Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

Web Design and Development

Join the Web development industry through the completion of these certificates and degree.

Digital Strategy (CVWDIS)
Advanced Certificate
Program Effective Term: **Fall 2016**

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

Program Admission Requirements:
Students must complete the Web Design and Development Certificate (CTWDDC) or have equivalent industry experience.

Major/Area Requirements		(11 credits)
WEB 233	Web Analytics and SEO	4
WEB 263	Business Analysis and Project Management	4
BMG 155	Business on the Internet	3

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

PROGRAM PROPOSAL FORM

☒ **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☐ **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 Strategy	**Program Code:**
Division and Department:	BCT / Digital Media Arts	CVWDIS
Type of Award:	☐ AA ☐ AS ☐ AAS ☐ Cert. ☒ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Winter 2017	**CIP Code:**
Initiator:	Jason Withrow	11.0801

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.	**Description** This program is for students interested in the strategic and management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, web marketing specialist, business analyst, or project manager. **Admissions Requirements** Students must complete the Web Design and Development Certificate or have equivalent industry experience to be admitted into the program.

Need Need for the program with evidence to support the stated need.	The WEB advisory committee has recommended that we offer a program that prepares students for positions such as digital strategist, web marketing specialist, business analyst, and project manager. The addition of the digital strategy certificate will provide a high-wage (average $60,000 according to payscale.com) skill based certificate to the web program. Jobs as a digital strategist include positions like digital Strategist, content strategy, web content strategy, integrated marketing, and social media manager that are not specific web jobs but positions that require skills in analytics, SEO, mobile marketing, content management, email marketing, social media as well as growing trends. Job growth in this area is outpacing "internet marketing" Although these positions do not fit neatly into web/tech or marketing categories, the digital marketing institute predicts 150,000 new digital jobs by 2020.

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.	Outcomes 1. Create written deliverables evaluating website search engine optimization. 2. Create written use cases describing how a system functions.	Assessment method 1. Project from WEB 233 evaluated using a rubric 2. Project from WEB 263 evaluated using a rubric.

logged 5/24/16 sj   done 1/13/17MD

Curriculum	WEB 233: Web Analytics and SEO (4 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 263: Business Analysis and Project Management (4 credits) BMG 155: Business on the Internet (3 credits)

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 and management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, web marketing specialist, business analyst, or project manager.

Program Information	**Accreditation/Licensure -**
	Advisors – Jason Withrow, Kelley Gottschang, Scott Shaper
	Advisory Committee - WEB Advisory Committee
	Admission requirements - Students must complete the Web Design and Development Certificate or have equivalent industry experience to be admitted into the program.
	Articulation agreements -
	Continuing eligibility requirements -

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Create written deliverables evaluating website search engine optimization.	Project from WEB 233	Fall 2020	Students who have completed WEB 233	All

Create written use cases describing how a system functions.	Project from WEB 263	Fall 2020		Students who have completed WEB 263	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.

   Departmentally-developed rubric.

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

   70% of students will score 75% or better.

3. Indicate who will score and analyze the data.

   WEB Faculty will score and analyze the data.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Jason Withrow	*Jason Withrow*	5/16/16
Dean	Kim Hurns	*Kim Hurns*	5/20/16
Curriculum Committee Chair		*signature*	7/25/16
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Michael A. Nealon	*signature*	7/21/16
President	Rose Bellanca	*RBBellanca*	10/27/16
Board Approval			10/25/16

Digital Strategy Advanced Certificate
Assessment Rubric

Assignment / Project:

Respond to the following questions based on the following scale from 1 – 5.

1	2	3	4	5
Strongly disagree; Poor quality	Disagree; Below average quality	Neutral; Average quality	Agree; Above average quality	Strongly agree; Professional level of quality

Indicate 'N/A' if that item cannot be evaluated.

1. Deliverable meets requirements of the assignment/project: _____
   Comments/Details:

2. Deliverable has a logical structure: _____
   Comments/Details:

3. Deliverable content is easy to understand: _____
   Comments/Details:

4. Deliverable offers helpful / beneficial ideas for the client: _____
   Comments/Details:

5. Deliverable recommends approaches consistent with industry best practice: _____
   Comments/Details:

6. Deliverable is overall at a professional level: _____
   Comments/Details: