

Letter of Intent

A Letter of Intent must be submitted to ADHE for the creation of a new program, new organizational unit, or new off-campus instruction center. Letters of Intent must be submitted to ADHE by the established deadlines. Once a Letter of Intent has been approved by the AHECB, a Proposal for the new program or organizational unit can be presented no sooner than the following AHECB meeting. Proposals should be submitted no later than one year after LOI approval.

Please complete the Institution information below and Category 1, 2, or 3, depending on the intent.

Institution:

<input type="text" value="Dr. Julie Furst-Bowe"/>	<input type="text"/>	<input type="text"/>
Name of Provost/Chief Academic Officer	Signature	Date

President/Chancellor Approval Date:

Contact Person: Contact Person's Title:

Contact Phone Number: Contact Email Address:

Category 1: New Degree Program

Proposed Name of Certificate/Degree Program:

Requested CIP Code: Effective Date: Effective Term/Year:

Brief Program Description:

The proposed 60 credit-hour Master of Science in Counseling (MS-CNSL), sponsored by the Kinesiology and Rehabilitation Science department, provides graduate-level instruction in counseling theory, individual and group facilitation skills, psychopharmacologic and psychopathologic interventions, research and assessment competencies, ethics, evidence-based decision making, diversity, equity, inclusion and social justice practices, in addition to a 100 clock hour pre-professional practicum (40 direct client contact hours) and one 600 clock hour pre-professional internships (140 direct client contact hours each). This multidisciplinary program provides for two tracks where enrolled students could specialize in either Rehabilitation or Clinical Mental Health Counseling and would be provided in a hybrid/hyflex modality. Curriculum design is strategic in ensuring that all graduates would be eligible for Arkansas state licensure and/or certification as a rehabilitation counselor via the Commission on Rehabilitation Counselor Certification (CRCC) upon graduation and provides eligibility for accreditation by the Council for Accreditation of Counseling and Guidance (CACREP).

Mode of Delivery (check all that apply):

On-Campus

Off-Campus Location*

Address:

Distance Technology*

Percent Online:

**If notification is required by HLC, please submit a copy of the written notification.*

Existing certificate/degree programs that support the proposed program:

The following programs support the proposed program:

- Bachelors of Science in Rehabilitation Science
- Bachelors of Arts in Psychology
- Bachelors of Arts in Sociology
- Master's of Education in Educational Leadership
- Master's of Education in School Counseling

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **"Reply All"**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Letter of Intent

Category 2: New Academic Administrative/Organizational Unit

Proposed Name of Academic Administrative Unit:

Basis for Academic Administrative Unit (*check all that apply*):

Faculty Appointments

Offering Certificate and Degree Programs

Effective Date: Effective Term/Year:

Description of Academic Administrative Unit:

Category 3: New Off-Campus Instruction Center

A minimum of 50% of the credits for an existing certificate/degree must be offered at an off-campus instruction center.

Proposed Name of Off-Campus Instruction Center:

Effective Date: Effective Term/Academic Year:

Address of Off-Campus Instruction Center:

Justification for Off-Campus Instruction Center. Include projected annual budget for administrative and faculty resources, facilities and equipment, and written documentation on the sources of funding.:

Projected annual enrollment student enrollment:

Why is the proposed off-campus center needed if other Arkansas institutions are located in the area? Provide documentation.

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed center. Please inform institutions not to send the response to "Reply All". If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

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Institution:

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Name of Provost/Chief Academic Officer	Signature	Date

President/Chancellor Approval Date:

Contact Person: Contact Person's Title:

Contact Phone Number: Contact Email Address:

Category 1: New Degree Program

Proposed Name of Certificate/Degree Program:

Requested CIP Code: Effective Date: Effective Term/Year:

Brief Program Description:

Students will demonstrate advanced competencies in music education. Studies in music education will comprise as much as two-thirds or at least one-third of the total curriculum. Students will gain knowledge and skills in one or more fields of music outside the music education such as performance, conducting, theory and analysis, and history and literature. These supportive studies in music that broaden and deepen musical competence will comprise at least one-third of the total curriculum. Students will be required to complete one advanced course in music history, musicology, or ethnomusicology; one in performance; and one in music theory analysis. Students will also develop graduate-level perspectives on contemporary issues and problems in music education. This particular program will emphasize the extension of specialized performance and pedagogy competencies for music teachers. A final project in performance and/or pedagogy will be required.

Mode of Delivery (check all that apply):

- On-Campus
- Off-Campus Location* Address:
- Distance Technology* Percent Online:

**If notification is required by HLC, please submit a copy of the written notification.*

Existing certificate/degree programs that support the proposed program:

None

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Letter of Intent

Category 2: New Academic Administrative/Organizational Unit

Proposed Name of Academic Administrative Unit:

Basis for Academic Administrative Unit (*check all that apply*):

Faculty Appointments

Offering Certificate and Degree Programs

Effective Date: Effective Term/Year:

Description of Academic Administrative Unit:

Category 3: New Off-Campus Instruction Center

A minimum of 50% of the credits for an existing certificate/degree must be offered at an off-campus instruction center.

Proposed Name of Off-Campus Instruction Center:

Effective Date: Effective Term/Academic Year:

Address of Off-Campus Instruction Center:

Justification for Off-Campus Instruction Center. Include projected annual budget for administrative and faculty resources, facilities and equipment, and written documentation on the sources of funding.:

Projected annual enrollment student enrollment:

Why is the proposed off-campus center needed if other Arkansas institutions are located in the area? Provide documentation.

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed center. Please inform institutions not to send the response to "Reply All". If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

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Letter of Notification

A Letter of Notification is required for programmatic and organizational changes that do not require prior review by the Coordinating Board unless requested. The Letter of Notification with supporting documentation must be submitted to ADHE by the established deadlines. All changes in existing programs/units or requests for new programs/units may be approved by the ADHE Director for immediate implementation and must be included on the agenda of the next scheduled Coordinating Board meeting. This form sets forth the relevant criteria and compliance procedures for institutions submitting letters of notification.

Please complete the Institution information below and Category 1, 2, or 3, depending on the requested change.

Institution:

Name of Provost/Chief Academic Officer Signature Date

President/Chancellor Approval Date

Board of Trustee Approval/Notification Date

Contact Person: Contact Person's Title:

Contact Phone Number: Contact Email Address

Category 1: New or Existing Program Modification *(select all that apply)*

- Title or CIP change
- Joint Bachelor/Master's degree (2+2, 3+1, or 4+1 Program)
- Program reconfiguration **attach copy of before & after curriculum*
- Program curriculum revision **attach copy of before and after curriculum*
- Existing program offered by distance technology
- Existing certificate or degree program offered at an existing off-campus location
- New certificate program (certification of proficiency, technical certificate, or graduate certificate) **attach copy of curriculum*

Effective Date: Effective Term: Effective Academic Year:

	Before Proposed Changes	After Proposed Changes/New Program
Program/Certificate Title	Health Information Management	Health Information Management
Degree Code	2700	2700
CIP Code	51.0706	51.0706
% Online <i>(if applicable)</i>	-	100%

Reason for Proposed Action *(attach additional pages as needed)*

The Health Information Management program is the only baccalaureate degree program of its type in the state. There are four associate degree programs in the state to feed into this program. There has been a significant decrease in the workforce and the need for training more in this career field. Having the program only offered on campus has been a hindrance for many students wishing to obtain the degree. In order to better meet the needs of students and to help fulfill workforce shortages, it is felt that having an online option for students is crucial.

Category 2: Program Deletion/Inactive or Reactivation

- Delete program/option/emphasis/track *(requires phase-out plan)*
- Place program on "Inactive Status" list *(program must have no declared students)*
- Reactivation of program from inactive status *(inactive for less than 5 years)*

Effective Date: Effective Term: Effective Academic Year:

Program/Certificate/Option	Degree Code	CIP Code

Reason for Proposed Action *(attach additional pages as needed)*

Category 3: Instruction/Research/Service Centers and Administrative/Organization Units

- Establishment of new instruction, research, or service institute/center **attach synopsis of center's mission and role, physical address, projected annual budget, and funding sources.*
- Deletion of instruction, research, or service institute/center.
- Establishment of administrative/organization unit **attach copy of before and after organization chart*
- Reorganization/Deletion of existing administrative/organization unit **attach copy of before and after organization chart*

Effective Date: Effective Term: Effective Academic Year:

Reason for Proposed Action *(attach additional pages as needed)*

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President/Chancellor Approval Date
 Board of Trustee Approval/Notification Date

