

College Curriculum Proposal Approval and Routing Form

TITLE OF PROPOSAL: Certificate Programs in Social Media, Visual Media and Environmental Media

Originating Faculty: Sonya Duhe

Department/College: SMC Chairperson: Sonya Duhe'

Contact Phone/Email: 504 865-3450 sduhe@loyno.edu

Type of Proposal (Check all that apply):

New Major¹ ☐ New Minor ☐ New Concentration ☐ Revise Existing Program ☐

New Course ☐ Change to Existing Course ☐ Discontinue Program ☐

Undergraduate ☐ Graduate ☐ Online ☐ Professional & Cont. Studies ☐ Other ☐

1. Resources and Fees:

If this is a proposed revision, are there existing fees? No ☐ Yes ☐ \$

Will course or program fees be required for this course/program? No ☐ Yes ☐ \$

Are new resources needed for implementing this proposal? No ☐ Yes ☐

If yes, include complete description and dollar amount in proposal.

2. College Review and Approvals:

a. Department/School SMC (Chair) Date: 8/22/16
Approved ☒ Not Approved ☐

b. College Curriculum Committee _____ (Chair) Date: _____
Approved ☐ Not Approved ☐

c. College Dean _____ Date: _____
Supported ☐ Not Supported ☐

3. Intercollegiate Review and Recommendations Required as applicable to proposal:

a. Online Education Committee _____ (Chair) Date: _____
Recommended ☐ Not Recommended ☐

b. Professional and Continuing Studies Committee _____ (Chair) Date: _____
Recommended ☐ Not Recommended ☐

c. Graduate Council _____ (Chair) Date: _____
Recommended ☐ Not Recommended ☐

4. University² Recommendations Required as applicable to proposal:

a. University Courses & Curriculum Committee _____ (Chair) Date: _____
Recommended ☐ Not Recommended ☐

b. Standing Council for Academic Planning _____ (Chair) Date: _____
Recommended ☐ Not Recommended ☐

¹ New Degree to be Offered---Requires SACS Notification 6 Months Prior to Start

² Approval by the Strategic Planning Team, University Budget Committee, and/or Board of Trustees may be required for proposals that have significant impact on resources or mission. Proposals to establish or discontinue degree programs require approval by Board of Trustees and SACS.

COLLEGE PROGRAM PROPOSAL FORM

Instructions: Use this form for all single discipline program proposals. Use the Interdisciplinary Program Proposal Form for interdisciplinary program proposals.

Title of Program: Certificate Programs in Social Media, Visual Media and Environmental Media

Originating Faculty Member: Sonya Duhe _____

Department: SMC Chairperson: Sonya Duhe'

Contact Phone and Email: 504 865-3450 sduhe@loyno.edu

This is a _____ new program x modification of existing program requirements.
Offered as a certificate program for adult learners.

Summary Description of Proposal:

In response to the growing demand of adult learners and a changing communication industry, the SMC proposes three certificate programs each including 12 hours of course work to be completed over one year. These are proposed to be for credit courses and would be consistent with the new evening division strategy.

Certificate in Social Media will provide adult learners with knowledge, understanding and skills to work with social media for personal and business applications. The certificate is designed to apply communications theories and strategies to social media platforms and adapt to the changing communications environment.

12 hours to include:

Social media strategies

Advanced social media strategies

Photography

Digital communications

Certificate in Visual Media will provide adult learners with knowledge, understanding and skills to work in visual communications including photography and videography with both a personal and business application.

12 hours to include:

Photography

Documentary photography

Videography

Social media strategies

Certificate in Environmental Media will provide adult learners with knowledge and understanding of communicating environmental issues.

12 hours to include:

Social media strategies

Documentary photography

Media and the environment

Mississippi River Delta Ecology

Proposals for programs will be reviewed using the following criteria. The order of the criteria does not imply any ranking of the various items. While all criteria may not be satisfied, all criteria must be addressed in a proposal.

I. Brief Background of the Program Development

Provide a brief overview of the background and significance or foundation that influenced the development of the program.

These certificate programs are in response to the adult learner. In the 10-parish area around N.O., there are approximately 275,000 adults with some college but no bachelor's degree. These people represent potential enrollments.

As part of a movement on campus to increase our enrollment, VP Melanie McKay is leading the effort to reclaim our place in the adult education market. The University Budget Committee has approved a proposal to reduce NTPT tuition from \$564 per credit hour to \$325 per credit hour, which puts us in a competitive market with nearby campuses. Total cost for a certificate would be \$3,900.

We believe this proposal for three certificate programs is attractive to the adult learner both personally and professionally. You should note that there are overlapping courses in each of the certificate areas to ensure we can have enough students to fill a course.

II. Description of the Program

Please organize the proposal utilizing the headings below. The text within each heading can be modified to better meet unit needs/dimensions.

1. Mission

Describe the ways in which the program responds directly or indirectly to the mission of the unit (e.g., department, division, college) and the university.

This certificate proposal aligns with the School and University missions.

In the School of Mass Communication, we educate students in the Jesuit tradition to become intellectual, ethical and creative practitioners and leaders in the professions and industries of journalism and mass communication.

