DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:
02/11/2020

Institution
State Fair Community College

Site Information

Implementation Date:
8/1/2020 12:00:00 AM

Added Site(s):

Selected Site(s):

State Fair Community College, 3201 W. 16TH Street, Sedalia, MO, 65301-2199

CIP Information

CIP Code:
090702

CIP Description:
A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

CIP Program Title:
Digital Communication and Media/Multimedia

Institution Program Title:
Digital Media Communications

Degree Level/Type

Degree Level:
Associate Degree

Degree Type:
Associate in Applied Science

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online

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Student Preparation

Special Admissions Procedure or Student Qualifications required:
No special preparation required

Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Masters of Arts in Digital Media, Digital
Communications, or Communications

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Option 1:
a) 70% assigned to full-time faculty
b) 60% assigned to full-time faculty
Option 2: 50% assigned to full-time faculty

Expectations for professional activities, special student contact, teaching/learning innovation:
Leads advisory meetings, sponsors newspaper
and communications clubs, facilitates internships
and partnerships with local businesses, markets
the program to perspective students

Student Enrollment Projections Year One-Five

Year 1	Full Time: 20	Part Time: 10	
Year 2	Full Time: 40	Part Time: 10	
Year 3	Full Time: 40	Part Time: 10	Number of Graduates: 15
Year 4	Full Time: 60	Part Time: 10	
Year 5	Full Time: 60	Part Time: 10	Number of Graduates: 20

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
There is no industry-recognized special accreditation for this degree.

Program Structure

Total Credits:
60

Residency Requirements:
15 semester hours

General Education Total Credits:
42

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Major Requirements Total Credits:
45

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
COMM	3	New Media Communication Applications
BSMT 106	3	Principles of Marketing
ART 165	3	Web Authoring and Graphic Tools
COMM 114	3	News Reporting I
BSMT 122	3	Digital and Social Media Marketing
ART 160	3	Introduction to Graphic Design
COMM	3	Intro to Digital Video
COMM 112	3	Introduction to Public Relations
COMM 105	3	Interpersonal Communications
WEB 103	0	Introduction to Web Development
COMM	3	Writing across the Media
ART 162	3	Digital Photography
COMM	6	Digital Media Communications Internship
WEB 118	3	Digital Imaging

Free Elective Credits:
0

Internship or other Capstone Experience:
15 hours of COMM classes, including 6 hour Digital Media Communications Internship

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus, CBHE-approved service region or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

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

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

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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

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MCFAIL

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TO BE COMPLETED BY PUBLIC INSTITUTIONS ONLY:

As additional state funding for new programs will not be available in the immediate future so information about program finances must be very clear. Within this context, please complete the following financial projections table and questions below. The boxes are fillable. When you have completed this form, please save, and upload.

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
1. Expenditures					
A. One-time:					
New/renovated space	0	0	0	0	0
Equipment	$37,6	0	0	0	0
Library	0	0	0	0	0
Consultants	0	0	0	0	0
Institutional Overhead	0	0	0	0	0
Other					
anticipated	$37,6	0	0	0	0
Total for One-time Expenditures	$37,6	0	0	0	0
B. Recurring:					
Faculty	$60,000	$60,000	$60,000	$60,000	$60,000
Staff	0	0	0	0	0
Benefits	0	0	0	0	0
Equipment	0	0	0	0	0
Library	0	0	0	0	0
Institutional Overhead	0	0	0	0	0
Other	0	0	0	0	0
Total for Recurring Expenditures	$60,000	0	0	0	0
TOTAL (A + B)	$97,600	$60,000	$60,000	$60,000	$60,000
2. Revenues					
*State Aid - CBHE	0	0	0	0	0
*State Aid - DESE	0	0	0	0	0
Tuition/Fees	$90,000	$180,00	$180,000	$270,000	$270,000
Institutional/Resources	$50,000	0	0	0	0
Other	0	0	0	0	0

Please provide response to the statements below.

1. What are the specific sources of funds to support the new proposed program?

Because Digital Media Communications is an interdisciplinary program and most of the expenses relate to Introduction to Graphic Arts, the Art Department has agreed to absorb the cost through their State Fair Community College Foundation endowment funding. After initial costs, equipment will be placed on a manageable rotation, which will also be absorbed by the Art Department.

2. If the new program is being funded through the "core institutional budget," what amount of funds will be reallocated and from which areas?

In September 2019, the Communication Studies Department surveyed high school students at our SFCC Career Day. Eleven hundred were in attendance, and 110 students indicated they want to be a part of the Digital Media Communications Program. That, combined with industry information, leads us to believe 20 students to start the program and 60 students in the program within 5 years is realistic. Therefore, we

3. Are there any programs that will be deleted as a result of implementing this new program?

No, in fact, this will help other SFCC programs by encouraging enrollment in some of their key courses.

