

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 3 – E (1)

DATE: October 5, 2016

SUBJECT: New Site: USD Undergraduate Certificate in Graphic Design

The University of South Dakota (USD) requests authorization to offer an undergraduate certificate in Graphic Design at the University Center-Sioux Falls (UC-SF). The US Bureau of Labor Statistics projects national growth of 7% for graphic designers through 2022. At UC-SF, the certificate stacks to the AA in General Studies and will stack to the AA in Graphic Design (under development and pending approval) as well as the on-campus bachelor's degree in Graphic Design. The certificate should also appeal to students working in business, media and journalism, and computer-related fields. USD estimates graduating 13 students per year with the certificate after full implementation. The certificate does not require the creation of any new courses and consists of 12 credit hours.

RECOMMENDED ACTION

Move forward. Provide comments and concerns to Board office.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Site Request

UNIVERSITY:	USD
DEGREE(S) AND PROGRAM:	Certificate Graphic Design
NEW SITE(S):¹	University Center Sioux Falls
INTENDED DATE OF IMPLEMENTATION:	5/1/2017
CIP CODE:	50.0409 (U.CERTU.GRDS)
UNIVERSITY DEPARTMENT:	Art
UNIVERSITY DIVISION:	College of Fine Arts

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

James N. Abbott

President of the University

9/28/2016

Date

1. What is the need for offering the program at the new physical site or through distance delivery?

The University of South Dakota seeks approval to offer the Certificate in Graphic Design at University Center campus. The field of Graphic Design is projected to grow by 7% from 2012-2022, according to the Bureau of Labor Statistics, so this is a field that needs more workers. USD has a successful major in Graphic Design through the Department of Art and we seek to expand our programming to UC. There are many students from inside and outside of the Art department who would benefit from a Certificate in Graphic Design including students studying Media and Journalism, Business and Computer Science. A Certificate in Graphic Design provides the students an additional set of skills in the job market through courses, which provide conceptual thinking skills, combined with technical skills in industry software. Student can develop a body of creative works that can be added to their portfolio for a number of job applications.

Completion of the certificate program can be the first step in a student's educational pathway. All the credits from the certificate program can be applied to an Associate's Degree in General Studies (or our proposed A.A. in Graphic Design currently under development) that in turn can be applied to a Bachelor's Degree in Graphic Design. This stackable certificate should benefit students at University Center Sioux Falls.

¹ If the request is for a new physical location, include an address for the location.

2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? Is any non-Regental institutions offering a similar program at the new site(s)? If either answer is “yes,” identify the institutions and programs and explain why authorization is requested.

No

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.

All students will be new to the University Center.

<i>Estimates</i>	Fiscal Years*			
	1st	2nd	3rd	4th
	FY 18	FY 19	FY 20	FY 21
Students new to the university	5	8	10	10
Students from other university programs	0	0	0	0
=Total students in the program at the site	5	13	23	33
Program credit hours (major courses)**	30	78	138	198
Graduates	0	0	13	23

*Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

4. What is the perceived impact of this request on existing programs in the Regental system?

Students will have a new site in Sioux Falls to receive education in Graphic Design.

5. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.

Certificate in Graphic Design	Credit hours	Credit hours currently available from this university at this site	Credit hours currently available from other universities available at this site	Credit hours currently available via distance	Credit hours new to this university
System General Education Requirements	0	0	0	0	0
Institutional Graduation Requirements	0	0	0	0	0
<i>Subtotal, Degree Requirements</i>	0	0	0	0	0
Required Support Courses	0	0	0	0	0
Major Requirements	0	0	0	0	0
Major Electives or Minor	12	12	0	0	0
<i>Subtotal, Requirements of the Proposed Major</i>	12	12	0	0	0
Free Electives	0	0	0	0	0

<i>Total, Degree with Proposed Major</i>	12	12	0	0	0
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*If the major will be available in more than one degree (e.g., BA, BS, BS Ed) at the new site(s) and the number or distribution of credits will vary with the degree, provide a separate table for each degree.

Prefix & #	Title	Credit Hrs
ARTD 205	Digital Design	3
ARTD 215	Typography	3
ARTD 315	Brand Identity	3
ARTD 325	Digital and Web Design I	3
Total Credit Hours Required		12 cr

6. How will the university provide student services comparable to those available for students on the main campus?

Student services will be provided by the staff at the University Center and the faculty in Fine Arts. The faculty teaching in Sioux Falls will guide and support students to certificate completion. The University of South Dakota I.D. Weeks Library has long served students engaged in coursework away from campus. This includes students enrolled at University Center. Finally, technical support will be provided by USD's Information Technology Services. Help Desk services are available to UC students during the traditional work day, in the evenings, and on the weekends.

7. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

This program is not accredited by a specialization accrediting body.

8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.

None.

9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.

The Department of Art is not requesting additional faculty or equipment to offer the certificate in graphic design.

10. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to*

questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.