Contact Person: Contact Person's Title:

Contact Phone Number: Contact Email Address

Category 1: New or Existing Program Modification *(select all that apply)*

- Title or CIP change
- Joint Bachelor/Master's degree (2+2, 3+1, or 4+1 Program)
- Program reconfiguration **attach copy of before & after curriculum*
- Program curriculum revision **attach copy of before and after curriculum*
- Existing program offered by distance technology
- Existing certificate or degree program offered at an existing off-campus location
- New certificate program (certification of proficiency, technical certificate, or graduate certificate) **attach copy of curriculum*

Effective Date: Effective Term: Effective Academic Year:

	Before Proposed Changes	After Proposed Changes/New Program
Program/Certificate Title	Graduate Certificate in Information Technology	
Degree Code	6357	
CIP Code	11.0103	
% Online (if applicable)		100%

Reason for Proposed Action *(attach additional pages as needed)*

Flexibility for multiple student populations

Category 2: Program Deletion/Inactive or Reactivation

- Delete program/option/emphasis/track *(requires phase-out plan)*
- Place program on "Inactive Status" list *(program must have no declared students)*
- Reactivation of program from inactive status *(inactive for less than 5 years)*

Effective Date: Effective Term: Effective Academic Year:

Program/Certificate/Option	Degree Code	CIP Code

Reason for Proposed Action *(attach additional pages as needed)*

Category 3: Instruction/Research/Service Centers and Administrative/Organization Units

- Establishment of new instruction, research, or service institute/center **attach synopsis of center's mission and role, physical address, projected annual budget, and funding sources.*
- Deletion of instruction, research, or service institute/center.
- Establishment of administrative/organization unit **attach copy of before and after organization chart*
- Reorganization/Deletion of existing administrative/organization unit **attach copy of before and after organization chart*

Effective Date: Effective Term: Effective Academic Year:

Reason for Proposed Action *(attach additional pages as needed)*

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Name of Provost/Chief Academic Officer Signature Date

President/Chancellor Approval Date

Board of Trustee Approval/Notification Date

Contact Person: Contact Person's Title:

Contact Phone Number: Contact Email Address

Category 1: New or Existing Program Modification *(select all that apply)*

- Title or CIP change
- Articulation Agreement: 2+2 3+1 4+1 Other **attach copy of MOU*
- Program reconfiguration **attach copy of before & after curriculum*
- Program curriculum revision **attach copy of before and after curriculum*
- Existing program offered by distance technology
- Existing certificate or degree program offered at an existing off-campus location
- New certificate program (certification of proficiency, technical certificate, or graduate certificate) **attach copy of curriculum*

Effective Date: Effective Term: Effective Academic Year:

	Before Proposed Changes	After Proposed Changes/New Program
Program/Certificate Title	Communication & BA Communication Theatre & Film Production	Bachelor of Arts in Digital Content Creation
Degree Code	1830 & 1560	1830 & 1560
CIP Code	09.0101 & 09.0401	09.0102
% Online (if applicable)		

Reason for Proposed Action *(attach additional pages as needed)*

Utilize courses from the BA in Communication and BA in Communication Theatre and Film Production Option along with two new courses to create the BA in Digital Content Creation.

Category 2: Program Deletion/Inactive or Reactivation

- Delete program/option/emphasis/track *(requires phase-out plan)*
- Place program on "Inactive Status" list *(program must have no declared students)*
- Reactivation of program from inactive status *(inactive for less than 5 years)*

Effective Date: Effective Term: Effective Academic Year:

Program/Certificate/Option	Degree Code	CIP Code

Reason for Proposed Action *(attach additional pages as needed)*

Category 3: Instruction/Research/Service Centers and Administrative/Organization Units

- Establishment of new instruction, research, or service institute/center that does not serve as a basis for faculty appointments or degree programs. **attach synopsis of center's mission and role, physical address, projected annual budget, and funding sources.*
- Deletion of instruction, research, or service institute/center.
- Establishment of administrative/organization unit **attach copy of before and after organization chart*
- Reorganization/Renaming/Deletion of existing administrative/organization unit **attach copy of before and after organization chart*

Effective Date: Effective Term: Effective Academic Year:

Reason for Proposed Action *(attach additional pages as needed)*

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LETTER OF NOTIFICATION

Program Reconfiguration

Creation of a new degree program by combining a portion of the curriculum of two or more existing degrees. This action will not affect the approval of the degrees that were reconfigured. (Degree A and Degree B reconfigured to create Degree C. Degrees A and B will remain unchanged).

