

**Request for Authorization to Establish a
Bachelor of Arts in Digital Media Arts
(B.A., CIP 50.0102) at
Elizabeth City State University**

I. Program Highlights

- The BA in Digital Media Arts will prepare students for careers in digital journalism, social media, music production and management, and video production (including both entertainment and industrial film making), while supporting existing programs in Music, Fine Arts, Journalism, and Mass Communication. The program will also prepare students to be self-starting entrepreneurs in those fields.
- Student outcomes of the program include the ability to design media formats based on selected type of employment, deliver media services for multiple platforms, work as entrepreneurs, and/or work in creative environments.
- The Digital Media program is designed to provide students with a foundation and understanding of all of the aspects of digital media so that they can understand how to make them work to their advantage. Hence, coursework in the program is designed to provide students with the skills needed to:
 - Design, develop, and manage digital media using current and emerging technologies that adhere to industry standards;
 - Analyze needs and effectively manage projects and resources, applying sound business principles and technology;
 - Develop, test, and implement web and multimedia applications using techniques for scripting and programming; and,
 - Effectively apply relevant theories, practices, and principles when designing and developing works of digital media.
- This is an on-campus program.
- This degree program is comprised of 120 hours: 35-37 hours in General Education, 35 hours of core major requirements, 24 hours in a specific concentration, and 26 hours of free electives. Students must complete a minimum of 30 hours of credit at the upper level, applied toward the degree, at ECSU, including a minimum of 15 semester hours of credit in junior/senior-level courses in the major field.
- 14 full-time students and 6 part-time students are projected in the first year. 29 full-time students and 10 part-time students are projected by the fourth year.
- Since the proposed program is interdisciplinary and will utilize resources in existing programs, the available library, facilities, and equipment are currently sufficient to meet the educational standards. No new faculty, library resources, facilities and equipment, or other program support will be needed.

II. BOG Academic Program Planning Criteria (UNC Policy 400.1)

1. **Existing Programs (Number, Location, Mode of Delivery).** Currently, six institutions in North Carolina offer a program similar to the proposed BA in Digital Media Arts: Queens University of Charlotte, the University of North Carolina at Charlotte, North Carolina State University, the University of North Carolina at Greensboro, the University of North Carolina at Asheville, and Wake Forest University.

APPENDIX J

The proposed degree program would be the only one located in the northeastern region of North Carolina. The interdisciplinary curriculum would encompass knowledge and skills related to audio, graphic arts, digital print and theater. According to the Program Degree Finder information found on the University of North General Administration Website, most digital media degree programs are located in the central and western regions of North Carolina. By offering the degree in Digital Media Arts at ECSU, we would be providing training and experiences for students in the northeastern region of North Carolina and the Virginia Hampton Roads Tidewater Areas. In this program, students will study special skills that are interdisciplinary in scope and responsive to today's varying job expectations.

- 2. Relation to Campus Distinctiveness and Mission.** ECSU's mission is "to promote economic, social, and environmental progress for the people of northeastern North Carolina, the state, and the nation." The proposed Bachelor's Degree in Digital Media Arts serves that mission by creating new opportunities and advancing existing opportunities within the 21-county area served by ECSU. This degree represents an important step in "modernizing" the curricular offerings to respond to evolving workforce needs.
- 3. Demand (local, regional, state).** Statistics show that in May of 2015, the state of North Carolina employed between 90 and 220 Sound Engineering Technicians, with an annual mean wage of between \$44,800 and \$50,820. The same statistics show that Multimedia Artists and Animators are employed at a rate of between 610-10,110 for the state, with an annual mean wage of between \$41,050 and \$56,030. However, for the Hampton Roads area of Virginia, within commuting distance of northeastern North Carolina, the annual mean salary rises to between \$56,060 and \$63,500. Finally, in the state of North Carolina there are between 180 and 310 media and communication equipment workers, with an annual mean salary of between \$54,690 and \$65,910.
- 4. Potential for Unnecessary Duplication.** There is no unnecessary duplication. Currently, the degree programs in or related to the field of Digital Media Arts are located on college campuses in the Piedmont or Western portions of North Carolina. The closest program to this region is on the campus of North Carolina State University which is a three-hour drive.
- 5. Employment Opportunities for Graduates.** The U.S. Bureau of Labor statistics from 2015 show that the occupation of Media and Communication Equipment Worker had grown 6%, with a mean hourly wage of \$34.10 and a mean annual wage of \$70,920. Multimedia Artists and Animators grew as a profession at a rate of 5.6%, with a mean hourly wage of \$33.80, and a mean annual salary of \$70,300. Finally, the occupation of Sound Engineering Technician had an employment increase of 4.4%, with a mean hourly wage of \$30.45 and a mean annual wage of \$63,340. Research from www.bls.gov shows that the general fields of Digital Media and Video and Sound Production are among the fastest growing fields in the United States, with an optimistic outlook for future growth.
- 6. Faculty Quality and Number.** No full-time faculty will be needed. The proposed program is interdisciplinary and most of the curriculum will consist of existing courses which can easily be

APPENDIX J

accommodated by existing faculty. There will be no effect on faculty availability, course load, public service activity, or scholarly research.

- 7. Availability of Campus Resources (library, space, etc.).** Library resources and services are fully equipped to provide high quality information for students who enroll in the proposed program. All ECSU students have automatically generated student accounts, which include off-campus access into library databases and online journal subscriptions. Students will have access to the library's collection and interlibrary loan services. Additionally, the library provides each student with an account in Refworks to help organize their research and create citations. Facilities and equipment housed at ECSU are adequate to support the proposed program. As an interdisciplinary degree program composed mainly of courses from the Departments of Visual and Performing Arts and Language and Literature and Communication, most classes in the proposed program will be held in the Burnim Fine Arts Center and in Williams Hall.
- 8. Relevant Lower-level and Cognate Programs.** The proposed Digital Media Arts program is interdisciplinary in scope. The program is designed to provide educational training and creative skills development for students interested in working within the digital media arts field. Students in this program will take classes across four disciplines of study: music (emerging media in audio), graphic design (digital studio), theater (media and the performing arts in theater), and communication (digital print and media). Students will also take additional classes in other areas for free electives.
- 9. Impact on Access and Affordability.** The proposed degree program is an affordable option for students, given that ECSU is among the UNC System campuses offering the lowest tuition.
- 10. Expected Quality.** Annually ECSU will conduct a program vitality evaluation (PVE). The evaluation examines five critical areas: (1) the number of students enrolled full and part-time as majors in the degree area; (2) enrollment in the courses offered by a degree program; (3) credit hour production by degree program area; (4) credit hour productivity by faculty; (5) the relative profitability index, (6) student retention rates for the programs; and (7) program graduates. At the completion of the 4th year, ECSU will review the PVE reports in a composite fashion. Such a process will provide trend data as to each area of assessment listed above which in turn will allow the University to make the necessary programmatic adjustments.
- 11. Feasibility of Collaborative Program.** The proposed degree program would be administered on-campus. Given the distance from other similar programs, there are limited opportunities for collaboration.
- 12. Other Considerations.** None.

III. Summary of Review Processes

Campus Review Process and Feedback. The proposal was reviewed by the ECSU faculty, department and university curriculum committees, the provost, and chancellor. Approval was obtained at all levels.

UNC General Administration Review Process and Feedback. Throughout the review process, ECSU provided relevant information pertaining to program requirements and resources.

IV. Recommendation

It is recommended that the Board of Governors approve Elizabeth City State University's request to establish a Bachelor of Arts (B.A.) in Digital Media Arts degree program (CIP 50.0102) to enroll students starting Spring 2018.