



MEMORANDUM OF UNDERSTANDING TRANSFER ARTICULATION

**UA-PULASKI TECHNICAL COLLEGE
AND
ARKANSAS STATE UNIVERSITY-JONESBORO**

Associate of Science in Liberal Arts and Sciences

and

Bachelor of Science in Strategic Communication: Social Media Management

This Memorandum of Understanding ("Agreement"), entered into on ___ of August, 2018, ("Effective Date") by and between Arkansas State University-Jonesboro (hereinafter, "ASUJ"), located at 2105 Aggie Road, Jonesboro, Arkansas 72401, and the Board of Trustees of the University of Arkansas, acting for and on behalf of, UA-Pulaski Technical College (hereinafter "UA-PTC"), located at 3000 West Scenic Drive, North Little Rock, Arkansas 72104.

PURPOSE

The purpose of this Agreement is to facilitate the transfer and degree completion of students earning the Associate of Science in Liberal Arts and Sciences at PTC to the Bachelor of Science in Strategic Communication: Social Media Management. Through collaborative efforts, ASUJ and PTC will provide clarity regarding the degree requirements herein, and afford students the opportunity to earn a high-quality degree from both institutions in the most efficient manner possible.

AGREEMENT

It is agreed that any student who has earned the Associate of Science in Liberal Arts and Sciences at PTC will be admitted to the Bachelor of Science in Strategic Communication: Social Media Management at

ASUJ in either the on-campus or A-State Online program with full junior classification, subject to the provisions listed below.

ADMISSION REQUIREMENTS

- A. The student must complete the requirements necessary for general admission to ASUJ as well as specific admission to the ASUJ Bachelor of Science in Strategic Communication: Social Media Management program.
- B. The student will have earned the Associate of Science in Liberal Arts and Sciences at PTC.
- C. Degree program admission requirements for students who transfer pursuant to this Agreement will be determined in the same manner as if their initial enrollment had been at ASUJ.

TRANSFER OF CREDITS

- A. Course requirements for this Agreement are displayed on the following attachments (see Appendix A).
- B. A transfer student who has not completed all of the courses specified within the Associate of Science in Liberal Arts and Sciences degree plan at PTC, before entering ASUJ, must work with an academic advisor to ensure timely completion of degree program requirements.
- C. Current and updated copies of catalogs/curricular requirements for the ASUJ Bachelor of Science in Strategic Communication: Social Media Management program will be available to PTC online. Catalogs/Curricular requirements are available for both the on-campus and A-State Online programs.
- D. Remedial course grades will not be computed in the cumulative GPA for purposes of admission to ASUJ.

IMPLEMENTATION AND REVIEW

- A. The Chief Academic Officers at each institution will implement the terms of this Agreement, including incorporation of any mutually agreed upon changes into subsequent revisions of this Agreement, assuring compliance with system policy, procedure and guidelines.
- B. This Agreement will be reviewed on an annual basis. Both ASUJ and PTC agree to notify one another in a timely manner of any curriculum changes that would significantly impact the nature of this Agreement.
- C. ASUJ and PTC will work together cooperatively, in the best interest of affected students, to resolve any issues related to the transfer of courses should changes to either degree program occur while the Agreement is in effect.
- D. Students will be subject to the terms and conditions of this Agreement in accordance with their academic year of entry at PTC. A student may opt for a subsequent revision of this Agreement, but must meet all of the requirements specified therein.
- E. ASUJ and PTC will make every effort to inform students of this Agreement. This may include, but is not limited to, inclusion within each institution's website, published catalog, recruitment publications, media announcements, social media engagement, and in-person information sessions.

MISCELLANEOUS


- A. This Agreement is effective upon execution and shall remain in effect even if persons, positions, and/or titles change.
- B. This Agreement may be terminated by either party with at least 90 calendar days written notice.
- C. In the event that the Agreement is terminated, no new students will be admitted to the program; however, all students who have already been admitted to ASUJ, in accordance with the terms of this Agreement, will be allowed to complete their approved course of study under the terms contained therein.
- D. This agreement shall become effective at the time that the Arkansas Department of Higher Education has been notified and approval has been granted.
- E. The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student educational records. Each Party agrees to comply with FERPA.
- F. Both parties agree that the attached Exhibit A is a permanent part of this Agreement and will adhere to the terms and conditions as stated.