4. If the program will be supported by external funds, have the funding agency, the amount of funds, and whether they are one-time or ongoing funding been identified?

The program will not be supported by external funds.

5. In those circumstances for which one-time or limited duration funds are an integral component of the financing arrangements for the new program, please define a transition plan for the period when the one-time or limited duration funds cease to be available.

This program is not supported by one-time funding.

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Total Credits (A):
Residency Requirement: 15 semester hours
General Education: 15 hours
Major requirements: 60 hours

General Education Courses (C):

Course Subject	Course Number	Course Title	Credit Hours	Minimum Grade
COMM	101	Public Speaking	3	C
ENGL	101	English Composition I	3	C
MATH	119	Statistical Reasoning	3	C
POLS	101	American/National Government	3	C
COMM	110	Introduction to Mass Communications	3	C

Major requirements: (D):

Course Subject	Course Number	Course Title	Credit Hours	Minimum Grade
COMM	105	Interpersonal Communications	3	C
COMM	112	Introduction to Public Relations	3	C
COMM	114	News Reporting I	3	C
BSMT	106	Principles of Marketing	3	C
BSMT	122	Digital and Social Media Marketing	3	C
WEB	118	Digital Imaging	3	C
WEB	103	Introduction to Web Development	3	C
ART	160	Introduction to Graphic Design	3	C
ART	165	Web Authoring and Graphic Tools	3	C
ART	162	Digital Photography	3	C

Course Subject	Course Number	Course Title	Credit Hours	Minimum Grade
COMM		Writing across the Media	3	C
COMM		New Media Communication Applications	3	C
COMM		Intro to Digital Video	3	C
COMM		Digital Media Communications Internship	6	C

Free elective credits (E):

Course Subject	Course Number	Course Title	Credit Hours	Minimum Grade

Does this program require an internship or other capstone experience?	Yes
Any unique features such as interdepartmental cooperation?	Yes, the program includes art, web design, and marketing.

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Catalog:

Category	Hours Required	Course Used
Written and Communications	6	English Composition I and Public Speaking
Mathematical Sciences	3	Statistical Reasoning
Civics	3	American/National Government
Humanities, Sciences, and Fine Arts	3	Introduction to Mass Communications

*General Education Requirements can be found in Section 2 of the current catalog.

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Developmental courses may or may not be included in the semester by semester plan.

Catalog:

1st Semester:

Course Number	Course Title	Credit Hours	Prerequisite Course(s)
ENGL 101	English Composition I	3	ENGL 070 with a grade of C or higher or equivalent placement scores.
COMM 101	Public Speaking	3	
POLS 101	American National Government	3	ENGL 070 with a grade of C or higher or equivalent placement scores.
ART 160	Introduction to Graphic Design	3	
COMM 105	Interpersonal Communications	3	
Totals:		15	

2nd Semester

Course Number	Course Title	Credit Hours	Prerequisite Course(s)
MATH 119	Statistical Reasoning	3	MATH 061 or equivalent placement score.
COMM 110	Introduction to Mass Communications	3	
WEB 103	Introduction to Web Development	3	
BSMT 106	Principles of Marketing	3	Equivalent reading placement score into ENGL 070.
COMM 112	Introduction to Public Relations	3	ENGL 070 with a grade of C or higher or equivalent placement scores.

Totals:		15	

3rd Semester

Course Number	Course Title	Credit Hours	Prerequisite Course(s)
COMM	Writing across the Media	3	ENGL 070 with a grade of C or higher or equivalent placement scores
ART 162	Digital Photography	3	
WEB 118	Digital Imaging	3	
COMM	New Media Communications Applications	3	
BSMT 122	Digital and Social Media Marketing	3	Equivalent reading placement score into ENGL 070
Totals:		15	

4th Semester

Course Number	Course Title	Credit Hours	Prerequisite Course(s)
COMM 114	New Reporting I	3	ENGL 070 with a grade of C or higher or equivalent placement scores.
ART 165	Web Authoring and Graphic Tools	3	ART 150: Intro to Graphic Design or ART 152: Digital Photography
COMM	Introduction to Digital Video	3	
COMM	Digital Media Communications Internship	6	Consent of program coordinator; complete in final semester of the program
Totals:		15	

5th Semester

Course Number	Course Title	Credit Hours	Prerequisite Course(s)

Totals:			

6th Semester

Course Number	Course Title	Credit Hours	Prerequisite Course(s)
Totals:			