Loyola University New Orleans, a Jesuit and Catholic institution of higher education, welcomes students of diverse backgrounds and prepares them to lead meaningful lives with and for others; to pursue truth, wisdom, and virtue; and to work for a more just world. Inspired by Ignatius of Loyola's vision of finding God in all things, the university is

grounded in the liberal arts and sciences, while also offering opportunities for professional studies in undergraduate and selected graduate programs. Through teaching, research, creative activities, and service, the faculty, in cooperation with the staff, strives to educate the whole student and to benefit the larger community.

2. Alignment with the College and University Strategic Plan

Describe ways in which the proposed program aligns with and will contribute to the unit (e.g., department, division, college) and University's strategic plans.

The proposed certificate aligns directly with the SMC, the College and the University's strategic plan particularly: dedicated to a high-quality, experiential, and values-based education and devoted to students' discovery of their career and a life of service. Students may use this certificate to work in both the for-profit and non for profit sectors.

3. Projected Demand

- a. Evidence, quantitative and qualitative data, regarding the potential demand for the proposed program, based on internal information and/or comparisons with peer programs (e.g., informed opinion and source, data-driven from published reports, anecdotal information)

It is difficult to find a university that offers certificates in social, visual and environmental media. We do believe that baby boomers and beyond are searching for help with the basics of social and visual media as well as business application. We believe the changing media landscape nationwide will have students with a desire to take these programs in addition to the environmental communication certificate.

- b. Trend Data. Provide projected enrollment statistics including numbers of majors and/or minors and full time equivalent (FTE) student enrollment.
The goal would be to have 20 students enroll year one and to grow from there. The profit margin (when looking at faculty member cost and tuition only) begins with 5 students.

- c. Provide any other relevant information regarding potential market for the proposed program. A quick google search on *indeed.com* shows there are thousands of social media jobs available. We believe the adult learner will also be interested in the visual and environmental media certificates.

- d. If available from the Office of Institutional Research and Effectiveness (OIRE), provide national trend data for degrees awarded over the last five years. NA

4. Relationship to Other Existing Programs

- a. Describe ways in which the proposed program will enhance/complement existing programs and curricula, including potential service to majors, minors, other programs and/or the Loyola Core. There are no certificate programs in this area; however, Loyola does have two other certificate programs and hopes to use this as an opportunity to recruit evening adult learners to our campus.

- b. Describe ways in which the proposed program overlaps with other existing programs. NA

5. Adequacy and appropriateness of resource utilization

Evaluate the availability of resources to meet the program's priorities and build strengths. Provide information regarding:

- a. Financial Plan including:
- i. Annual operating budget
Adjunct pay: \$3,500 per course/\$4,000 depending upon degree.

Computers/rooms: Already available in SMC

Other Equipment: Social media will use individual cell phones and/or personal cameras. The SMC does have still and video cameras. Depending upon demand would determine the need for more equipment and this should come out of direct costs of the program if necessary

To produce/edit online content \$3,500 one-time costs

Marketing: (one certificate program)

\$975 x 4 courses = \$3,900 x 20 = \$78,000 (Annual revenue opportunity per certificate program)

Recommended Tactic:	Monthly	x 12
Search engine marketing	\$500	\$6,000
Social media marketing & email automation	\$300	\$3,600
Print & Multimedia Advertising	\$500	\$6,000
		\$15,600

(includes agency commission and creative)

Contraflow Strategies, LLC (John Davis, 1992 Loyola graduate)

The above reflects a basic marketing plan for the certificate programs.

We believe we should "bundle" all programs for higher effectiveness and cost savings.

A budget, including expected net revenue, is attached.

One-Year Certificates

Course Schedules:

Session	Program		
	Social Media	Visual Media	Environmental Media
1st 8-week session	Social Media Strategies	Social Media Strategies	Social Media Strategies
2nd 8-week session	Photography	Photography	Media & Environment
3rd 8-week session	Advanced Social Media Strategies	Documentary Photography	Documentary Photography
4th 8-week session	Digital Communications	Videography	Mississippi River Delta Ecology

Cost: Session	Program		
	Social Media	Visual Media	Environmental Media
1st 8-week session	\$4,000*		
2nd 8-week session	\$4,000		\$4,000
3rd 8-week session	\$4,000	\$4,000	
4th 8-week session	\$4,000	\$4,000	\$4,000
Total	\$16,000	\$8,000	\$8,000
Annual Cost			\$32,000

*\$4,000 cost from instruction assumes MFA or Ph.D. otherwise cost would be \$3,500.

- ii. Actual or potential external grants No
 - iii. Contributions to and impact on fundraising No other than
The potential visibility this could bring to Loyola
 - iv. Plan for profit sharing, if applicable
Assuming the certificate programs would be profitable, and the unit would need more equipment due to demand, the SMC would expect that tuition would cover the direct costs necessary for these certificate programs.
 - v. Accreditation or certification expenses NA
- b. Current faculty resources, including those available through consortial agreements, and number of new faculty required (may involve a stepped approach depending on enrollment projections)
Faculty teaching would receive adjunct pay.

