TOPIC: University of Baltimore: Bachelor of Arts in Digital Communication

COMMITTEE: Education Policy

DATE OF COMMITTEE MEETING: March 28, 2012

SUMMARY: The proposed Bachelor of Arts in Digital Communication will provide students with a broad-based practical understanding of communications in the 21st century. Through interdisciplinary studies in theory, culture and writing; production and design; and public relations, this program will help students develop communications-related career skills, as well as a broader view of the theories that undergird those messages. The program's graduates will be prepared for entry and mid-level positions in communications departments, for work as freelance communication specialists and consultants, and for graduate study. No area university offers an undergraduate degree program that integrates writing and design for digital media with business applications and grounds it all in theory and culture. The proposed program draws on existing institutional strengths in media design, writing, technology, and business.

Students will complete a required core of courses that examine the history, theory, and impact of communication media, with specific attention to digital and social media. They will choose one of three career-oriented tracks in which to specialized: Digital Theory & Culture, Media Design & Production, or Public Relations. Research with local businesses has confirmed that graduates with these skills and abilities are sought after.

The number of organizations who use digital media is growing exponentially within the region, across the nation, and around the world. Facebook claims more than 500-million users, 50% of whom log on everyday; according to an Econsultancy social media survey, 100 hours of video is uploaded to YouTube every four minutes; and the State of the Blogoshpere reports 15% of bloggers spend 10 or more hours each week blogging. Although these online channels began as ways for individuals to communicate with each other, they are now an integral part of the communication strategy of businesses, nonprofits, and government agencies.

There are currently 121 students in the University's Corporate Communication Program. If approved the Digital Communication program will replace Corporate Communication in Fall 2012. Since 2005, enrollment has grown by 42% and it is anticipated that there will be continued growth with the shift in degree programs.

ALTERNATIVE(S): The Regents may not approve the program or may request further information.

FISCAL IMPACT: No additional funding is necessary. The program will be supported through tuition.

CHANCELLOR'S RECOMMENDATION: That the Committee on Education Policy recommend that the Board of Regents approve the proposal from the University of Baltimore to offer the Bachelor of Arts in Digital Communication.

COMMITTEE RECOMMENDATION: Approval.   DATE: March 28, 2012

BOARD ACTION: DATE:

SUBMITTED BY: Irwin Goldstein   (301) 445-1992   irv@usmd.edu

March 13, 2012

Dr. Danette Gerald Howard
Interim Secretary
Maryland Higher Education Commission
6 N. Liberty Street
Baltimore, MD   21201

Dear Dr. Howard,

In accordance with Maryland Higher Education Commission procedures, the University of Baltimore is submitting for your approval the attached proposal to offer a B.A. in Digital Communication.

The B.A. in Digital Communication program reflects a substantial updating and renaming of UB's currently offered B.S. in Corporate Communication (BSCC) and will, upon approval, replace the BSCC program. Students currently enrolled in the BSCC program will complete their studies under the BSCC. However, no new students will be accepted into that program. New students will enroll in the B.A. in Digital Communication. When all eligible students in the BSCC program have completed their degree, the BSCC will be discontinued. UB will notify MHEC will the BSCC will be officially discontinued.

The program will be offered within the current budget guidelines. No additional resources are being requested.

Please let me know if you need further information.

Thank you.

Sincerely,

Robert L. Bogomolny
President

Enclosure

Cc: Teri Hollander, Associate Vice Chancellor for Academic Affairs, USM
        Joseph Wood, Provost and Senior Vice President for Academic Affairs

PROPOSAL FOR

___X___ NEW INSTRUCTIONAL PROGRAM

_____ SUBSTANTIAL EXPANSION/MAJOR MODIFICATION

_____ COOPERATIVE DEGREE PROGRAM

University of Baltimore
Institution Submitting Proposal

Spring 2013
Projected Initiation Date

Bachelor of Arts
Award to be offered

Digital Communication
Title of Proposed Program

10912
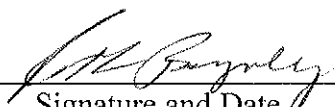Suggested HEGIS Code

50.012
Suggested CIP Code

School of Communications Design
Department of Proposed Program

Stephanie Gibson
Name of Department Head

Julie Simon
Contact Name

jsimon@ubalt.edu
Contact E-mail address

410-837-6061
Contact Phone Number

_____[signature]_____ 3/13/12   President/Chief Executive Approval
Signature and Date

_____
Date

Date Endorsed/Approved by Governing Board

_____
Date

Date Received by Secretary of Higher Education

University of Baltimore
Academic Program Proposal: Bachelor of Arts in Digital Communication

The University of Baltimore is proposing a new undergraduate major in digital communication. By taking courses in digital design and production, theory and analysis, and public relations and social networking, students will be better prepared for careers in digital communication-related professions.