Lynita M. Cooksey, Ph.D.
Provost and Vice Chancellor for Academic
Affairs and Research
Arkansas State University-Jonesboro

8/17/18
Date

**Board of Trustees of the University of Arkansas,
acting for and on behalf of, UA-Pulaski Technical College**



Margaret Ellibee, Ph.D.
Chancellor
UA-Pulaski Technical College

8-2-18
Date



Marla Strecker, Ed.D
Provost and Executive Vice Chancellor
UA-Pulaski Technical College

8-3-18
Date

Appendix A:

Course equivalencies between UA-Pulaski Technical College and Arkansas State University – Jonesboro

PTC Courses

English Composition

ENGL 1311 English Composition I
ENGL 1312 English Comp II
SPCH 1300 Speech Communications

Mathematics

MATH 1302 College Algebra OR
MATH 1300 Mathematical Reasoning

Life Science

BIOL 1400 Biology for General Education OR
BIOL 1401 Biological Science OR
BIOL 1402 Human Anatomy and Physiology I OR

BIOL 2401 Microbiology

Physical Sciences

CHEM 1403 Fundamental Chemistry I OR

CHEM 1404 Fundamental Chemistry II OR

CHEM 1405 General Chemistry I OR
PHYS 1401 Physical Science OR
PHYS 1402 College Physics I

U.S. History/Government

HIST 2311 U.S. History to 1877 OR
HIST 2312 U.S. History since 1877 OR
POLS 1310 American National Government

Social Sciences

Choose 6 hours

SOCI 2300 Introduction to Sociology
HIST 1311 History of Civilization I
HIST 1312 History of Civilization II
ANTH 2310 Cultural Anthropology
ECON 2323 Principles of Macroeconomics
PSYC 2300 Psychology and the Human Experience
GEOG 1310 Physical Geography

World Literature

ENGL 2337 World Lit from the Beginning to 1650
OR
ENGL 2338 World Lit from 1650 to the Present

ASUJ Courses

ENG 1003 Composition I
ENG 1013 Composition II
COMS 1203 Oral Communication

MATH 1023 College Algebra
MATH 1043 Quantitative Reasoning

BIOL 1003/1001 Biological Science/Lab
BIOL 1003/1001 Biological Science/Lab
BIO 2203/2201 Human Anatomy and Physiology
I/Lab
BIO 2103/2101 Microbiology for Nursing and Allied
Health/Lab

CHEM 1043/1041 Fundamental Concepts of
Chemistry/Lab
CHEM 1043/1041 Fundamental Concepts of
Chemistry/Lab
CHEM 1013/1011 General Chemistry I/Lab
PHSC 1203/1201 Physical Science/Lab
PHYS 2054 General Physics I

HIST 2763 The United States to 1876
HIST 2773 The United States Since 1876
POSC 2103 Intro to US Government

SOC 2213 Introduction to Sociology
HIST 1013 World Civilization to 1660
HIST 1023 World Civilization Since 1660
ANTH 2233 Introduction to Cultural Anthropology
ECON 2313 Principles of Macroeconomics
PSY 2013 Introduction to Psychology
GEOG 2613 Introduction to Geography

ENG 2003 World Literature to 1660

ENG 2013 World Literature Since 1660

PTC Courses

Humanities

THEA 2300 Introduction to Theater **OR**

MUSC 2300 Introduction to Music **OR**

ARTS 2300 Introduction to Visual Art

Institutional Requirements

Directed Electives (25 hours)

ASUJ Courses

THEA 2503 Fine Arts Theatre

MUS 2503 Fine Arts Music

ART 2503 Fine Arts Visual

Transfer Credit Electives

ASU- JONESBORO COURSES

The following are courses that PTC students must take to complete ASUJ's Bachelor of Science in Strategic Communication: Social Media Management

