Received by C&A 5/4/22

Washtenaw Community College

Program Discontinuation Form

Program Code: CTWDGS	Program Name: Digital Strategist	Effective Term: Fall 2023
Division Code: BCT	Department: DMA	

Directions: Complete all information below.

Rationale for discontinuation:
The recent program review brought to light that no student had ever selected this program of study. As this area of digital communications has exploded and changed, we have found the topic is a complicated set of skills that can't be scaffolded in a short certificate.

Describe the discontinuation, transition and course phase-out plan. Please include the number of currently enrolled students.
There are no current students who have it this program selected. One of the primary courses is being moved to another certificate so students will have access to it there. WEB 163 will be moved to the User Experience Designer certificate, which is a more appropriate home for it.

List departments using this program and the date they were notified of the planned discontinuation.

No other departments are using this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Kelley Gottschang		3/1/2022
Department Chair	Jason Withrow		3/1/2022
Division Dean/Administrator	Eva Samulski		3/7/22

Please submit completed form to the Office of Curriculum and Assessment (SC 257) or by e-mail to curriculum.assessment@wccnet.edu
Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.

Reviewer	Print Name	Signature	Date
Curriculum Committee Chair	Randy Van Wagnen		7-25-22
Interim Vice President for Instruction	Victor Vega		7-26-22
President	Rose B. Bellanca		8-3-22

Do not write in shaded area. Entered in: Banner_____ C&A Database_____ Log File_____ Board Approval_____

Reviewed by the C&A Committees 5/19/22

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.

Program Name:	Digital Strategist	**Program Code:** CTWDGS
Division and Department:	Digital Media Arts / Business & Computing Technologies	
Type of Award:	☐AA ☐AS ☐AAS ☒Cert. ☐Adv. Cert. ☐Post-Assoc. Cert. ☐Cert. of Comp.	
Effective Term/Year:	Fall 2019	**CIP Code:** 11.0801
Initiator:	Jason Withrow	

Program Features • Program's purpose and its goals. • Criteria for entry into the program, along with projected enrollment figures. • Connection to other WCC programs, as well as accrediting agencies or professional organizations. • Special features of the program.	**Program purpose and goals:** This is a short certificate focused on the skills needed for employment as a digital strategist, marketing specialist or project manager. **Program admission requirements:** College-level reading and writing. **Articulation:** Various B.S. degrees **Special features:** Most courses will be available as both mixed mode and online (WEB 100 is online only).		
Need Need for the program with evidence to support the stated need.	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.		
Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	1. Create written deliverables evaluating optimizing website search engines. 2. Create user research documentation, such as recruitment scripts, focus group protocols, etc.	1. Web project 2. Web project	

Curriculum	~~WEB 100: Working in the Web Industry (2 credits)~~
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.	WEB 133: Digital Strategy (4 credits) WEB 163: User Research and Project Management (4 credits) **Minimum Credits Required:** ~~10~~ *11* *BMG 155 Business on the Internet (3 credits)* *per dept 1/16/19*

Budget		START-UP COSTS	ONGOING COSTS
Specify program costs in the following areas, per academic year:	Faculty	0.00	0.00
	Training/Travel	0.00	0.00
	Materials/Resources	0.00	0.00
	Facilities/Equipment	0.00	0.00
	Other	0.00	0.00
	TOTALS:	0.00	0.00

Program Description for Catalog and Web site	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.
Program Information	**Accreditation/Licensure** – None **Advisors** – Scott Shaper, Jason Withrow, Kelley Gottschang **Advisory Board** – WEB Advisory Board **Admission requirements** – College-level reading and writing **Articulation agreements** – Various B.S. degrees at EMU **Continuing eligibility requirements** – None

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Create written deliverables evaluating optimizing website search engines.	Web project	Fall 2022	WEB 133	All
2. Create user research documentation, such as recruitment scripts, focus group protocols, etc.	Web project	Fall 2022	WEB 163	All

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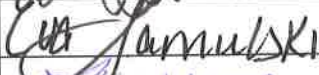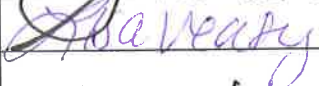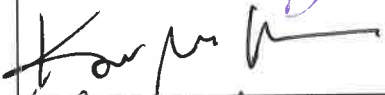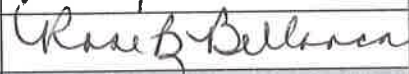
    Outcomes 1 and 2 will be scored using departmentally-developed rubric

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 ☐Approved for Development ☐Final Approval	Kim Hurns		12/7/18
President	Rose Bellanca		1/3/19
Board Approval			3/26/19

logged 2/5/19