Correlation of Proposed Program to University's Mission

The B.A. in Digital Communication is central to the mission of the University of Baltimore and its Yale Gordon College of Arts and Sciences. Our tag line, "knowledge that works" underscores that UB seeks to prepare its graduates for the work place "as an integral partner in the culture, commerce and future of Baltimore and the region" (UB's Mission Statement). If we know anything about the 21st century workplace and media world, we know it will be organized through digital communication.

As the mission statement University of Baltimore promises, the "university's emphasis on career-oriented education attracts students with clear professional objectives and provides them with a broad foundation of knowledge to meet the rapidly changing conditions of today's work environment as well as with the latest skills and techniques for productive careers in the public and private sectors." UB seeks "to advance the intellectual, professional, and economic life of the metropolitan area, the state of Maryland, the mid-Atlantic region, and beyond." Delivering on this promise is predicated on educating students skilled in the world of communication technology and in the variety of strategies required to construct effective messages.

The proposed major incorporates social media, digital culture, and technology to the foundation of writing and design, theory and application, as it reconceptualizes our 25-year old corporate communication major for the 21st Century. It builds on the long-standing strengths of the School of Communications Design with its synergy between theory and practice; a career focus on "real-world" problems and "real-world" solutions; and a diverse, multi-disciplinary, and expert full-time and adjunct faculty. The experience of undergraduate non-majors will be enhanced by the Digital Communication courses that fulfill general education requirements or general electives in the humanities.

Overview and Uniqueness of the Proposed Program

The Bachelor of Arts in Digital Communication will provide students with a broad-based practical understanding of communications in the 21st century. Through interdisciplinary studies in theory, culture and writing; production and design; and public relations, this program will help them develop communications-related career skills, as well as a broader view of the theories that undergird those messages. The program's graduates will be prepared for entry and mid-level positions in communication departments, for work as freelance communication specialists and consultants, and for graduate study.

No area university offers an undergraduate degree program that integrates writing and design for digital media with business applications and grounds it all in theory and culture. The proposed program draws on existing areas of UB's institutional strengths: media design, writing, technology, and business.

Digital Communication Program Learning Goals

The University of Baltimore learning goals (especially goals one and four through seven) are realized in the new Digital Communication program. Focus in many classes will be on projects that ask students to

- Apply strategies that enhance professional and personal competence,
- Communicate effectively in various media,
- Think critically and creatively to solve problems and adapt to new environments,
- Gather and evaluate information using scientific, quantitative, humanistic and aesthetic methods, and
- Develop an integrated and specialized knowledge and skills base;

Specifically, students graduating as digital communication majors should be able to:

- Discuss the impact of digital communication technologies on 21st Century communication, business, arts, and culture;
- Integrate theory and practice;
- Explain and demonstrate basic techniques and strategies for informing and persuading audiences;
- Employ principles of effective writing.
- Demonstrate competence in one area of digital communication:
  - Digital Theory & Culture
  - Media Design & Production
  - Public Relations
- Demonstrate technological and information literacy skills that are required of practicing communication professionals.

Description of Program as It Would Appear in the Catalog

The Digital Communication program — housed in the School of Communications Design — leads to the Bachelor of Arts degree. The program prepares students for a vast array of new opportunities in government, private industry, and the not-for-profit sector in the areas of writing, graphic design, digital design for Web and mobile applications, video production, social media, public relations, as well as for graduate study in areas related to digital communication and culture.

Students will complete a required core of courses that examine the history, theory, and impact of communication media, with specific attention to digital and social media. They will choose one of three career-oriented tracks in which to specialize: Digital Theory & Culture, Media Design & Production, or Public Relations. Our students have asked for the possibility of focusing their studies in these three areas, and our research with local businesses has confirmed that alums with these skills and abilities are sought after.