Required information:

1. Current degree title(s)

Bachelor of Arts in Communication and Bachelor of Arts in Communication
Theatre and Film Production Option
Bachelor of Arts in Journalism

2. Degree code(s)

1830 (Communication)
1560 (Journalism)

3. CIP code(s) of the degree(s) in which curriculum will be used.

09.0101 (Communication)
09.0401 (Journalism)

4. Proposed degree title

Bachelor of Arts in Digital Content Creation

5. CIP code

09.0102 (Mass Communication / Media Studies)

6. % online (if applicable)

~10%

7. Proposed degree curriculum. If applicable, indicate new courses and include new course descriptions.

COMM/JOUR 1023 Exploration of Comm/Media. This course offers an overview of the modern communication and media landscape. Students will explore and be exposed to the different avenues that a professional life in communication and media may take, such as journalism, social media, public relations, filmmaking and broadcasting. In addition, students will examine the deeper knowledge of communication ranging from theory, crisis communication, rhetoric and interpersonal communication.

COMM/JOUR 4823 Senior Capstone. This class provides an opportunity to generate an original work of research or aesthetic performance to be distributed and consumed with the digital sphere. It provides an overview of the field of communication studies, through interpersonal, media, and

performance. Students will then select a topic dealing with the practice of communication and create an original work that will stand as their capstone project. Students will also be expected to workshop one another's projects.

These new introductory and capstone courses will be instituted to build connections among the disciplines housed within the Communication and Media Studies Department, especially with regard to media usage. They are required in all programs within the department, not just this one.

8. Effective date, term, and academic year

Effective: 8/1/2023, 2023 Fall Term, and 2023-24 Academic Year

9. Justification/need for the new program including degree program goals, objectives, student learning outcomes, and projected enrollment of new degree.

This program would enable students to coordinate social media efforts, with special emphasis on content creation.

The need for people trained in the tools and delivery models for social media can be demonstrated by the way in which public officials and spokespersons for companies have moved away from traditional models of information dissemination using digital platforms and social media, thereby reshaping the field of media studies. ATU is positioned strongly to meet this new digital environment by blending the traditional disciplines of communication, theatre, speech, and journalism with the latest trends in digital tools and technologies. This degree recognizes that while traditional careers within journalism and media are disappearing, they are being reborn in the new economy as digitally embedded in businesses, media corporations, and governmental agencies. Providing students with old and new skillsets will have a profound effect on their ability to participate in the emerging political, cultural, and economic landscapes that are transforming communities and the nation at large. From a broader business perspective, the program will teach students the problem-solving and organizational skills entrenched in those new environments, so they can more easily influence the outcomes and the directions of those employers. Further, given the current financial imperatives of ATU, this degree makes use of the courses in the Communication and Media Studies curricula, and with its relatively small credit hour requirements, it could easily be paired with other majors for those who imagine careers as digital creators within specific fields or markets.

According to the Bureau of Labor Statistics: Employment in media and communication occupations is projected to grow 14 percent from 2020 to 2030, faster than the average for all occupations, and will result in about 151,500 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.

The median annual wage for media and communication workers (such as announcers, interpreters and translators, and technical writers) was \$61,310 in May 2020, which was higher than the median annual wage for all occupations of \$41,950. Media and communication equipment workers (such as broadcast and sound engineering technicians, film and video editors, and photographers) had a

median annual wage of \$50,870 in May 2020, higher than the median annual wage for all occupations in the economy.

Many of our graduates are already getting jobs as media managers for companies. This program could help to prepare these students more directly for the changing landscape of information and public relations.

Program Learning Outcome 1: Students will demonstrate understanding of public relations principles and the ability to plan a campaign.

Program Learning Outcome 2: Students will employ fundamental film-making skills including plot structure, shot planning, camera work, and editing.

Program Learning Outcome 3: Students will use theories related to the functioning of social media communication.

Program Learning Outcome 4: Students will employ digital communication effectively and ethically.

Program Learning Outcome 5: Students will build, leverage, and monetize an online presence.

