



John R. Kasich, Governor
Jim Petro, Chancellor

REQUEST AND RECOMMENDATION

Clark State Community College
Associate of Applied Business in New Media

Request:

Clark State Community College requests approval to offer an Associate of Applied Business degree in New Media.

Background:

Clark State Community College is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. The purpose of the college is to foster individual and community prosperity through access to high quality, learning-centered education. The institution currently offers over eighty degree programs and numerous certificates in a variety of career fields.

Curriculum and Enrollment:

The proposed degree combines traditional media such as film, images, music, spoken and written word with the interactive power of computer and communication technology, computer-enabled consumer devices and the Internet. The program will be housed in the college's new Hollenbeck Bayley Creative Arts and Conference Center and will complement the college's digital media, computer software development, and visual arts programs.

The proposed program will prepare students for entry-level careers in web site design and development, web animation, game design, digital video projection, and multimedia development. Graduates of the program have the potential to earn annual salaries ranging from \$37,500 to \$ 48,000.

The college conducted an extensive survey of media companies in the region to validate the need for program. The institution is projecting an enrollment of twelve (12) full-time and eight (8) part-time students beginning fall 2012. Enrollment is expected to grow to twenty-two (22) full-time and sixteen (16) part-time students by fall 2013.

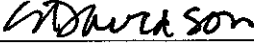
Faculty and Resources:

The college is financially prepared to offer the program. Existing faculty are in place to begin the program; additional faculty will be hired to accommodate program growth.

Recommendation:

The program clearly meets the Chancellor's standards for associate degree programs. No concerns were raised during the review.

End of Comment Period:
No Comments Received, Recommend Approval

RECOMMENDATION	
The Vice Chancellor of Academic Affairs has verified that this institution has met the standards and requirements of the Ohio Board of Regents.	
	3/12/12
Stephanie Davidson, Vice Chancellor	Date

APPROVED	
	
Jim Petro, Chancellor	3-14-12
	Date

MIC

ASSOCIATE DEGREE ANALYSIS

Institution ~~~ Clark State Community College
Degree ~~~ Associate of Applied Business in New Media

A. Program Need/Enrollment

- YES _____ 1. Community need/desire/industry driven /student interest ~~~ *the college conducted an extensive survey of media companies in the region to validate the need for this program.*
- NO _____ 2. Duplication – within the region and/or state? ~~~ *Sinclair Community College, Wright State University and Central State University are within a thirty mile radius of Clark State and none of these institutions currently offer this program. The college is willing to share best practices with other campuses interested in this program. This new program presents an opportunity for program sharing – if campuses are interested.*
- YES _____ 3. Projected number of enrolled students ~~~ *12 Full Time/8 Part-Time*
- YES _____ 4. Cost estimate (Financial Impact Statement) ~~~ *Affordable*

B. Faculty, Facilities, Terms, & Credits

- Yes _____ 1. # Of full-time faculty ~~~ *Existing faculty will be utilized*
- Yes _____ 2. Faculty qualifications – lead dept. ~~~ *The administrative structure of the program falls under the Arts and Sciences Division with oversight provided by a new Media Coordinator.*
- Yes _____ 3. Facilities ~~~ *The program will be housed in the college's new Hollenbeck Bayley Creative Arts and Conference Center that opened last year. Ample classrooms, labs, library, etc., will be able to accommodate additional student enrollment as a result of this new program.*
- Yes _____ 4. Monetary support (Financial Impact Statement)
- Yes _____ 5. Collaboration – between institutions, adult career centers, businesses, Ohio Skills Bank? *The College worked collaboratively with several of regions Adult Workforce Centers and met with ten specific employers from the region who expressed their specific need to the college for this program. The college also conducted an extensive survey of media companies in the region to further validate the need for this program.*
- Yes _____ 6. Articulation & Transfer ~~~ *Students will be able to transfer to The Ohio State University in their BA in New Media and Communication, the University of Toledo in their BA in New Media, and Franklin University in their BA in Media Communications.*
- _____ 7. Quarter Term – 10-11 week terms with 90-110-credits – not exceeding 7 FT quarters;
- Yes _____ 8. Semester Term – 15-16 week terms with 60-73 credits, not exceeding 4 FT semesters;

C. Degrees

- _____ 1. Associate of Arts/Science by state/local community colleges, branch campuses of State University or State University
- _____ a. 90 Quarter credit hours min (min 9 English Composition & Literature, min 15 humanities, min 15 social & behavioral science, min 15 natural science- physical & biology and/or math)
- _____ 2. Associate of Applied Business/Science by State/local community colleges, branch campus of State University, technical college; and/or a State University -- if no duplication
- YES _____ a. Advisory Committee
- YES _____ b. Jobs-Supporting Documentation
- YES _____ c. 45 Quarter/30 semester credit hours of technical studies (lab classes' emphasis; 21 Quarter/14 Semester basic related studies; 21 Quarter/14 Semester non-technical studies)
- _____ d. Degree in business, health, engineering, and industry, agriculture, and natural resource, and public Service technologies.
- _____ 3. Associate of Technical Study – State & Community Colleges, technical college, State University, urban centers of State University and branch campus of State University, if technical college is not part of the same campus.
- _____ a. Advisory Committee
- _____ b. Jobs-Supporting Documentation – Department of Labor
- _____ c. 90 Quarter credits min (min 30 in house, max 45 outside credit prior to candidacy)
- _____ d. Declaration prior to 60 quarter credit
- _____ e. Concentration Area (2 in or external)
- _____ f. 45 Quarter hours of technical studies; 21 quarter hours basic related studies; 21 quarter hours General education

Completed by: Cathy Hill

Date: March 12, 2012