The program is designed for first-time students, community colleges transfer students, as well as working professionals who want to further develop their digital communication skills. Courses are taught equally during day and evening sessions. We are excited to offer our students the flexibility of different entry points into the program: they may enter as freshmen who spend four years at UB, or they may enter smoothly at several different points as transfer students.

B.A. in Digital Communication Requirements

Information Literacy, and all lower and upper division General Education remain the same as all UB programs.

Degree Requirements
(all classes 3 credits unless otherwise noted)

I. **DIGITAL COMMUNICATIONS CORE REQUIREMENTS** (21 credits)
   - CMAT 340   Introduction to Digital Communication
   - CMAT 342   The Rhetoric of Digital Communication
   - CMAT 352   Media Literacy
   - CMAT 451   Communication Technologies
   - CMAT 485   Seminar in Digital Communication

Background & Ideas Course (3 credits) Choose from the following list	Advanced Writing Course (3 credits) Choose from the following list
ENGL 337 Great Plays	WRIT 314 Argument & Persuasion
ENGL 338 Modern Drama	WRIT 317 Techniques of Popularization
ENGL 346 The American Dream	WRIT 330 Writing, Editing, & Publishing
ENGL 351 Ancient Mythology & Modern Myth	WRIT 331 Public Relations Writing
ENGL 354 Images of Love	WRIT 361 Writing for Digital Media
ENGL 361 The Hero & the Quest	WRIT 380 Syntax, Semantics, & Style
ENGL 364 Shakespeare: Kings, Knaves, & Fools	
ENGL 365 Shakespeare: Love, Myth, & Metamorphosis	

ENGL 450 The Great Moderns	
CMAT 371 Mass Media & Society	
CMAT 381 News & Documentary	

II. **Digital Communications Concentration** (27 credits)
Choose one track:

1. **Digital Theory & Culture:**
   CMAT 353   Research Methods in Digital Communication
   CMAT 371   Mass Media & Society
   CMAT 381   News & Documentary

Choose three	Major Electives (9 credits)	Other Requirements
ENGL 330 The Art of Film ENGL 332 Literature & Film ENGL 333 Media Genres ENGL 391 Language as Technology ENGL 392 The Archaeology of Language ENGL 395 Narrative Discourse CMAT 453 Media & Community GVPP 362 Media and Government	Choose 9 credits of coursework from CMAT, ENGL, WRIT, ARTS	Professional Attendance (attend and summarize five approved outside events)

2. **Media Design & Production:**
   CMAT 357   Principles of Design
   CMAT 358   Digital Design
   CMAT 369   Digital Audio & Video Production
   CMAT 458   Project Management

Choose two of the following Print courses	OR two of the following Electronic Courses	Major Electives (9 credits)	Other Requirements
CMAT 356 Print Production CMAT 364 Digital Photography CMAT457 Advanced Print Design WRIT 374 Magazine Design	CMAT 459 Advanced Digital Design CMAT 364 Digital Photography CMAT 456 Multimedia Production CMAT 469 Advanced Digital Video	Choose 9 credits of coursework from CMAT, ENGL, WRIT, ARTS	Professional Attendance (attend and summarize five approved outside events) Computer Graphics Competency Requirement *

*Students admitted to the four-year degree program will satisfy this requirement through successful completion of CMAT 211 and CMAT 212. Transfer students may satisfy the requirement by: successful completion of CMAT 211 and CMAT 212, approved transfer credit, Computer Graphics Competency Examination. If CMAT 211 and CMAT 212 are taken, they will count as general electives.

3. **Public Relations:**
   CMAT 357   Principles of Design
   CMAT 358   Digital Design
   CMAT 458   Project Management
   CMAT 391   Public Relations Strategies
   WRIT 331   Public Relations Writing

Choose one of the following courses	Major Electives (9 credits)	Other Requirements
MKTG 301 Marketing Management MKTG 401 Marketing Research MKTG 415 Advertising & Promotion (p/MKTG 301) MKTG 430 Personal Selling INSS 401 Internet & Business (p/INSS301)	(Choose 9 credits of coursework from CMAT, ENGL, WRIT, ARTS)	Professional Attendance (attend and summarize five approved outside events) Computer Graphics Competency Requirement *

*Students admitted to the four-year degree program will satisfy this requirement through successful completion of CMAT 211 and CMAT 212. Transfer students may satisfy the requirement by: successful completion of CMAT 211 and CMAT 212, approved transfer credit, Computer Graphics Competency Examination. If CMAT 211 and CMAT 212 are taken, they will count as general electives.