Projected Enrollment

Year 1 - 25

Year 2 - 35

Year 3 – 55

Projected Graduates

Year 3 - 5

Year 4 - 13

Year 5 - 20

Bachelor of Arts in Digital Content Creation

The matrix below is a sample plan for all coursework required for this program.

Freshman		Spring	
Fall		ENGL 1023 Composition II	3
ENGL 1013 Composition I	3	Social Sciences	3
U.S. History/Government	3	Science with Lab	4
Mathematics	3	Fine Arts & Humanities	3
COMM/JOUR 1023 Comm/Media Exploration	3	Elective	3
TECH 1001 Orientation to the University	1		
Elective	3		
Total Hours	16	Total Hours	16
Sophomore		Spring	
Fall		Fine Arts & Humanities	3
Science with Lab	4	Social Sciences or Fine Arts/H	3
Performance course±	3	DCC Elective†	3
TH 3263 Narrative Film Production	3	Elective	6
Social Sciences	3		
Elective	3		
Total Hours	16	Total Hours	15
Junior		Spring	
Fall		Elective	5
JOUR 3173 Public Relations Principles	3	COMM 3133 Digital Civility*	3
DCCElective 3000-4000 level)†	3	TH 4393 Social Media Influencing	3
Elective	9	Elective (3000-4000 level)	4
		Total Hours	15
Total Hours	15		
Senior		Spring	
Fall		Elective (3000-4000 level)	6
JOUR 4023 Social Media	3	Elective	3
Elective (3000-4000 level)	9	COMM/JOUR 4823 Senior Capstone	3
Elective	3	Total Hours	12
Total Hours	15		

* --- distance technology course.

†--- Digital Content Creation Electives include COMM/JOUR/TH Internship or Practicum, JOUR 2143 Media Writing, JOUR 4073 Graphic Communication, COMM 3003 Interpersonal Communication, COMM 3163: Writing for Performance, COMM 3263: Podcast / Radio Theatre Writing, Th 4563: Sound Design for Moving Images, TH 3803: Directing Theories and Techniques, other courses approved by advisor

± --- Performance courses include Th 2703: Acting Theories and Techniques, Comm 2003: Public Speaking, Comm 2013: Voice & Diction, or Comm 3063: Oral Interpretation

TOTAL HOURS FOR PROGRAM: 120

COMMUNICATION

BACHELOR OF ARTS IN COMMUNICATION

The communication major offers a communication option and a theatre & film production option. Both options require 30 semester hours selected from departmental course offerings. Eighteen hours of the 30-hour major must be upper division level.

Major Options

Communication
Theatre and Film Production

Certificates

Certificate of Proficiency in Technical and Professional Communications

BACHELOR OF ARTS IN COMMUNICATION

Those students choosing the speech option must take:

- COMM 1003 Introduction to Communication
- COMM 1023 Exploration of Media and Communication or JOUR 1023 Exploration of Media and Communication
- COMM 2003 Public Speaking
- COMM 3003 Interpersonal Communication
- COMM 3123 Argumentation *or* COMM 3133 Digital Civility
- COMM 3513 Media Criticism
- COMM 4823 Communication Capstone

Students choosing the speech option, in consultation with an advisor, can design a program in one of the following areas of emphasis:

- 1 .communication for the professions
- 2 .language and culture
- 3 .organizational communication
- 4 .performance studies

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I ¹	3
USHG 1XXX U.S. History and Government ¹	3
SCIL 1XXX Science with Laboratory ¹	4
COMM 1003 Introduction to Communication	3
TECH 1001 Orientation to the University	1
COMM 1023 Exploration of Media and Communication or JOUR 1023 Exploration of Media and Communication	3
Total Hours	17

Spring	Credits
ENGL 1023 Composition II ¹	3
SS 1XXX Social Science Courses ^{1,2}	3
MATH XXXX ¹	3

Spring	Credits
Elective	6
Total Hours	15

Sophomore

Fall	Credits
SCIL 1XXX Science with Laboratory ¹	4
COMM 2003 Public Speaking	3
COMM Elective	3
Elective	6
Total Hours	16

Spring	Credits
FAH 1XXX Fine Arts and Humanities Courses ¹	3
SS 1XXX Social Science Courses ^{1,2}	3
COMM 3123 Argumentation or COMM 3133 Digital Civility	3
Elective	6
Total Hours	15

