

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): St. Louis Community College Florissant Valley

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

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STUDENT ENROLLMENT PROJECTIONS:

Florissant Valley A. A. S. Mass Communications

Year	1	2	3	4	5
Full Time	13	15	17	19	22
Part Time	2	2	2	3	3
Total	15	17	19	22	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.

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PROGRAM STRUCTURE: See page 3 of this document for A. A. S. Degree in Mass Communications

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 A. A. S. degree in Mass Communications 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 Communications) courses. And in the development of the A. A. S. degree, the Art and Music departments were in consultation and in support of the courses being added to the Mass Communications degree. Thus, there are 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
Florissant Valley 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**

COM: 101	Oral Communications (or)	
COM: 107	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
MCM: 102	Media Literacy (or)	
PHL: 104	Ethics	3

II. Physical Education Activity **2 credits**

III. 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

COM: 104	Persuasion	3
COM: 105	Interview Process	3
COM: 111	Voice and Articulation	3
ENG: 103	Report Writing	3
MCM: 111	Journalism II: Editing and Design	3
MCM: 112	Feature Writing	3
MCM: 115	Acting for the Camera	3
MCM: 120	Introduction to Broadcasting	3
MCM: 123	Broadcast Journalism	3
MCM: 125	Scriptwriting for Television and Film	3
MCM: 127	Video Production - Studio	3
MCM: 130	Film Appreciation	3
MCM: 213	Advanced Video Production	3
MCM: 217	Publications Writing	3
MCM: 218	Advanced Filmmaking	3
MCM: 219	Multimedia Applications	1 - 3
MCM: 220	Advanced Audio Production	3
MUS: 152	Audio Engineering	3
MUS: 154	Music Recording With Pro Tools I	2
MUS: 254	Music Recording With Pro Tools II	2

Program total

64 credits

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: St. Louis Community College-Florissant Valley

Program Name: Associate in Applied Science in Mass Communications

Date: February 11, 2011

Overview:

The St. Louis Community College District currently offers 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 the dynamic and challenging field of Mass Communications. Two of the directions of the college are to increase enrollment and improve responsiveness to evolving workforce needs. Students who graduate with an A. A. S. degree in Mass Communications will possess the tools to be successful in a myriad of occupations such as broadcasting, journalism, public relations, advertising, and multi-media.

Because the faculty, staff, and facilities (KCFV Radio Station, HD-TV Studio, and Digital Editing Labs) are already in place for these students, adding the AAS Option to the Florissant Valley Campus can be accomplished at minimal to no cost.

Student Preparation:

The primary purpose of this A. A. S. degree in Mass Communications is to prepare students for entry-level positions in the mass communications 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.

As the industry moves toward digital and multimedia communications, STLCC has revised its mass communications curriculum to ensure each course objective addresses these components in the print, broadcast, and multimedia arenas. In addition to the shift to digital production, distribution, and exhibition in the curriculum, this degree includes a foundation course in information design for the web (MCM: 135 “Information and Design for the WWW”), exposure to multimedia communications (MCM: 219 Multimedia”), and a culminating experience in a portfolio course (MCM: 221 “Media Portfolio Review”)—all of which is designed to better prepare students to meet the industry’s expectations in the 21st century workplace. To ensure the A. A. S. degree at STLCC not only remains at the cutting

edge of the industry's standards and expectations but can also position itself to respond quickly to changes in those standards and expectations, faculty and staff will work closely with its professional advisory board, meeting twice annually to discuss curriculum, advise on career paths, and to establish networking opportunities for students and faculty. This speaks 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 Communications and also have professional affiliations in the industry. Each maintains a Master's Degree or higher from an accredited institution and professional experience in such fields as journalism, advertising, broadcasting (radio and TV), and multi-media. All part time faculty members are managed by the Department Chairperson and Program Coordinator to assure high academic integrity and adherence to program and course learning outcomes.

The Florissant Valley campus maintains up to date equipment, industry standard software and hardware. We have the only FCC licensed broadcast facility in the STLCC multi-campus district, KCFV 89.5fm. We also have the only HD-TV Studio in the district with a fully digital, tapeless, work-flow ensuring that from production, to distribution, to exhibition, the media is stored and transferred digitally, replicating a contemporary broadcast facility. We also have many contacts within the industry that provide internships, workshops, and participation with our professional advisory board to ensure quality education and a seamless transition into the workforce for 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 full-time students majoring in the program at FV 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 15% each year.

Student and Program Outcomes:

The primary purpose of this degree program is to prepare students for entry-level positions in the mass communications 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 A. A. S. 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 communications, including the television, radio, journalism, public relations, and advertising industries. Students currently enrolled in STLCC-FV Associate of Arts in Communications with Broadcast and/or Print Options have been recognized for excellence at the local, state, regional, and national levels. We anticipate that A. A. S. Mass Communications students will do as well as their A. A. counterparts.

While St. Louis Community College offers an Associate of Arts degree in Communications Arts with options in Mass Communications such as Broadcasting, Public Relations/Advertising, Journalism, and Multi-Media, we believe we will increase our number of graduates in the A. A. S. degree for those students wanting employment in entry level positions in the field. We believe we will see an approximate 15% increase in our enrollment from the previous year, as the A. A. S. degree was previously only offered at the Forest Park campus. At the end of five years, we believe 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 A. A. S. degree is considered a terminal degree, some students may want to continue their education in order to receive a Bachelor of Arts or a Bachelor of Science 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 two-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 which will serve as a useful indicator of employment and/or bachelor's level work in the field. The review will also assess student success through graduate and employer satisfaction surveys. These employers will be contacted as graduates complete the program and enter the workforce. We will also work in tandem with the Florissant Valley Career and Employment Service Office to assist students with resume development, marketing of the student resume to prospective employers, and gather data on graduates' employment history. 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 A. A. S. graduates indicate 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. Our goal is to have our successful graduates help other St. Louis Community College graduates find success, creating a large pool of STLCC graduates working in the Mass Communications industry, who will grow the pool by repeating the cycle and helping other STLCC students.