

**New Program Proposal
 Bachelor of Arts in Communication and Digital Arts
 University of South Carolina Aiken**

Summary

University of South Carolina Aiken requests approval to offer a program leading to the Bachelor of Arts in Communication and Digital Arts to be implemented in Fall 2019. The proposed program is to be offered through traditional instruction. The following chart outlines the stages of approval for the proposal. The Advisory Committee on Academic Programs (ACAP) voted to recommend approval of the proposal. The full program proposal and support documents are attached.

Stages of Consideration	Date	Comments
Program Proposal Received	2/1/19	Not Applicable
Staff comments to the institution	3/5/19	Staff requested revisions to the proposal to adequately address program questions.
Revised Program Proposal Received	3/12/19	A revised proposal was submitted for ACAP consideration.
ACAP Consideration	3/28/19	<p>Representatives from the University of South Carolina Aiken (USCA) introduced the need for the Bachelor of Arts in Communication and Digital Arts program. The representatives stated the proposed program transitions an existing concentration in Digital Arts to a standalone degree program. The proposed program combines courses from speech communication, media, and visual/digital communication technology to prepare students for careers in social media and integrated marketing, public relations, sports information, visual communication, desktop publishing, video editing, and more.</p> <p>Members of the Advisory Committee on Academic Programs (ACAP) discussed the proposal. Representatives from Coastal Carolina University and Francis Marion University encouraged the inclusion of programs at other institutions that may have different titles, but similar content. USC Aiken representatives agreed.</p> <p>After remaining discussion, ACAP voted to approve the program proposal. Staff transmitted remaining questions for additional clarity.</p>

Comments and suggestions from CHE staff sent to the institution	4/2/19	Staff requested the proposal be revised to: <ul style="list-style-type: none"> • Include updated Institutional Approvals; • Explain the importance of offering the B.A. in Communication and Digital Arts as a stand-alone program and not a concentration, as it currently exists, as well as the emphasis on “visual arts”; • Provide a summary that compliments the market assessments conveyed through the Employment Opportunities; • Examine and further explain enrollment projections to ensure adequate estimates; • Include programs at other institutions that may have different titles, but similar content; • Explain how current Library and Learning Resources and Student Support Services assist the program; • Amend the budget to include any funding and costs associated with the implementation of the proposed program (e.g. enrollment, faculty, operational expenses, and outside funding sources, etc.); and • Identify program objectives and compare to student learning outcomes.
Revised Program Proposal Received	4/14/19	The revised proposal satisfactorily addressed the requested revisions.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing approve the program leading to the Bachelor of Arts in Communication and Digital Arts to be implemented in Fall 2019.

USC Aiken Student and Program Data

Undergraduate In-State/Out-of-State Enrollment, Fall 2018	2,912 (87.06%) / 433 (12.94%)
Number of Approved Programs in 10 Yrs. (FY 2009-2018)	6
Number of Terminated Programs in 10 Yrs. (FY 2009-2018)	1

Industry related Occupational Wages and Projections in South Carolina, 2016 – 2026*

Occupational Field¹	2016 Median Income²	2016 Estimated Employment³	2026 Projected Employment	Total 2016-2026 Employment Change	2016-2026 Annual Avg. Percent Change	Total Percent Change
Arts, Design, Entertainment, Sports, and Media	\$36,330	25,317	27,205	1,888	0.72%	7.46%

¹ “Occupational Field” represents the closest related occupation category that includes the occupations aligned with the program proposal.

² SC Department of Employment & Workforce (DEW), Labor Market Information. (2018). Occupational Employment and Wage Rates (OES) for All Major Groups in South Carolina in 2016 [Data file]. Retrieved from <https://jobs.scworks.org/vosnet/lmi/default.aspx?pu=1>

³ SC Department of Employment & Workforce (DEW), Labor Market Information. (2018). Occupational Projections (Long-term) for Multiple Occupations in South Carolina in 2016-2026 [Data file]. Retrieved from <https://jobs.scworks.org/vosnet/lmi/default.aspx?pu=1>

* Data downloaded October 8, 2018; Most recent data available.

