

**New Program Proposal
Bachelor of Science in Information Design
Winthrop University**

Summary

Winthrop University requests approval to offer a program leading to the Bachelor of Science in Information Design to be implemented in Fall 2007, at the campus of Winthrop University.

The Winthrop University Board of Trustees approved the program on June 29, 2006. The proposal was also submitted to the Commission for review on August 14, 2006. At the meeting of October 11, 2006, the full proposal was discussed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs and approved unanimously.

Winthrop University's mission supports the offering of a wide array of undergraduate programs in the arts and sciences, including those which are business-related. In its preparation of graduates for the world of work with a broad-based understanding of skills, abilities and knowledge bases in four areas (i.e., marketing, computer science, graphic design, and mass communication) this program is consistent with the mission of the institution itself.

Three other similar baccalaureate offerings in this field exist in public institutions in the state of South Carolina, including ones at USC-Columbia, College of Charleston and USC-Upstate. The proposed program at Winthrop, however, is distinctive in terms of its organization (involving four subject fields across the University) and in its emphasis on the centrality of marketing and computer skills and knowledge bases as they relate to the internet.

The program will be offered on the campus of Winthrop University. It will predominantly serve a population of residential, full-time students.

Justification for the program is based upon the increased need for persons with expertise in computer-based and marketing knowledge and skills, as applied to the internet. The program has been designed to incorporate four different areas of the curriculum—marketing, computer science, graphic design, and mass communication.

The proposed program itself will neither require nor seek any specialized accreditation. No licensure or registration will be required of graduates of the program in order to take professional positions in the field.

A minimum of 124 credit hours is required for completion of the degree program. Of these, a limit of 28 credit hours will be in a common core of professional coursework; 34-50 credit hours will be in one of the four concentrations from which students can choose; and the remainder of the credits in the program will be in general education and elective credits. A total of 17 new courses will be added to the Winthrop catalog in order to offer this new program of study.

Winthrop University officials have been in close contact with York Technical College since this proposal was first begun to pursue a possible articulation agreement to assist York Technical College students and graduates to enter it seamlessly. This program's upper-division coursework will only begin to be offered in 2009. Winthrop officials have stated that by that time or sooner they hope to have concluded an articulation agreement with York Technical College and other technical colleges from which they receive significant numbers of transfer students.

The proposal states that in years two, three, and four of the program's implementation, three new tenure-track faculty members (2.25 FTE) will be hired for the program. Since the program will use faculty time from each of several different colleges within the institution, approximately .75 of each of these faculty member's time is estimated to be directed toward work in the proposed Information Design program. Institutional representatives stated that the estimates made of FTE for the program are necessarily imprecise. According to the proposal's table on faculty support, total faculty serving in the program in its first year will begin with five (5.0 FTE) in FY 2007-08, all of whom are currently teaching at the institution.

Enrollment in the proposed program is estimated to begin at 24 headcount students (27.5 FTE) in FY 2007-2008 and increase to 151 headcount students (155.5 FTE) in FY 2011-2012 and thereafter. Estimates for enrollments have been based on the institution's surveying area business and industry representatives, as well as internal institutional surveys of students and feedback from potential students.

Existing classroom space is adequate for the first five years of the program's implementation. Library holdings are said to be adequate, especially

with the electronic databases available through PASCAL, which provides a significant percentage of journals which will be used in the program.

Costs for the program begin in the first year at \$43,000 and rise by the fifth year to \$245,000. Costs by category during the first five years of the program's implementation include library holdings (\$19,000); supplies/materials (\$10,000); faculty (\$570,000); graduate assistants (\$30,000); and equipment (\$135,000). These estimated new costs total \$804,000 over the first five years of the program's operation.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state of the proposed program for its first five years of implementation. Also shown are the estimated revenues projected under the MRR and the resource allocation plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
2007-08	\$411,538	\$0	\$411,538	N/A	\$271,733	\$271,733
2008-09	\$888,921	\$0	\$888,921	\$198,759	\$587,686	\$786,444
2009-10	\$1,403,717	\$0	\$1,403,717	\$428,935	\$928,194	\$1,357,129
2010-11	\$1,908,038	\$0	\$1,908,038	\$677,256	\$1,261,247	\$1,938,503
2011-12	\$2,327,058	\$0	\$2,327,058	\$920,797	\$1,538,536	\$2,459,333

These data demonstrate that if the new program meets its enrollment projections and contains costs as they are shown in the proposal, it will generate revenues to match costs as estimated in the MRR in the fourth year of its implementation.

In summary, the proposed program will provide the knowledge and skills in marketing, computer science, graphic design, and mass communication to enable graduates to take professional positions in those areas requiring a high degree of knowledge and skill of computer-related information and marketing, especially as they relate to the internet. While there are similar programs at three other public

institutions, this program is designed for a population that is uniquely residential and full-time at Winthrop and which is unique in its curricular combinations for an area of knowledge for which there is considerable and growing demand. The other public institutions with similar programs are located in different areas of the state; all three of the similar programs are well enrolled at this time. Thus, while the program in some ways may be considered duplicative, the duplication is not “unnecessary.”

Recommendation

Staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission the program from Winthrop University, leading to the Bachelor of Science degree in Information Design, to be implemented in Fall 2007, provided that no “unique cost” or special state funding be required or requested.