Junior

Fall	Credits
COMM 3003 Interpersonal Communication	3
COMM 3513 Media Criticism	3
COMM Elective (3000-4000 level)	3
Elective	6
Total Hours	15

Spring	Credits
FAH 1XXX Fine Arts and Humanities Courses ¹	3
COMM Elective (3000- 4000 level)	3
Elective (3000-4000 level)	6
Elective	3
Total Hours	15

Senior

Fall	Credits
COMM 4823 Communication Capstone	3

Communication

Fall	Credits
Elective (3000-4000 level)	12
Total Hours	15

Spring	Credits
COMM Elective	3
COMM Elective (3000- 4000 level)	3
Elective (3000-4000 level)	1
Elective	5
Total Hours	12

¹See appropriate alternatives or substitutions in "General Education Requirements".

²Certain electives and social sciences are recommended based on student's emphasis.

BACHELOR OF ARTS IN COMMUNICATION - THEATRE AND FILM PRODUCTION

Those students choosing the Theatre and Film Production option must take:

- COMM 1023 Exploration of Media and Communication or JOUR 1023 Exploration of Media and Communication
- COMM 3163 Writing for Performance
- COMM 4823 Communication Capstone
- TH 2703 Acting Theories and Techniques
- TH 3263 Narrative Film Production
- TH 3513 Stagecraft Techniques
- TH 3803 Directing Theories and Techniques

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I ¹	3
SCIL 1XXX Science with Laboratory ¹	4
COMM 1023 Exploration of Media and Communication or JOUR 1023 Exploration of Media and Communication	3
SS 1XXX Social Science Courses ^{1,3}	3
TH 2703 Acting Theories and Techniques	3
TECH 1001 Orientation to the University	1
Total Hours	17

Spring	Credits
ENGL 1023 Composition II ¹	3
COMM 3163 Writing for Performance	3
MATH XXXX ¹	3
USHG 1XXX U.S. History and Government ¹	3

Spring	Credits
Elective ³	3
Total Hours	15

Sophomore

Fall	Credits
SS 1XXX Social Science Courses ^{1,3}	3
SCIL 1XXX Science with Laboratory ¹	4
TH 3263 Narrative Film Production	3
Theatre Practicum	1
Elective ³	6
Total Hours	17

Spring	Credits
SFHS 1XXX Social Sciences/Fine Arts/Humanities/Communication Courses ^{1,3}	3
FAH 1XXX Fine Arts and Humanities Courses ^{1,3}	3
TH 3513 Stagecraft Techniques	3
Elective ³	6
Total Hours	15

Junior

Fall	Credits
FAH 1XXX Fine Arts and Humanities Courses ^{1,3}	3
TH Elective (3000-4000 level) ²	3
Elective ⁴	9
Total Hours	15

Spring	Credits
TH 3803 Directing Theories and Techniques	3
TH Elective (3000-4000 level) ²	3
Elective ⁴	9
Total Hours	15

Senior

Fall	Credits
Theatre Practicum	1

Communication

Fall	Credits
COMM 4823 Communication Capstone	3
Elective ⁴	11
Total Hours	15

Spring	Credits
Theatre Practicum	1
TH Elective (3000-4000 level) ²	3
Elective ⁴	7
Total Hours	11

¹See appropriate alternatives or substitutions in "General Education Requirements".

²A maximum of seven hours of theatre practicum courses may be counted toward the thirty-three hour major.

³Certain electives and social sciences are recommended based on student's emphasis.

⁴At least 40 of the total hours required for graduation must be 3000-4000 level courses.

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- Reactivation of program from inactive status *(inactive for less than 5 years)*

Effective Date: Effective Term: Effective Academic Year:

Program/Certificate/Option	Degree Code	CIP Code

Reason for Proposed Action *(attach additional pages as needed)*

Category 3: Instruction/Research/Service Centers and Administrative/Organization Units

- Establishment of new instruction, research, or service institute/center **attach synopsis of center's mission and role, physical address, projected annual budget, and funding sources.*
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Effective Date: Effective Term: Effective Academic Year:

Reason for Proposed Action *(attach additional pages as needed)*

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LETTER OF NOTIFICATION

New Certificate Program

Creation of a new Certificate of Proficiency, Technical Certificate, or Graduate Certificate that is made of primarily existing courses. Credit hour limits are as follows: Certificate of Proficiency (6 – 21 SCH), Technical Certificate (21 – 45 SCH), and Graduate Certificate (12 – 21 SCH).