NEW PROGRAM PROPOSAL FORM

Name of Institution: University of South Carolina Aiken

Name of Program (include degree designation and all concentrations, options, or tracks):

Bachelor of Arts (B.A.), Communication and Digital Arts

Program Designation:

- | | |
|---|--|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: August 2019

CIP Code: 09.0702

Delivery Site(s): USC Aiken Campus, 471 University Parkway, Aiken SC 29801

Delivery Mode:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Traditional/face-to-face
*select if less than 25% online | <input type="checkbox"/> Distance Education |
| | <input type="checkbox"/> 100% online |
| | <input type="checkbox"/> Blended/hybrid (50% or more online) |
| | <input type="checkbox"/> Blended/hybrid (25-49% online) |
| | <input type="checkbox"/> Other distance education (explain if selected) |

Program Contact Information (name, title, telephone number, and email address):

Dr. Charmaine E. Wilson, Professor and Chair of Communication, 803.641.3546, charw@usca.edu

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

11/3/2017: Approval by Department
11/6/2017: Approval from the College Council of Arts, Humanities, and Social Sciences
11/19/2018: Approved by USC Aiken Courses and Curriculum Committee
12/05/2018: Approved by USC Aiken Faculty Assembly
01/16/2019: Approved by Chancellor
03/15/2019: Approved by USC Board of Trustees

Background Information

State the nature and purpose of the proposed program, including target audience and centrality to institutional mission. (1500 characters)

This B. A. degree combines courses from speech communication, media, and visual/digital communication technology to prepare students for careers in social media and integrated marketing, public relations, sports information, visual communication, desktop publishing, video editing, etc. It is fitting for students who will pursue graduate study in related programs (e.g., at Clemson or USC). In these careers, students must be able to communicate effectively with co-workers and clients, listen well, think critically, and understand and produce media (per O*Net Online and the Occupational Outlook Handbook). Converting our concentration option into a stand-alone degree program is highly desirable for more effective recruitment of students. Additionally, graduates will quickly distinguish themselves with “digital arts” in their degree title leading to increased likelihood of obtaining their desired job.

The degree helps students:

- gain a solid foundation in communication theory, principles and practices so to work well in dyads, on teams, and with diverse others;
- gain the ability to develop ethical and persuasive messages targeted to specific audiences; and
- tailor their coursework to match their career interests and goals (in consult with faculty advisor)

The degree is consistent with USC Aiken’s mission:

- grounded in the study of rhetoric, a cornerstone of a liberal arts education;
- creative in that students study both Communication and Studio Arts;
- attractive to potential students because the degree is distinctive in the region;
- provides an additional degree option for current students, thereby encouraging retention;
- uses high-impact learning practices in small classes with individual attention, so students expand their analytical and critical thinking skills, develop problem solving abilities and enhance leadership behaviors and decision-making strategies.

Assessment of Need

Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable. (1500 characters)

Business executives and hiring managers seek employees who are able to communicate effectively orally and in writing, work well in teams, make ethical decisions, and think analytically and critically (cf. NACE Job Outlook Survey 2018). They also look for computer skills, and more recently, they seek employees with social media and digital communication skills (LinkedIn, 2018). Globe Newswire called social media “one of the hottest career trends,” and reported that organizations are recognizing the need to hire folks to handle their social media campaigns. In fact, CNN identified the top 100 best jobs in America in 2017, and the list included jobs in social media, community relations, marketing communication, content strategy and videography. By merging communication and digital arts, the proposed program develops the skills and abilities needed for social media and content management positions.

A Regional Workforce Study from April 2015 showed that the region will have more than 37,000 job openings in the coming years. “Employers reported difficulty finding ... entry-level talent with the basic skills, soft and hard, that they need to be successful in the workplace.” These jobs will include public relations, social media marketing, communication and other positions requiring the flexibility and adaptability of individuals with expertise in communication and digital arts. The forthcoming table provides additional information regarding employment.