Major Requirements (16 hours)*

AD 4003 Account Planning & Management **OR**
COMS 3363 Communication Research
CMAC 1001 Media Grammar and Style
CMAC 2003 Media Writing
CMAC 4073 Communications Law and Ethics
PRAD 3143 Strategic Writing
PRAD 4753 Strategic Communication Case Studies **OR**
PRAD 4763 Strategic Communication Campaigns

Communications Electives or Specialization (12 hours)*:

COMS 4263 Organizational Communication **OR**
MDIA 3373 Introduction to Internet Communication
Communication Electives/Specializations

Emphasis Area (Social Media Management) (15 hours)*:

AD 3023 Principles of Advertising **OR**
PR 4113 Integrated Marketing Communications
AD 3133 Interactive Advertising
AD 4333 Social Media Measurement
PR 3003 Principles of Public Relations
PRAD 4213 Social Media in Strategic Communications

Minor (18 hours):

Must be outside the Departments of Media and Communication and approved by advisor

*Due to rotation all courses may not be available every term

A-STATE ONLINE COURSES

The following are courses that PTC students must take to complete ASUJ's Bachelor of Science in Strategic Communication: Social Media Management through A-State Online

Major Requirements (16 hours)*

COMS 3363 Communication Research
CMAC 1001 Media Grammar and Style
CMAC 2003 Media Writing
CMAC 4073 Communications Law and Ethics
PRAD 3143 Strategic Writing
PRAD 4753 Strategic Communication Case Studies

Communications Electives or Specialization (12 hours)*:

COMS 4263 Organizational Communication
PRAD 3353 Strategic Visual Communication
COMS 4383 Computer Mediated Communication
COMS 4243 Interpersonal Communication

Emphasis Area (Social Media Management) (15 hours)*:

AD 3023 Principles of Advertising
AD 3133 Interactive Advertising
AD 4333 Social Media Measurement
PR 3003 Principles of Public Relations
PRAD 4213 Social Media in Strategic Communications

Minor (18 hours):

Choose courses from Criminology, Sociology, Political Science, Leadership Studies, or General Business

*Due to rotation all courses may not be available every term

Exhibit A

RE: ADDENDUM TO AGREEMENT BETWEEN ASUJ ("THE PARTNER") AND THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ARKANSAS, ACTING FOR AND ON BEHALF OF, UA-Pulaski Technical College ("THE UNIVERSITY") DATED _____ ("THE AGREEMENT").

1. **Liability**-Pursuant to Article 12, § 12 of the Arkansas Constitution, the University may not enter into a covenant or agreement to hold a party harmless or to indemnify a party from prospective damages. The parties are responsible for their own negligent conduct and that of their respective officers, employees, agents and designated representatives acting within the official scope of their position.

2. **Governing Law and Venue**-The laws of the State of Arkansas govern this Agreement. The place of execution and venue governing the Agreement is Pulaski County, Arkansas. All matters relating to the validity, construction, interpretation and enforcement of the Agreement shall be determined in Pulaski County, Arkansas.

3. **Sovereign Immunity**-The University is an instrumentality of the State of Arkansas and is entitled to sovereign immunity. The parties agree that all claims, demands or actions for loss, expense, damage, liability or other relief, either at law or in equity, for actual or alleged personal injuries or property damage arising out of or related to this Agreement by the University or its officers, employees, agents or designated representatives acting within the official scope of their position, must be brought before the Claims Commission of the State of Arkansas. With respect to such claims, demands or actions, the University agrees that: (a) it will cooperate with the Partner in the defense of any claim, demand or action brought against the Partner seeking the foregoing loss, expense, damage, liability or other relief; (b) it will in good faith cooperate with the Partner should the Partner present any claim, demand or action of the foregoing nature against the University to the Claims Commission of the State of Arkansas; (c) it will not take any action to frustrate or delay the prompt hearing on claims of the foregoing nature by the said Claims Commission and will make reasonable efforts to expedite said hearing. The obligations of the paragraph shall survive the expiration or termination of the Agreement. Nothing in the Agreement between the Partner and the University shall be construed as a waiver of the University's sovereign immunity or the University's right to assert in good faith all claims and defenses available to it in any proceeding.

