

New Program Proposal
Associate Degree in Business, Major in Digital Arts
Horry Georgetown Technical College
Grand Strand Campus

Summary

Horry-Georgetown Technical College requests approval to offer a program leading to the Associate Degree in Business with a major in Digital Arts, to be implemented in Fall 2004 on the Grand Strand Campus. The Horry-Georgetown Technical College Area Commission approved the program on September 11, 2003. The Technical College System Board approved the proposal on February 12, 2004.

The proposal was submitted for Commission review on October 30, 2003. The proposal was reviewed and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on January 21, 2004. Comment primarily focused on the need to coordinate with four-year digital arts and graphic design programs in the state and on questions about offering what is essentially a computer arts program through the business department. The college representative's statements that the program was focused on business applications and uses of digital arts, and that the ARV prefix courses were geared toward business applications, were accepted by the committee.

The purpose of the program is to prepare students for employment in a variety of fields that have traditionally been categorized under the generic term "commercial art." The need for the program is based on demand by local employers for employees trained in the areas of computerized graphic artists/designers for the printing, publishing, and advertising industries; electronic designers for both the internet (web) and for Compact Disk (CD) and Digital Video Disk (DVD) publishing, and video production technicians for both internet (web) streaming, for commercial or industrial business, and for broadcast television. Based on a survey of local businesses, there will be a need for 174 hires in new or existing positions within the next two years, far more than the program will be able to provide. The data suggest that there will be a need for 39 to 75 positions per year.

The curriculum consists of 69 credit hours. Of these, 12 credits are in general education, with the rest in art (6), digital art and related subjects (39) and digital art electives (12). Three courses offered will be new to the Technical College System Catalogue of Approved Courses. The College plans to add up to 24 new courses to its catalogue to support the program.

Two technical colleges offer related programs. Trident Technical College offers a program leading to the Associate Degree in Industrial Technology with majors in Radio and Television Broadcasting and Commercial Graphics. Greenville Technical College offers a program leading to the Associate of Arts Degree with an emphasis in fine arts, graphic design, and photography. According to Horry-Georgetown Technical College, the proposed Digital Arts program takes a broader approach than either of these, involving all of the fundamental arts and design skills within digital technologies. The curriculum is designed to produce a “generalist” in all of the digital arts fields, and a “specialist” in a selected area. Although the program is designed as a terminal program preparing students for employment in the immediate region, the College proposes to seek articulation with related four-year programs within the state for those students who might want to continue their education in the field.

Horry-Georgetown Technical College indicates that the proposed associate degree program will utilize one full-time faculty member (1 FTE) and at least one adjunct faculty (.5 FTE), with the full-time faculty hired immediately and the adjunct hired in 2005. The Dean of Business will administer the proposed associate degree in concert with the full-time faculty member who will be the Chair of the Digital Arts Department. The faculty members will be the only new staff hired for this program.

Enrollment in the proposed program is estimated to begin at 25 headcount (32.5 FTE) in FY 2004-05 and increase to 41 headcount (48.5 FTE) in FY 2005-2006. Estimates are based on the anticipated interest in career opportunities, existing employment trends in the College's service area, and projected population growth along the Grand Strand. If met, these enrollment projections exceed the Commission's minimum productivity standards.

The National Association of Schools of Art and Design provides accreditation for universities, colleges, and schools of art; however, they do not, at the present time, provide accreditation for individual programs. Should the association develop a programmatic accreditation program, Horry-Georgetown Technical College would explore accreditation.

There are no additional physical plant requirements for the proposed program, which will be housed on the Grand Strand Campus. However, equipment needs are substantial, totaling \$340,100 for the first two years of the program. Equipment needs include digital photography equipment, a special Digital Arts Computer Laboratory, Digital Video Production equipment for shooting on locations, a Digital Video Editing studio with at least eight separate spaces for students or student crews, and a multi-camera Digital Video Studio. The College will reallocate existing funds sufficient to cover the start-up costs for the program.

According to the program proposal, “Neither the Elizabeth Mattocks Chapin Memorial Library on the Grand Strand Campus, nor the Libraries located on the Conway and Georgetown campuses have any books, AV materials, or other resources related to the proposed Digital Arts curriculum.” The college does subscribe to nine digital arts related database providers that offer access to fifteen different research databases, containing full text articles related the Digital Arts curriculum. The college estimates that two periodical subscriptions will be required, at an annual cost of \$225. The estimated cost over a three-year period to acquire resources to support the program will be \$19,075. The collection will be adequate to support the program in the second year.

New costs for the program are estimated to begin at \$291,325 in year one and include faculty salaries/fringe (\$75,600), equipment (\$200,600), library resources (\$11,625) and supplies (\$3,500). Estimated costs decrease to \$96,455 by year three and include faculty salaries/fringe (\$90,930, including one new adjunct faculty member hired in year two), supplies (\$3,500), and library resources (\$2,025). The total estimated new cost is \$622,808 for the program’s first three years.

Sources of funds for the new program are estimated to be primarily from reallocation of existing funds (\$226,309 in the first year and \$102,222 in the second) and tuition from new students (\$65,016 in the first year and \$96,516 in the second and third years).

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first three years. 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
Year 1	\$203,808		\$203,808	\$0	\$83,367	\$83,367
Year 2	\$304,144		\$304,144	54,103	\$124,452	\$178,555
Year 3	\$304,144		\$304,144	80,716	\$124,452	\$205,168

These data demonstrate that if Horry-Georgetown Technical College meets the projected student enrollments as they are shown in the proposal, the program will not be able to cover new costs with revenues it generates by the third year of its implementation.

In summary, Horry Georgetown Technical College will offer a program leading to the Associate degree in Business with a major in Digital Arts to help meet the needs of local business for individuals to be trained practitioners in advertising agencies, full-service printing businesses, web design and web hosting firms, video production facilities, and television stations. The stated demand for these employees far exceeds the proposed program's projected production of graduates.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve Horry-Georgetown's proposed program leading to the Associate degree in Business with a Major in Digital Arts for implementation in Fall 2004, at the Grand Strand Campus, provided that no "unique cost" or other special state funding be required or requested.