Transfer and Articulation

Identify any special articulation agreements for the proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

Not applicable.

Employment Opportunities

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection	Expected Number of Jobs	Employment Projection	
Public Relations Specialists	3,100 jobs in 2026	60 new openings annually. 7% increase	282,600 jobs in 2026	28,200 new openings annually. 9% Increase	O*Net On-Line Data Base ¹
Public Relations & Fundraising Managers	750 jobs in 2026	60 new openings annually. 12% increase	81,100 jobs in 2026	6,900 new openings annually. 10% increase	O*Net
Marketing Specialists & Analysts	Data not available	Data not available	733,700 jobs in 2026	77,100 new openings annually. 23% increase	O*Net
Video Editors	130 jobs in 2026.	10 new openings annually. 22% increase	40,000 jobs in 2026	4,000 new openings annually. 17% increase	O*Net
Marketing Managers	13,500 jobs in 2026	40 new positions annually. 9% increase	240,400 jobs in 2026	6,900 new openings annually. 10% increase	O*Net
Meeting, Conference & Event Planners	1,210 jobs in 2024	30 new positions annually. 11% increase	129,400 jobs in 2026	15,100 new openings annually. 11% increase	O*Net
Promotion & Advertising Managers	280 jobs in 2026.	10 new openings annually. 3% increase	33,000 jobs in 2026	3,400 new openings annually. 6% increase	O*Net

¹O*Net Online is based on the Occupational Outlook Handbook.

Supporting Evidence of Anticipated Employment Opportunities

Provide supporting evidence of anticipated employment opportunities for graduates.

First, the job title of social media specialist is sufficiently new as to not appear in these data bases. In the case of the jobs noted, visual and digital communication, interpersonal communication skills, the ability to work in teams and so on are needed skills and abilities.

South Carolina Works groups careers in art, design, entertainment, sports and media. In August 2018, nearly 1400 jobs were listed.

SC Works also identifies marketing specialists and analysts as having a “Bright Outlook” for South Carolina.

Anecdotally, we are receiving more contacts from employers regarding social media internships and jobs—employers are looking for folks who have the skills to work in PR, social media, integrated marketing.

Description of the Program

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
2019-2020	10	10	NA
2020-2021	20	20	NA
2021-2022	30	30	NA
2022-2023	40	40	NA
2023-2024	40	40	NA

Explain how the enrollment projections were calculated.

In the academic year 2017-2018, about 135 students were Communication majors. Presently, six USC Aiken students are majoring in Communication and minoring in Art Studio. We anticipate a few of those six students will move to the Communication and Digital Arts degree, along with some Communication majors. We also anticipate drawing new students to the institution. At USC Aiken and other institutions, communication programs have typically grown fairly quickly, so we anticipate both new students and students who change majors. We anticipate 10 new students per year totaling 40 students across the four years once the program reaches full strength.

Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program? If yes, explain.

Yes

No

Curriculum

New Courses

List and provide course descriptions for new courses.

The proposed degree takes advantage of existing courses in Communication and Art Studio, and uses a unique combination of the courses from the two disciplines. No new courses are needed.

