



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

## New Program Report

**Date Submitted:**

11/02/2023

**Institution**

Stephens College

**Site Information**

**Implementation Date:**

1/3/2024 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Stephens College, 1200 E. Broadway, Columbia, MO, 65215-0001

**CIP Information**

**CIP Code:**

099999

**CIP Description:**

Any instructional program in communication, journalism, and related fields not listed above.

**CIP Program Title:**

Communication, Journalism, and Related Programs, Other

**Institution Program Title:**

Content Creation

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Science

**Options Added:**

**Collaborative Program:**

N

**Mode of Delivery**

**Current Mode of Delivery**

Classroom

**Student Preparation**



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## New Program Report

**Special Admissions Procedure or Student Qualifications required:**

Applications are completed through the Stephens College Admissions application. Admission to any Stephens program presupposes the readiness to undertake the task of working independently, the ability to maintain a positive and critical approach to studies and creative work, the capacity to collaborate with advisers and instructors, and a commitment to engage with constructive feedback and advice. The College requires that all candidates for admission are graduates of accredited four-year high schools or have satisfied high school requirements through the GED or other officially specified arrangements. Some academic programs have specific entry requirements (such as audition) that are separate from acceptance to the College. Students applying for transfer to Stephens College must submit ALL college transcripts for evaluation. Admission to Stephens College is based on academic ability, seriousness of purpose, and quality of character – we do also take the ACT/SAT and GPA into serious consideration.

**Specific Population Characteristics to be served:**

Consistent with our mission, admission and continued enrollment in our undergraduate residential women’s college is restricted exclusively to women, including students who are legally identified as female and who self-identify as women; students who document an ongoing transition to female and who self-identify as women; and students who are legally identified as female but do not fit within the gender binary. The program will not admit or enroll students who self-identify as men or who are transitioning to male.

**Faculty Characteristics**

**Special Requirements for Assignment of Teaching for this Degree/Certificate:**

Terminal degree in Business Administration or Communications or a related field from an accredited institution, domestic or international.

Candidates should have at least 3-5 years of administrative and teaching experience at the post- secondary level, as well as experience in business or a related field.

Successful candidates will demonstrate strong administrative and interpersonal skills, as well as strong intercultural competence and the ability to work with diverse populations.

**Estimate Percentage of Credit Hours that will be assigned to full time faculty:**

Full time faculty teach Fall and spring semesters 24 credit hours annually (Tenure, Tenure-track). Twelve-month positions are assigned 30 credit hours annually.

**Expectations for professional activities, special student contact, teaching/learning innovation:**

Faculty are expected to meet faculty roles as defined in Stephens College Faculty Personnel Policies. Mastery of Subject

1. Teaching excellence
2. Scholarship
3. Service to college and profession
4. Continuing development

**Student Enrollment Projections Year One-Five**

<b>Year 1</b>	<b>Full Time: 10</b>	<b>Part Time: 1</b>	
<b>Year 2</b>	<b>Full Time: 20</b>	<b>Part Time: 2</b>	



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<b>Year 3</b>	<b>Full Time: 30</b>	<b>Part Time: 3</b>	<b>Number of Graduates:</b> 10
<b>Year 4</b>	<b>Full Time: 40</b>	<b>Part Time: 4</b>	
<b>Year 5</b>	<b>Full Time: 45</b>	<b>Part Time: 4</b>	<b>Number of Graduates:</b> 22

**Percentage Statement:**

n/a

**Program Accreditation**

Institutional Plans for Accreditation:

Specialized accreditation may be sought through the Accreditation Council for Business Schools and Prog

**Program Structure**

**Total Credits:**

120

**Residency Requirements:**

Full time enrollment for six semesters.

**General Education Total Credits:**

36

**Major Requirements Total Credits:**

63

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
BUS	0	NO NEW COURSES

**Free Elective Credits:**

21

**Internship or other Capstone Experience:**

The Content Creation Program has an internship requirement. The Internship is designed to provide students real-life work experiences through on- the-job training with a field-related cooperating employer in the students declared major. Students will be supervised by the business/industry sponsor and report to the Business Program Chair.

**Assurances**

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

**Contact Information**

First and Last Name: LINDA  
SHARP



## **New Program Report**

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