

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): St. Louis Community College Meramec

Program Title: Mass Communications

Degree/Certificate: Associate of Applied Science

Options: N/A

Delivery Site(s):

CIP Classification: 090102

Implementation Date: Fall 2011

Cooperative Partners: N/A

Expected Date of First Graduation: Fall 2013

AUTHORIZATION

Name/Title of Institutional Officer Signature Date

Dr. Donna Dare, Vice Chancellor Academic and Student Affairs

Person to Contact for More Information Telephone

Denise Coyne, Senior Research Associate 314 539-5382

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	3	5	10	13	15
Part Time	2	3	5	7	10
Total	5	10	15	20	25

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COLLABORATIVE PROGRAMS

Sponsoring Institutions: ___N/A_____

Degree program: _____

Length of agreement: _____
(open-ended or limited)

All coursework for this degree will be offered through St. Louis Community College.

Form PS

PROGRAM STRUCTURE (see page 3 of this document for AAS Degree in Mass Communication)

A. Total credits required for graduation: 64 credits

B. Residency requirements, if any: N/A

C. General education: Total credits: 27-28 credits and 2 credit P.E.

Courses (specific courses OR distribution area and credits):

_____ cr. _____ cr. _____ cr.

D. Major requirements: Total credits: 27-28 credits

_____ cr. _____ cr. _____ cr.

E. Free elective credits: 6-8 credits (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience

The program includes a requirement for a 3 credit hour Workplace Learning: Media 1 (internship) and a 1 credit hour Media Portfolio Review course.

G. Any unique features such as interdepartmental cooperation:

This AAS degree in Mass Communication does include courses in Art and Music as part of the area of concentration yet these courses can be taken in place of other MCM (Mass Communication) courses. And in the development of the AAS degree, the Art and Music departments were in consultation and in support of the courses being added to the Mass Communication degree. Thus there is no special considerations for interdepartmental cooperation than what would be assumed in the career general education component of the program.

MASS COMMUNICATIONS
 Associate in Applied Science Degree
 Meramec Campus

The primary purpose of this education program is to prepare students for entry-level positions in the mass communication field. Students learn the fundamentals of journalism, broadcasting and advertising through a combination of basic liberal arts courses and advanced courses in print, broadcast and multimedia that emphasize hands-on experience. Students acquire organizational, technical, speaking and writing skills, the ability to assess workplace trends and market themselves according to industry standards and expectations.

Students interested in this program should also have a willingness to interact with people from diverse backgrounds.

All students in this program are required to complete an on-the-job internship. Graduates of the program will have the skills necessary to be ready for entry-level employment and beyond in a variety of mass communications settings, such as print/online journalism, public relations, advertising, audio/radio and/or video/television/film.

I. Career General Education **27-28 credits**

COM101	Oral Communications	(or)	
COM107	Public Speaking		3
ENG:101	College Composition I		3
ENG:102	College Composition II		3
XXX:xxx	Math/Science Electives		6
XXX:xxx	Missouri State Requirement		3
ECO:140	Introduction to Economics		3
XXX:xxx	Humanities Elective		3-4
MCM102	Media Literacy	(or)	
PHL 104	Ethics		3

II. Physical Education Activity **2 credits**

Area of Concentration			27-28 credits
MCM:101	Intro to Mass Communications		3
MCM:110	Journalism I: Writing and Reporting		3
MCM:124	Radio Production	(or)	
MUS:150	Fundamentals of Music Technology		2-3
MCM:121	Television Production	(or)	
MCM:126	Video Production: Field		3
MCM:143	Convergence Media Production	(or)	

ART: 607	Intro to Interactive Design		3
MCM:140	Introduction to Advertising		3
MCM:141	Public Relations		3
MCM:113	Applied Journalism	(or)	
MCM:122	Applied Broadcasting	(or)	
MCM:142	Applied Advertising	(or)	
MCM:211	Applied Public Relations		3
MCM:201	Workplace Learning: Media I		3
MCM:221	Media Portfolio Review		1

IV. Electives 6-8 credits
 XXX:xxx Electives (see advisor for approved list)

Program total 64 credits

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name _____ St. Louis Community College-Meramec _____

Program Name _____ A.A. S. Mass Communications _____

Date _____ February 7, 2011 _____

Overview:

St. Louis Community College has 15 college transfer options and over 100 career programs. The mission states St. Louis Community College expands minds and changes lives every day. We create accessible, dynamic learning environments focused on the needs of our diverse communities. The vision of the community college is to be forward thinking and future oriented, thus an Associate in Applied Science degree in Mass Communications meets the direction of the community college by providing means for students to earn a degree in a dynamic and challenging field of Mass Communication. Two of the directions of the college are to increase enrollment and improve responsiveness to evolving workforce needs. Students who graduate with an AAS degree in Mass Communication will possess the tools to be successful in a myriad of occupations such as broadcasting, journalism, public relations, advertising and multi-media.