Total Credit Hours Required: 120

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Fall		Spring		Summer	
ENGL A101	3	ENGL A102	3		
General Ed – Social Science	3	HIST A101 or A102	3		
COMM A190	3	General Ed – Humanities	3		
Critical Inquiry	1	POLI A201 (Gov't)	3		
General Ed—Science	4	ARTS A145	3		
Elective	1-2				
Total Semester Hours	15-16	Total Semester Hours	16		
Year 2					
Fall		Spring		Summer	
COMM A241	3	COMM A201	3		
Foreign Language	4	Foreign Language	4		
General Ed – Social Science	3	Math	3		
Math	3	ARTS A372	3		
Art History	3	COMM A352	3		
Total Semester Hours	16	Total Semester Hours	16		
Year 3					
Fall		Spring		Summer	
COMM A332	3	ARTS or COMM Elective	3		
COMM A376	3	ARTS or COMM Elective	3		
ARTS A379	3	General Elective	3		
COMM A385	3	Cognate/Minor	3		
General Elective	3	Cognate/Minor	3		
Total Semester Hours	15	Total Semester Hours	15		
Year 4					
Fall		Spring		Summer	
ARTS or COMM Elective	3	COMM A497 or A499	3		
ARTS or COMM Elective	3	COMM A450	3		
Cognate/Minor	3	Cognate/Minor	3		
Minor/General Elective	3	Minor/General Elective	3		
ARTS or COMM	3				
Total Semester Hours	15	Total Semester Hours	12		
Year 5					
Fall		Spring		Summer	
Total Semester Hours		Total Semester Hours		Total Semester Hours	

Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
Journalism & Mass Comm B.A. Major in Visual Comm	120	University of South Carolina Columbia	Two courses in visual comm are required in both programs.	Degree is part of a professional degree program in journalism with emphasis in visual comm. All courses are Journalism courses. No comm or art studio.
Communication B.A. -Interpersonal Comm -Organizational Comm -Health Comm -Comm and the Law -Public Relations -Media & Mass Comm	120	Clemson University	Students select from multiple options linked to specialty tracks, so a few classes might overlap. Also, both programs require public speaking and Intro to Comm.	Six specialty tracks plus Sports Comm. No applied vis comm or studio art classes. More broad and general communication approach to the degree and specialty tracks.
Communication B.A. with concentrations in comm studies, mass media and public relations	120	USC Upstate	Students might take similar courses in media writing, media & culture, ethics.	Students select from a menu of courses taken for tracks/concentrations so programs of study can vary significantly. USC Upstate has less of an emphasis on web-based and digital design than this proposed program.
Communication B.A.	120	College of Charleston	Public Speaking and other courses depending on the individual student and his/her focus.	C of C describes the degree as structured yet flexible, and courses cover a wide range of areas in the discipline, from organizational comm to journalism/media to social movements. C of C puts less emphasis on the applied digital comm, especially the web-based communication and digital design.
Communication B.A. Concentrations in Comm Studies, Health Comm, Interactive Journalism, Public Relations/Integrated Comm	120	Coastal Carolina	Depending on the concentration, students might take similar courses, such as public relations, principles of advertising or media writing	None of the concentrations focus on the combined areas of traditional speech comm, media and visual/ digital comm and design. These courses are split between two departments and are not available under one major.
Digital Culture and Design	120	Coastal Carolina	Students might take similar courses in media writing, media & culture, ethics.	Coastal degree is more focused on computing. USC Aiken degree on the combination of traditional speech comm, media and visual/digital comm and design.
Digital Information Design, BS	120	Winthrop		Winthrop degree is more focused on computing. USC Aiken degree on the combination of traditional speech comm,

				media and visual/digital comm and design.
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Faculty