Upper-Division General Electives (12 credits)
Students may take 12-credits in courses from any University discipline.

FOUR-YEAR Program Summary
1. General Education: 43 credits
2. Major Requirements: 48 credits
3. General Electives: 29 credits (includes First Year Seminar and Information Literacy)

Total for the degree: 120 credits

Digital Communication Faculty:

Faculty teaching in the proposed program come from multiple disciplines and bring with them experience in diverse aspects of digital communications, digital design, and media implementation.

Julie Simon, MFA, Associate Professor (Director, Digital Communication)
Simon exhibits her abstract photography and video internationally on television, in art galleries/museums and through the web. She has won a number of prestigious awards for a wide range of media projects. Her most recent series, "Light Paintings" uses photography much as an abstract painter would use a paintbrush. The work has been recently featured in the exhibitions "Art Kudos", "Abstract Exposure", and "Celeste Prize".

Kelly Carr, Ph.D., Assistant Professor
Carr co-authored, with Marilyn J. Young, an article, "Throwing Out the Baby While Saving the Bath Water: Regents vs. Bakke, Affirmative Action, and Argument from Definition" that was published in Concerning Argument: Selected Papers from the Conference on Argumentation (ed. Scott Jacobs) published by the National Communication Association, Washington, D.C. Her paper: "Rhetorical Invention as Social Engagement" was published in College Education Association Magazine, issue 20.

Charity Fox, Ph.D., Assistant Professor
Fox is an American Studies scholar, specializing in the popular cultural history of narratives in literature, film, and television. Her publications and conference papers have dealt with constructions of ideal and transgressive social roles in popular culture as well as cultural, social, and artistic reactions to war and America in the World.

Roger Friskey, MA, Lecturer
Friskey is a writer, journalist and PR consultant. Most recently he wrote for the Preservation Maryland's 75th anniversary publication and an opinion piece for the *Baltimore Sun*, "Try Following in Mencken's Footsteps."

Stephanie Gibson, Ph.D., Associate Professor
Gibson is a communication theorist, specializing in the social consequences of new technologies. Her publications and conference papers have dealt with such subjects as telephone answering machines, hypertext and visual discourse, the

pedagogy of hypertext, and changes in narrative structure necessitated by the increasingly non-linear nature of communication.

Amy Pointer, MFA, Lecturer
Pointer's most recent exhibition, "Reclamation" focuses on societal beliefs of disposability and how these have infected our communities, relationships and notions of stability. Her teaching focus is Graphic Design.

Jonathan Shorr, Ph.D., Associate Professor
Shorr specializes in instructional design, curriculum development, writing, and media effects. He has developed educational materials for Multimedia Television and The Discovery Channel, consulted with the United States Coalition on Education for All on the use of television around the world. Most recently, he directed the first phase of the Baltimore Literacy Heritage Project. Dr. Shorr founded the Corporate Communication program in 1986 and directed it until he became Executive Director of the School of Communications Design in 2004.

Student Audience and Projected Enrollment

Audiences for the degree and for hiring alums grow almost exponentially each year. The number of organizations who use digital media is growing exponentially within the region, across the nation, and around the world. Facebook claims more than 500-million users, 50% of whom log on everyday; according to an Econsultancy social media survey, 100 hours of video is uploaded to YouTube every four minutes; and the State of the Blogosphere reports 15% of bloggers spend 10 or more hours each week blogging. Although these online channels began as ways for individuals to communicate with each other, they are now an integral part of the communication strategy of businesses, nonprofits, and government agencies. Traditional newspapers are moving online and new media outlets are appearing on the Internet everyday. A survey conducted for the 2009 Corporate Communication program review indicated that employers need new hires versed in new media production, social media, writing, and marketing.

Collectively, these organizations, their programs, and their job listings indicate a high priority for communication professionals needing to acquire exactly the knowledge and skills contained in the proposed program.

Many high school and community college graduates are interested in digital communication. They are new media natives, never knowing a world without digital media. They come to UB well prepared for college study, well versed in social and digital media, but unsure of how to turn those interests into a career. The proposed program will give them the career focus that they seek. Others have been in the workforce but have not kept up with the rapidly changing technologies, their social impact, and their business applications. The proposed program will give them the upgraded skills and knowledge that they seek.