Student Preparation

The primary purpose of this AAS degree in Mass Communication is to prepare students for entry-level positions in the mass communication field. Students learn the fundamentals of journalism, broadcasting and advertising through a combination of basic liberal arts courses and advanced courses in print, broadcast and multimedia that emphasize hands-on experience. Students acquire organizational, technical, speaking and writing skills, the ability to assess workplace trends and market themselves according to industry standards and expectations.

Many of the courses that are already a part of the program have modernized with the addition of digital and multimedia components specific to each course objective. A multimedia component is included at the ground floor and at the portfolio level, to better prepare the students for a 21st century workplace. This includes adding a section of MCM135 "Information and Design for the WWW", to give the students a foundation in information design for the web, and adding a "Digital Portfolio" course at the close of the program to serve as a portfolio review, which will help the student organize and market his/herself to meet industry expectations. This would speak directly to our mission of connecting our curriculum to the workforce.

Faculty Characteristics

All full and part time faculty members within this program are highly trained in the areas of Mass Communication and also have professional connections in the industry. Each maintains a Master's Degree or higher from an accredited institution often with additional experience in such fields as journalism, advertising, broadcasting (radio and TV), and multi-

media. All part time faculty members are managed by the Assistant Chair and Program Coordinators to assure high academic integrity and adherence to program and course learning outcomes.

The Meramec campus maintains up to date equipment, industry standard software and hardware, and contacts within the industry to properly educate all students enrolled in the program. Faculty members work with area businesses giving students access to high quality internships and the added bonus of acquiring guest lecturers practicing in the field.

Enrollment Projections

It is estimated that by the end of five years the number of FTE majoring in the program will be 25. We believe we will see an increase in full and part time enrollment by the end of five years to have increased by 50% each year.

Student and Program Outcomes

The primary purpose of this education program is to prepare students for entry-level positions in the mass communication field. Students learn the fundamentals of journalism, broadcasting and advertising through a combination of basic liberal arts courses and advanced courses in print, broadcast and multimedia that emphasize hands-on experience. Students acquire organizational, technical, speaking and writing skills, the ability to assess workplace trends and market themselves according to industry standards and expectations.

The AAS degree offers our students the needed hands-on emphasis, which provides them with the opportunity to gain essential skills and knowledge for entry level positions in mass communication, including the television, radio, journalism, public relations, and advertising industries.

While St. Louis Community College offers an AA degree in Communications Arts with options in Mass Communication such as Broadcasting, PR/Advertising, Journalism and Multi-Media, we believe we will increase our number of graduates in the AAS degree for those students wanting employment in entry level positions in the field. We believe we will see an approximate 50% increase in our number of graduates from previous years, as the AAS degree was previously only offered at the Forest Park campus. At the end of two years, the number of graduates per annum will be approximately 10 graduates. At the end of three years 25 students will be enrolled in the program. At the end of five years, it is projected the number of graduates per annum will be 10 graduates.

While this AAS degree is considered a terminal degree, some students may want to continue their education in order to receive a BA or BS in Mass Communications at another institution. We believe approximately 25% of enrollees will transfer to another program upon participation in this program.

Program Accreditation

There are no plans to aggressively seek outside certifications or accreditations from an outside accrediting body.

Alumni and Employer Survey

A review process is to be regularly scheduled and executed for this program on a 2 year basis. This review will collect data from the offered courses, observations and recommendations from the advisory board, and track graduates of the program to improve student learning. The review will track the percent of graduates employed in the field will serve as a useful indicator of employment and/or bachelor's level work in the field. And the review will also assess student success through graduate and employer satisfaction surveys. These employers will be contacted by phone as graduates complete the program and enter the workforce. We estimate 95% of the employers will be satisfied with the level of preparedness of the recent graduates.

It is estimated that 98% of the students surveyed will indicate they are satisfied with the program and feel they are strongly prepared for employment in the field.

Data acquired recently from the Forest Park AAS graduates indicates the majority of the students enrolled transferred to a four-year university, and no satisfaction data was available for those students who sought and obtained employment after graduation. With our local industry connections, we are hopeful we will be able to more adequately track our graduates as they enter the workforce.