Rank and Full- or Part-time	Courses Taught for the Program	Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major	Other Quals and Relevant Professional Experience (e.g., licensures, certifications, years in industry, etc.)
Professor of Communication	Group Communication, Interpersonal Comm, Leadership & Comm, Comm Capstone	B.A. Interpersonal Comm, U of Montana; M.A. Organizational Comm, Purdue U.; Ph.D., Organizational Comm, U of Washington	
Associate Professor of Communication	Public Speaking, Computer Mediated Communication, COMM electives	B.A., Comm, U of Arkansas; M.A., Comm, U of Arkansas; Ph.D., Speech Communication, Louisiana State Univ.	
Associate Professor of Communication	Interpersonal Communication, Intercultural Comm, Comm electives	B.A. English Language and Literature, Tianjin University, Tianjin, China M.A. Linguistics and Translation, U of International Business and Economics, Beijing, China; Ph.D. Intercultural Communication and Conflict Management, U of Maryland	
Associate Professor of Art Studio	Social Media Photography; Art Studio electives in Photography	B.S., Photo Communications, Syracuse University; M.F.A., Photography, University of South Carolina	
Professor of Art Studio	Graphic Design, Web Design, Art Studio Electives	M.F.A., University of Nebraska-Lincoln; Ed.D., University of Memphis	
Assistant Professor of Communication	Media Literacy, Media and Culture, Integrated Marketing, Sports Communication	B.A., English & Theatre, U of South Carolina; M.F.A., Creative Writing, Emerson College; Ph.D., Communication, U of Kentucky	
Assistant Professor of Communication	Media Writing, Visual Communication I and II, Digital Storytelling, Media Ethics	B.A. Mass Comm, Wright State U; M.A. Journalism, U of Memphis; Ph.D. Media Studies, University of Oregon	
Assistant Professor of Art History	Art History	B.A., Florida Atlantic University; M.A., University of Florida; Ph.D., SUNY Binghamton. All in Art History	
Assistant Professor of Art Studio	Studio Art Fundamentals; Drawing; Design	B.F.A., Boston University M.F.A., Indiana University	
Instructor of Communication	Interpersonal Communication, Comm electives	B.A., Speech Comm & Sociology, Thomas More College; M.A., Comm, U of Kentucky	

Total FTE needed to support the proposed program:

Faculty: 1

Staff: .33

Administration: 1/3 FTE from the Department of Communication. The degree will be a Comm degree so COMM will be responsible for oversight of the degree. The Art Studio faculty are currently housed in the Department of Visual and Performing Arts.

Faculty, Staff, and Administrative Personnel

Discuss the Faculty, Staff, and Administrative Personnel needs of the program.

No changes are expected to current faculty load or number of courses offered each semester. The courses required for this degree are already being offered on a regular rotation. As enrollment increases, an additional faculty member will likely be needed. Staff support is adequate. The Chair of the Communication Department will manage the administrative duties for both degrees.

Resources

Library and Learning Resources

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

Through the Gregg-Graniteville Library, the USCA B.A. in Communication and Digital Arts students will have access to more than 140,000 print volumes, 4,600 media materials, 200 electronic databases (most with full text), 50,000 e-journals, 30,000 streaming media titles, 400,000 e-books, 10,000 print government documents and electronic access to many additional government titles. The library provides access to an adequate number of communication, arts, and business databases for students in the proposed program. Over 1,000 full-text communication and mass media journal titles, 300 marketing journal titles, and 350 visual arts journal titles are available. Monograph holdings are strongest in the areas of communication theory. As the program grows, enlarging the monograph collection in the areas of digital arts, marketing communication, and social media marketing may be appropriate. As with other departments and schools on campus, the Communication Department is supported by a librarian liaison program in which a dedicated librarian and faculty member collaborate on collection development and instruction planning and feedback. Students will be able to use both library holdings and the expertise of the librarian liaison for course projects, independent study, and capstone experiences.

Student Support Services

Explain how current academic support services will support the proposed program. Identify new services needed and provide any estimated costs associated with these services.

No additional student support services are anticipated.

Physical Resources/Facilities

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements.

USC Aiken currently has three computer labs equipped with Apple iMac computers and cloud-based Adobe Creative Cloud software. No new resources or facilities are needed at this time.

Equipment

Identify new instructional equipment needed for the proposed program.

No additional instructional equipment is needed for the proposed program.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain.

Yes

No

The current BA Communication degree has two options/tracks. Option 2 is a track including digital arts. This option will be deleted after the preferred new degree program presented here is approved.

