



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Digital Content Strategy

Degree/Certificate: BS

Options: NA

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 09.0101

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory higher.mo.gov/ProgramInventory/search.jsp

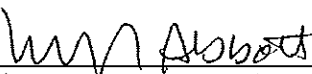
Implementation Date: 08/01/2017

Cooperative Partners: NA

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA


Signature

3/27/2017
Date

Name/Title of Institutional Officer

Joe Alsobrook, Dean of Arts, Media, and Communications

636-949-4164

Person to Contact for More Information

Telephone



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name BS Digital Content Strategy
Date 01/08/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
NA
- Characteristics of a specific population to be served, if applicable.
The population to be served by the Digital Content Strategy degree are individuals who are interested in analyzing social media trends and providing strategies for maximizing communications, especially at the institutional level.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty will need to hold one of the following degrees to teach Digital Content Strategy: PhD Journalism, Advertising, or Public Relations with emphasis in social media/ Digital Content Strategy, MA Media Literacy, or MA Communications with an emphasis in Social Media/ Digital Content Strategy.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Full-time faculty will offer 50% of the course work required for the degree. Specialized adjuncts will offer the demographic courses and those that require advanced statistics.
- Expectations for professional activities, special student contact, teaching/learning innovation.
NA

3. Enrollment Projections

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

- Student FTE majoring in program by the end of five years.
120
- Percent of full time and part time enrollment by the end of five years.
75% full time and 25% part time.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
We anticipate twenty-five graduates after three years and thirty-five graduates at five years after implementation.
- Special skills specific to the program.
Intermediate software knowledge of the Adobe Suite, especially Photoshop, along with advanced statistics knowledge and Microsoft Excel.
- Proportion of students who will achieve licensing, certification, or registration.
Though Adobe certification can be sought through the program, such certification is not required nor will it necessarily benefit students in their chosen fields.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.
The U.S. Bureau of Labor Statistics shows Market Research Analyst job outlook as growing much faster than average, at 19%. U.S. News and World Report ranked Market Research Analyst as number 12 for Best Business Jobs
(<http://money.usnews.com/careers/best-jobs/market-research-analyst>)
- Transfer rates, continuous study.
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the school, and program.

5. Program Accreditation

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

The program is currently in process of review by Higher Learning Commission.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
The School has a number of programs that will be called upon to support the implementation of this program, including Studio Art, Art History, Graphic Design, and more, as well as those across the campus in Business and Mathematics. The chair has an MA in Media Literacy and is well-versed in the requirements of the field.



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: NA

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENGL 150000	3	Strategies for University Writing
ENGL 170000	3	Research and Argumentation
GE Math	3	
GE US History/ Government	3	
GE Social Science	3	
GE Natural Science w Lab	3	
GE Science Elective	3	
GE Science Elective	3	
GE Arts	3	
GE Literature	3	
GE Human Cultures Elective	3	
GE Human Cultures Elective	3	
GE Elective	3	
GE Elective	3	

D. Major requirements: Total credits: 54

Course Number	Credits	Course Title
ARTH 22200	3	History of Western Art to 1300
MTH 14100	3	Basic Statistics
COM 13000	3	Survey of the Professional Media
DCS 20000	3	Digital Content and Demographics
ART 18101	3	Digital Photography
ARTH 22400	3	History of Western Art from 1300
DD 12000	3	Design with Photoshop
COM 32700	3	Media Literacy
DCS 36000	3	Information Literacy
COM 38700	3	Emerging Platforms and Analytics
DCS 30000	3	Media Literacy Theory

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

DCS 25000	3	Digital Content Strategy Practicum I
DCS 35000	3	Personal Branding and Content Creation
DCS 37000	3	Digital Content Strategy Practicum II
DCS 40000	3	Contemporary Audience Analysis
DCS 45000	3	Digital Content Strategy Practicum III
DCS 48000	3	Digital Content Strategy Capstone

E. Free elective credits:

24

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

The Digital Content Strategy Capstone will build upon the skills learned in the practica classes where students will select an actual nonprofit company, analyze their communication strategies and create a new marketing strategy.

G. Any unique features such as interdepartmental cooperation:

NA



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	50	80	100	110	120
Part Time	10	15	20	25	25
Total	60	95	120	135	145

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall of 2015 there have been 147 inquiries into BA Journalism, 438 in Marketing, 123 in Advertising, and 38 in Digital and Multimedia Studies.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

The BA in Digital Content Strategy is designed to provide students with the skills needed to create, analyze and optimize social media content and campaigns. With a firm foundation in information gathering techniques and data analysis, students will learn to define and analyze audiences for and with social media and to measure the effectiveness of social media strategies. Digital content managers work with content creators and marketers to keep websites on track and up-to-date. They also track data on where customers click and how long they stay on a site or particular Web page. They then use this data to continually make strategic site improvements to achieve digital marketing goals. It's a marriage of art and science – a career in which you get to use equal parts of your left and right brain. Market Research Analyst Occupational Outlook <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm> Advertising, Promotions, and Marketing Manager <http://www.bls.gov/ooh/management/advertising->

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



promotions-and-marketing-managers.htm Market Research Analyst is 12 of the top 50 occupations with the most openings.<http://acinet.org/oview1.asp?next=oview1&Level=edu3&optstatus=&jobfam=&id=1&nodeid=3&socode=&stfips=&ShowAll=>

With the expansion of social media, all companies are in need of Social Media Managers, otherwise known as Digital Content Analysts or Digital Content Managers. There exists only one other similar program that is offered online in the area, but it is not as targeted to the job market as this new degree will be, which is based on the KU graduate degree model for Digital Content Strategy. We have the faculty and the expertise to begin offering this and will take advantage not only of the Journalism program, but also Advertising/ PR and Marketing.

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

Form SE - Student Enrollment Projections