3	Substituted
	COM 4430 International Business Communication		
	COM 4462 Conflict Resolution		
	COM 4930 Special Topics in Communication Arts		
COM 2941 New Media Internship	COM 4940 Internship in Communication Arts	3	Substituted
	DIG 4800 Digital Theories		
	PUR 3000 Principles of Public Relations		

	PGY 4611C Digital Photo and Social Media		
	PUR 4106 Advanced PR Writing		
	PUR 4940 Practicum: BOLD Agency		
	RTV 3531 Multimedia Production		
	SPC 3210 Communication Theory		
	SPC 3540 Persuasion		
	SPC 4445 Communication for Effective Leadership		

Area of Concentration (12 credits) Twelve credits (12) in one subject outside the School of Communication		
	Credits	
	3	
	3	
	3	
	3	

Total Program Requirements: 42 credits (includes 18 substituted credits from AS degree)

Note: AS graduates are required to complete any pending General Education requirements (18 minimum) to complete 60 credits and reach 120 credits for degree completion.



Appendix D

Qualified Faculty Requirements

The institution employs competent faculty members qualified to accomplish the mission and goals of the institution. When determining acceptable qualifications of its faculty, the institution gives primary consideration to the highest earned degree in the discipline.

The institution also considers competence, effectiveness, and capacity, including, as appropriate, undergraduate and graduate degrees, related work experience in the field, professional licensure and certifications, honors and awards, continuous documented excellence in teaching, or other demonstrated competencies and achievements that contribute to effective teaching and student learning outcomes.

Florida International University uses the following as credential guidelines when it defines faculty qualifications using faculty credentials:

- Faculty teaching general education courses at the undergraduate level: doctorate or master's degree in the teaching discipline or master's degree with a concentration in the teaching discipline (a minimum of 18 graduate semester hours in the teaching discipline).
- Faculty teaching baccalaureate courses: doctorate or master's degree in the teaching discipline or master's degree with a concentration in the teaching discipline (a minimum of 18 graduate semester hours in the teaching discipline).
- Faculty teaching graduate and post-baccalaureate course work: earned doctorate/terminal degree in the teaching discipline or a related discipline
- Graduate teaching assistants: master's in the teaching discipline or 18 graduate semester hours in the teaching discipline, direct supervision by a faculty member experienced in the teaching discipline, regular in-service training, and planned and periodic evaluations.

As a Carnegie Research University with High Research Activity (RU/H), Florida International University additionally credentials its faculty based on national/international juried research productivity within the discipline. The institution documents a faculty member's research contributions to the discipline as evidence of the faculty qualifications.

In extremely limited circumstances a faculty member may be credentialed based on a combination of educational experience, productivity in the discipline and work experience. In these situations the practical experience in the discipline must be at an executive level with a broad scope of national/international reach.