Required Information:

- 1. Proposed certificate title**
Certificate of Proficiency in Digital Content Creation
- 2. CIP code**
.09.0102 Mass Communication / Media Studies
- 3. % online (if applicable)**
N/A
- 4. Proposed certificate curriculum. If applicable, indicate new courses and include new course descriptions.**
Jour 4023: Social Media
Th 3263: Narrative Film Production
Th 4293: Social Media Influencing
3 hrs. performance course (Comm 2003 Public Speaking, Comm 2013 Voice & Diction, Comm 3063 Oral Interpretation, or Th 2703 Acting Theories and Techniques)
- 5. Justification/need for the new program including certificate program goals, objectives, student learning outcomes, and projected enrollment of new certificate.**

This certificate would enable students to coordinate social media efforts, with special emphasis on content creation.

The need for people trained in the tools and delivery models for social influencing can be demonstrated by the way in which public officials and spokespersons for companies have moved away from traditional models of information dissemination using digital platforms and social media, thereby reshaping the field of media studies. ATU is positioned strongly to meet this new digital environment by blending the traditional disciplines of communication, theatre, speech, and journalism with the latest trends in digital tools and technologies. Without this blend of skills, those entering any part of the communications market will have difficult thriving since they must be skilled in traditional writing, speaking, and information gathering, even as they are now operating within alternative information networks. This certificate recognizes that while traditional careers within journalism and media are disappearing, they are being reborn in the new economy as digitally embedded in businesses, media corporations, and governmental agencies. Providing students with old and new skillsets will have a profound effect on their ability to participate in the emerging political, cultural, and economic landscapes that are transforming communities and the nation at large. This certificate will provide

students with the technical background necessary to thrive in a host of new fields that currently need or will soon require employees who can influence the media environments in which employers find themselves. From a broader business perspective, the certificate will teach students the problem-solving and organizational skills entrenched in those new environments, so they can more easily influence the outcomes and the directions of those employers. Further, given the current financial imperatives of ATU, this certificate makes use of the courses in the Communication and Media Studies curricula, and with its relatively small credit hour requirements, it could easily be paired with other majors for those who imagine career as a social influencer within a specific field or market.

According to Morning Consult, out of 2,000 young people surveyed, 54% would like to be a social media influencer. While there are many programs nation-wide that focus on social media marketing, there are virtually none that take an academic approach to social media *influencing*. As more companies are choosing to invest advertising dollars in influencing sponsorships and partnerships and as influencers continue driving the “creator economy,” it makes sense to provide Arkansan students with an educational opportunity to pursue and succeed in this emerging field.

According to the Bureau of Labor Statistics: Employment in media and communication occupations is projected to grow 14 percent from 2020 to 2030, faster than the average for all occupations, and will result in about 151,500 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.

The median annual wage for media and communication workers (such as announcers, interpreters and translators, and technical writers) was \$61,310 in May 2020, which was higher than the median annual wage for all occupations of \$41,950.

Media and communication equipment workers (such as broadcast and sound engineering technicians, film and video editors, and photographers) had a median annual wage of \$50,870 in May 2020, higher than the median annual wage for all occupations in the economy.

According to the Workforce Analysis from the state of Arkansas, “the demand could be high” for employees with the skills to increase the social media presence of an employee. The report suggests that there is no need to create social media influencers per se, but that the skills of social media influencing will be very useful to companies. Our proposed program would teach the deep skills of content creation while allowing students to combine the certificate with coursework in other areas, therefore allowing students to tailor their certificates for their individual career paths.

Many of our graduates are already getting jobs as media managers for companies. This program could help to prepare these students more directly for the changing landscape of information and public relations.

PROGRAM LEARNING OUTCOMES:

Program Learning Outcome 1: Students will use media effectively, understanding the characteristics of various formats in order to use them effectively to reach audiences.

Program Learning Outcome 2: Students will be able to produce a short film as a means of visual storytelling.

Projected enrollment:

Projected Enrollment

Year 1 - 25

Year 2 - 35

Year 3 – 55

Projected Graduates

Year 3 - 5

Year 4 - 13

Year 5 - 20

6. Approval letter from licensure/certification entity, if required.

N/A

7. Effective date, term, and academic year

06/01/2023, 2023 Summer Term, 2023-24 Academic Year