4. **Attorney's Fees**-Neither party shall be liable to the other for any payment of attorneys' fees or costs on any claim, demand or action related to or regarding the validity, construction, interpretation, breach or enforcement of the Agreement.

5. **Collection of Fees**-Pursuant to Arkansas Code Annotated § 19-11-224, no account or amount due under the Agreement shall be deemed past due and no right of collection, late fees, charges or interest shall accrue until after sixty (60) days past the date such account or amount is due and payable under the terms of the Agreement.

6. **Notice**-Notice to the University required or permitted by the Agreement shall be effective upon receipt. In addition to any notice provisions specified in the Agreement, all notices, requests and other communications required or permitted to be sent under the Agreement, including any notice of demand, claim or breach against the University, shall be in writing and shall be delivered personally; or by facsimile (provided such delivery is confirmed); by overnight courier service; or by United States certified mail, postage paid, return receipt requested, to the following address set forth below:

University of Arkansas System
Attn: Office of General Counsel
2404 North University Avenue
Little Rock, Arkansas 72207-3608
Fax: 501-686-2517

7. **Confidential or Proprietary Information**-To the extent any provision in the Agreement restricts dissemination of confidential or proprietary information by the University, it shall not be construed to prohibit disclosure of such information to comply with a request by valid subpoena, court order or other applicable law.

8. **Binding Arbitration**-Any agreement to submit to binding arbitration is canceled, superseded and revoked by this Addendum.

9. **Amendment to the Agreement**-To the extent any prior agreements, negotiations, representations or any provision of the Agreement, including, without limitation, the software license agreement and Accuplacer Program Manual, contradict or otherwise conflict with the terms or conditions of this Addendum, such provisions are canceled, superseded and revoked. The Agreement shall not be otherwise altered or amended other than an agreement in writing signed by the parties hereto.


10. **Technology Access**-The Partner acknowledges that when procuring a technology product or when soliciting the development of such a product, the Institution is required to comply with the provisions of Arkansas Code Annotated § 25-26-201 et seq., as amended by Act 308 of 2013, which expresses the policy of the State to provide individuals who are blind or visually impaired with access to information technology purchased in whole or in part with state funds. The Partner expressly acknowledges that, if applicable, all products or services provided to the Institution pursuant to the Agreement and this Addendum meet the statutory requirements found in 36 C.F.R. § 1194.21 (software applications and operating systems) and 36 C.F.R. § 1194.22 (web-based intranet and internet information and applications), in accordance with the State of Arkansas technology policy standards relating to accessibility by persons with visual impairments. If it is determined by the institution that the products provided by the Partner do not comply with applicable federal, state and local laws, statutory requirements and policies referenced in this Addendum, the institution has the right to immediately terminate the Agreement.

11. **Israel Boycott Prohibition**-In accordance with Ark. Code Ann. § 25-1-503,

Partner hereby certifies to University that Partner (a) is not currently engaged in a boycott of Israel and (b) agrees for the duration of this [Agreement/PO/contract] not to engage in a boycott of Israel. A breach of this certification will be considered a material breach of contract. In the event that Partner breaches this certification, University may immediately terminate this [Agreement/PO/contract] without penalty or further obligation and exercise any rights and remedies available to it by law or in equity.

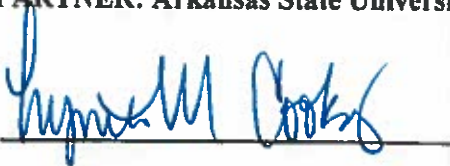
Entered this 1st day of August, 2018.

THE UNIVERSITY: University of Arkansas – Pulaski Technical College

BY: 
Margaret Ellibee, Ph.D.
Chancellor

DATE: 8-10-18

THE PARTNER: Arkansas State University-Jonesboro

BY: 
Lynita Cooksey, Ph.D.
Provost and Vice Chancellor for Academic Affairs

DATE: 8/17/18