There are currently 121 students in the Corporate Communication Program (Digital Communication will replace Corporate Communication in Fall 2012). Since 2005, enrollment has grown by 42%. We expect continued growth with the shift in degree programs.

Ways the Proposed Digital Communication Program Enhances Students' Technical Fluency

Graduates of the BA in Digital Communication will enhance their technological fluency in several ways: by learning how social media can be used to further communication and commerce; by developing and enhancing their digital design skills; by developing strategic communication skills in the digital environment; and by deepening their understanding of the construction and rhetoric of digital environments.

Facilities and Equipment

The proposed B.A in Digital Communication will not require additional facilities or equipment. The University's digital design studio, audio/video production facility, and multimedia labs will support the program.

Between Langsdale Library's hardcopy and online resources and the USM interlibrary loan capability, the University has sufficient library resources to offer the proposed program.

TABLE 1: RESOURCES

B.A. in Digital Communication Resources Categories	2013 Year 1	2014 Year 2	2015 Year 3	2016 Year 4	2017 Year 5
1. Reallocated Funds[1]					
2. Tuition/Fee Revenue[2]					
(80% of (c+g) below)	$85,846	$203,949	$413,893	$629,832	$855,003
a. #F.T. Students	10	27	55	84	114
b. Annual Tuition/Fee Rate	$7,494	$7,494	$7,494	$7,494	$7,494
c. Annual Full Time Revenue					
(a x b)	$74,940	$202,338	$412,170	$629,496	$854,316
d. # Part Time Students	8	13	26	39	53
e. Credit Hour Rate	$337	$337	$337	$337	$337
f. Annual Credit Hours	12	12	12	12	12
g. Total Part Time Revenue					
(d x e x f)	$32,368	$52,598	$105,196	$157,794	$214,438
3. Grants, Contracts, & Other External Sources[3]					
4. Other Sources					
TOTAL (Add 1-4)	$85,846	$203,949	$413,893	$629,832	$855,003

[1] Whenever reallocated funds are included among the resources available to new programs, the following information must be provided in a footnote: origin(s) of reallocated funds, impact of the reallocation on the existing academic program(s), and manner in which the reallocation is consistent with the institution's strategic plan.

[2] This figure should be a realistic percentage of tuition and fees which will be used to support the new program. Factors such as indirect costs linked to new students and the impact of enrolling continuing students in the new program should be considered when determining the percentage.

[3] Whenever external funds are included among the resources, the following information must be provided in a footnote: source of the funding and alternative methods of funding the program after the cessation of external funding.

B.A. in Digital Communication   TABLE 2: EXPENDITURES

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Total Faculty Expenses					
(b+c below)	$59,414	$148,535	$303,011	$463,428	$629,787
a. #FTE (Based on 382 Credit Hours per FTE)	1.0	2.5	5.1	7.8	10.6
b. Total Salary (1 FTE=$48,425 avg. based on 67% F-T + 33% adjunct.)	$48,425	$121,063	$246,968	$377,715	$513,305
c. Total Benefits	$10,989	$27,472	$56,043	$85,713	$116,482
2. Total Administrative Staff Expenses (b + c below)	$8,826	$8,826	$17,651	$26,477	$35,303
a. #FTE	0.1	0.1	0.2	0.3	0.4
b. Total Salary (1 FTE=$68,000 ave.)	$6,800	$6,800	$13,600	$20,400	$27,200
c. Total Benefits	$2,026	$2,026	$4,051	$6,077	$8,103
3. Total Support Staff Expenses (b + c below)	$5,767	$11,534	$17,300	$23,067	$28,834
a. #FTE	0.1	0.2	0.3	0.4	0.5
b. Total Salary (1 FTE=$40,000 ave.)	$4,000	$8,000	$12,000	$16,000	$20,000
c. Total Benefits	$1,767	$3,534	$5,300	$7,067	$8,834
4. Equipment		$1,500			
5. Library	$10,000	$10,000	$15,000	$15,000	$18,000
6. New or Renovated Space					
7. Other Expenses					
TOTAL (Add 1-7)	$84,007	$180,394	$352,963	$527,972	$711,924