Financial Support

Sources of Financing for the Program by Year												
Category	1st		2nd		3rd		4th		5th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Tuition Funding	103,980	103,980	207,960	207,960	311,940	311,940	415,920	415,920	415,920	415,920	1,455,720	1,455,720
Program-Specific Fees												
Special State Appropriation												
Reallocation of Existing Funds	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	460,900	460,900
Federal, Grant, or Other Funding												
Total	196,160	196,180	300,140	300,140	404,120	404,120	508,100	508,100	508,100	508,100	1,916,620	1,916,620
Estimated Costs Associated with Implementing the Program by Year												
Category	1st		2nd		3rd		4th		5th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Program Administration and Faculty/Staff Salaries	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	92,180	460,900	460,900
Facilities, Equipment, Supplies, and Materials	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$1,921	\$9,605	\$9,605
Library Resources	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$5,000	\$5,000
Other (specify)	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$21,399	\$106,995	\$106,995
Total	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$116,500	\$582,500	\$582,500
Net Total (Sources of Financing Minus Estimated Costs)	79,660	79,660	183,640	183,640	287,620	287,620	391,600	391,600	391,600	391,600	1,334,120	1,334,120

Note: New costs - costs incurred solely as a result of implementing this program. Total costs - new costs; program's share of costs of existing resources used to support the program; and any other costs redirected to the program.

Budget Justification

Provide an explanation for all costs and sources of financing identified in the Financial Support table. Include an analysis of cost-effectiveness and return on investment and address any impacts to tuition, other programs, services, facilities, and the institution overall.

Tuition Funding: TOTAL STUDENTS X \$5,199 (\$433.25/hr X 12 hrs.)

Reallocation of Existing Funds: 17% of existing salaries and fringe (1/6 FTE = %17); includes .33 Admin. Asst. salary

Facilities, Equipment, Supplies, and Materials: 17% of existing operational budget

Library Resources: Conservative estimate of yearly funds needed. Current library holdings for this discipline are adequate.

Other: 17% of existing departmental scholarships and Work Study

Evaluation and Assessment

In the context of a liberal arts education, the Bachelor of Arts in Communication and Digital Arts degree will provide students with:

1. Knowledge of communication theory and principles;
2. Knowledge of digital arts theory and principles;
3. Experience in applying communication and digital arts knowledge to analyzing and solving problems
4. Experience in developing a product that communicates effectively

Program Outcomes	Student Learning Outcomes	Methods of Assessment
Knowledge of communication theory and principles Knowledge of digital arts theory and principles;	Students will demonstrate knowledge of communication and digital arts theories and principles.	COMM A497 and A499: Evaluations by on-site supervisors Exit surveys
Experience in applying communication and digital arts knowledge to analyzing and solving problems	Students will demonstrate critical thinking, analytical, and evaluative skills.	COMM A497 and A499: Evaluations by on-site supervisors Exit surveys
Experience in developing a product that communicates effectively	Students will demonstrate the ability to gather information, synthesize it, and create messages for target audiences using oral, written, visual and digital communication.	COMM A497 and A499: Capstone presentations, papers, and portfolios COMM A497 and A499: Evaluations by on-site supervisors Exit surveys

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

Assessment of the program objectives is accomplished as part of the capstone experience, which consists of internships to make our graduates career ready. Senior students in our Communication and Digital Arts program will intern with a community or regional business or organization. Interns must complete at least 100 hours of work. On-site internship supervisors are asked to complete an evaluation of the intern providing data in response to the stated objectives of the internship dealing with their skills in communication and the digital arts. In addition, students submit work samples that are evaluated by department faculty using a robust assessment rubric. Department members review and reflect on rubric data, supervisor evaluations and other data on an annual basis to identify program strengths and areas for improvement, and implement changes as needed.

Data is uploaded into Watermark and assessment reports are generated. USC Aiken's Academic Assessment Committee reviews the department's assessment plan and results on a three-year rotation, and provides feedback to the department on the process. The 2017-2018 evaluation of the assessment of the Communication program received high marks from the committee.

Employment of graduates will be tracked through the cooperative efforts of the department, Office of Career Services, and the Alumni Office.

Accreditation and Licensure/Certification

Will the institution seek program-specific accreditation (e.g., CAEP, ABET, NASM, etc.)? If yes, describe the institution's plans to seek accreditation, including the expected timeline.

Yes

No

Will the proposed program lead to licensure or certification? If yes, identify the licensure or certification.

Yes

No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

Yes

No