

Program Information Report

**Broadcast, Communication, Visual, Digital & Fine Arts**

**Digital Strategist (CTWDGS)**

**Certificate**

**Program Effective Term:** Fall 2019

**High Demand Occupation High Skill Occupation High Wage Occupation**

This program is for students interested in the strategic management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, marketing specialist or project manager.

**Articulation:**

Eastern Michigan University, several BS degrees.

**Program Admission Requirements:**

College-level reading and writing

Major/Area Requirements		(11 credits)
BMG 155	Business on the Internet	3
WEB 133	Digital Strategy	4
WEB 163	User Research and Project Management	4

**Minimum Credits Required for the Program:** 11

**PROGRAM PROPOSAL FORM**

**Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p><u>Digital Strategist</u></p> <p><u>Digital Media Arts / Business &amp; Computing Technologies</u></p> <p><input type="checkbox"/>AA <input type="checkbox"/>AS <input type="checkbox"/>AAS  <input checked="" type="checkbox"/>Cert. <input type="checkbox"/>Adv. Cert. <input type="checkbox"/>Post-Assoc. Cert. <input type="checkbox"/>Cert. of Comp.</p> <p><u>Fall 2019</u></p> <p><u>Jason Withrow</u></p>	<p><b>Program Code:</b></p> <p><b>CTWDGS</b></p> <p><b>CIP Code:</b></p> <p><b>11.0861</b></p>
<p><b>Program Features</b></p> <ul style="list-style-type: none"> <li>• Program's purpose and its goals.</li> <li>• Criteria for entry into the program, along with projected enrollment figures.</li> <li>• Connection to other WCC programs, as well as accrediting agencies or professional organizations.</li> <li>• Special features of the program.</li> </ul>	<p><b>Program purpose and goals:</b> This is a short certificate focused on the skills needed for employment as a digital strategist, marketing specialist or project manager.</p> <p><b>Program admission requirements:</b> College-level reading and writing.</p> <p><b>Articulation:</b> Various B.S. degrees</p> <p><b>Special features:</b> Most courses will be available as both mixed mode and online (WEB 100 is online only).</p>	
<p><b>Need</b></p> <p>Need for the program with evidence to support the stated need.</p>	<p>The WEB Advisory Board has continued to indicate a need for a lower-level digital strategy certificate. The Digital Strategy certificate was an advanced certificate that required students to have completed the introductory certificate. With that in mind, a certificate focused just on digital strategies is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.</p>	
<p><b>Program Outcomes/Assessment</b></p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<ol style="list-style-type: none"> <li>1. Create written deliverables evaluating optimizing website search engines.</li> <li>2. Create user research documentation, such as recruitment scripts, focus group protocols, etc.</li> </ol>	<ol style="list-style-type: none"> <li>1. Web project</li> <li>2. Web project</li> </ol>

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**Scoring and analysis plan:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.


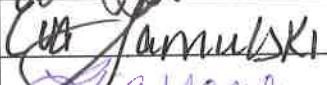
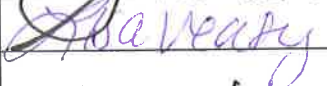
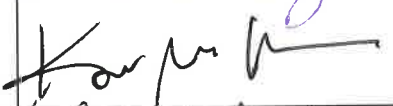
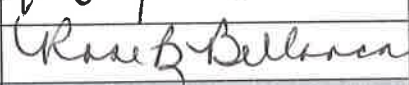
**Outcomes 1 and 2 will be scored using departmentally-developed rubric**

2. Indicate the standard of success to be used for this assessment.

**All Outcomes At least 70% of students will score 75% or higher on the appropriate rubric item(s).**

3. Indicate who will score and analyze the data.

**WEB full-time faculty will score and analyze the data.**

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Ingrid Ankerson		12/3/18
Dean	Eva Samulski		12-4-18
Curriculum Committee Chair	Lisa Veasey		12/6/18
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Kim Hurns		12/7/18
President	Rose Bellanca		1/3/19
Board Approval			3/26/19

*logged 2/5/19*