- c. Administrative support staff resources
SMC in kind to find professors/schedule/oversee marketing.
Melissa Lightell to do admissions to program
- d. Space requirements (including both instructional space and administrative support space) and classroom technology
SMC in kind technology coordinator
- e. Course development expenses
Courses would be offered on Loyola's campus the first time so that courses can be videotaped and edited for potential online future use.
- f. Library
 - i. Information and instructional technology resources (e.g., books, journals, databases, learning management system capabilities, streaming media, videoconferencing, classroom capture) NA
 - ii. Confirm that discussion with library representatives has taken place to assure appropriate resources are available. NA
- g. Information Technology and other Technology Needs (e.g., network capacity, lab software, computers, etc.) NA
- h. Other academic support services. Assuming there is a bundle of certificate programs, we are hopeful that an overall strategic marketing plan would be developed and bundled to promote all. If this is approved, we will approach vendors for a robust marketing plan/cost.

6. **Assessment – Projected**

- a. Provide the program's projected assessment plan that includes student learning outcomes, process of implementation, and results;
Classes would use ACEJMC's values and competences that already exist for courses.
- b. Provide the results of any external reviews or plans for reviews, if available;
Would evaluate course upon completion and evaluation certificate upon completion. SMC in kind.
- c. Describe the structure and process for administrative and academic oversight;
The SMC Director, through course evaluations, will serve as academic oversight for the course and oversee the certificate programs to ensure quality and effectiveness of instruction.

III. **Impact on the Curriculum:**

- a. Provide copies of the old and new Degree Course Program Lists (DPCL), Progression Plan (PP), or equivalent No DPCL since this is not for a degree.
- b. Provide the following information
 - i. New Programs
 - 1. Specify whether any new courses will be offered, and whether this will increase the total number of courses or sections offered by the department.

All courses would be taught by adjuncts and/or as part of a professors full time load in the SMC. The SMC hopes to develop a full evening program for adult learners that these courses could be used for. Advanced social media strategies has been developed as a course for the SMC undergraduate program and awaits approval.

2. To what extent will any new courses for this program impact upon resources in the departments and programs in which these faculty are teaching? NA, these courses will be taught by adjuncts.
Will any new courses replace courses currently offered? NA
Will any such courses prevent an important or required course from being offered in a given semester? NA
3. Will there be a service learning component? NA
Description of this component to be provided by director of service learning.
4. If new courses will not increase the overall number of offerings, specify which course(s) or section(s) will be dropped in a given semester to create room.NA
5. Specify any anticipated impact on enrollments in other courses or sections within the department and whether or not this program will prevent an important or required course from being offered in a given semester. Since there is overlap among the three certificate programs, the hope is it will increase the numbers for individual courses at the program's start.

ii. Existing programs

1. Review your current course offerings and requirements in light of the proposed change. How will the proposed change or changes improve your program and enhance the educational outcomes you seek to accomplish? NA
2. How will proposed change impact the major/adjunct/elective hour distribution requirement for the major or program? NA
3. Specify whether any new courses will be offered, and whether this will increase the total number of courses or sections offered by the department. NA
4. To what extent will any new courses for this program impact upon resources in the departments and programs in which these faculty are teaching? NA Will any new courses replace courses currently offered? Will any such courses prevent an important or required course from being offered in a given semester? NA
6. Will there be a service learning component? Description of this component to be provided by director of service learning.NA

7. If new courses will not increase the overall number of offerings, specify which course(s) or section(s) will be dropped in a given semester to create room. NA
 8. Specify any anticipated impact on enrollments in other courses or sections within the department and whether or not this program will prevent an important or required course from being offered in a given semester. NA
 9. Assess the impact of the proposed change on other departments, especially those serviced by your department or program and those that provide adjunct service to your department or program. NA
- c. All proposals must be accompanied by a supporting letter from the chair confirming the department's support.

IV. New Course Proposals

- a. List titles of any new courses created for this program. Advanced Social Media Strategies (a separate proposal)
- b. Attach proposals for all new courses including assessment plan, learning outcomes and complete syllabus, each with a Course Proposal cover sheet.

Include as appendix a copy of the projected Degree Program Course List (DPCL), Progression Plan (PP), or equivalent for each program of study.

School of Mass Communication
 One-Year Certificates
 Operating Budget
 31-Oct-16

Assumptions

Per Credit Tuition	\$	325
Tuition 3-credits course	\$	975
4 Courses per Certificate	\$	3,900
Adjunct/Course Dev. Fee	\$	4,000
Fees/semester	\$	100

Year 1

REVENUES

Total number of students (1)		20
Total Tuition Revenues	\$	78,000
Total Fees Revenues	\$	2,000
TOTAL TUITION/FEES	\$	80,000

EXPENSES

Faculty Salaries (2)

Adjunct courses needed		8
Adjunct course stipends	\$	32,000
Total Salaries	\$	32,000

Operating

To produce/edit online content	\$	3,500
Marketing	\$	15,600
Total Operating	\$	19,100

TOTAL EXPENSES	\$	51,100
NET REVENUE	\$	28,900

(1) Minimum 5 students per course

(2) Does not include fringe benefits and staff costs