

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 4.A (1) (a)

DATE: June 19, 2013

SUBJECT: New Program: DSU Minor in English for New Media

Dakota State University has submitted a proposal for a baccalaureate minor in English for New Media. The University has a major in English for New Media. The proposed minor requires 18 credit hours.

DSU believes that the minor will prepare students for careers that require the writing, editing, and publishing skills needed to create in-house newsletters, media releases, and promotional materials. The University designed the minor to make students more marketable by improving their writing, editing and publishing skills.

DSU does not request new state resources to implement the minor. The courses are offered for the University's existing programs.

RECOMMENDED ACTION

Move forward. Provide comments and concerns to Paul Gough.

**South Dakota Board of Regents
New Baccalaureate Degree Minor**

University:	Dakota State University
Title of Proposed Minor:	English for New Media
Degree(s) in which minor may be earned:	B.S.
Existing related majors or minors:	English for New Media
Proposed Implementation (term):	Fall 2013
Proposed CIP Code:	23.9999

University Approval

To the Board 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.



April 29, 2013

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. Do you have a major in this area? X Yes No

Dakota State University is requesting authorization to offer a minor in English for New Media. This minor will prepare students for careers that require the writing, editing, and publishing skills needed to create in-house newsletters, media releases, and promotional materials. It is intended to make students who complete business and digital arts and design degree programs (see question #3 below) more marketable by improving their writing, editing and publishing skills.

DSU does not request new state resources as all of the courses are already being taught and the University has already invested in the hardware and software needed to deliver the courses included in the minor.

2. If you do not have a major in this area, explain how the proposed minor relates to your mission.

DSU has a major in English for New Media.

3. How will the proposed minor benefit students?

The new minor will enable students to gain writing, editing, and publishing skills. These skills will be especially useful for students in the B.S. in Professional and Technical Communication, the B.S. in Digital Arts and Design and the BBA in Marketing.

Dakota State University
New Program: Minor in English for New Media

Students in B.S. in professional and technical communications and in B.S. in Digital Arts and Design (specialization in digital storytelling) can complete the major using open electives, without taking more than 120 credits to graduate. Other students will need to take more than 120 credits to complete the minor because there aren't sufficient open electives in their degree program:

- B.S. in Digital Arts and Design (specialization in Audio Production) would have to take an additional 4 credits.
- B.S. in Digital Arts and Design (specialization in computer graphics) would have to take an additional 9 credits.
- B.S. in Digital Arts and Design (specialization in production animation) would have to take an additional 12 credits.
- BBA in Marketing would have to take an additional 5 credits.

4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY13	FY14	FY15	FY16
Students in the minor (fall)	5	5	5	5
Continuing students		5	5	5
Total students in program	5	10	10	10
Completions by graduates			5	5

* Do not include current year.

The students will not be new to the University but will include students from other majors at DSU.

5. What is the rationale for the curriculum?

The curriculum that will be incorporated into the minor is included in the B.S. degree program in English for New Media. The required courses provide foundational skills in developing and implementing strategies for using New Media communication technologies; the electives enable students to develop additional skills in one of the areas covered by the minor: writing, editing or publishing with new media technologies.

6. Complete the tables below. Explain any exceptions to BOR policy being requested.

A. Distribution of Credit Hours

English for New Media	Credit Hours	Percent
Requirements in Minor	12	67%
Electives in the Minor	6	33%
Total	18	100%

Dakota State University
New Program: Minor in English for New Media

B. Required Courses in the Minor

Prefix	Number	Course Title	New	Credits
ARTD	282	2-D Design on Computers I	No	3
ENGL	303	Foundations for English for New Media	No	3
ENGL	375	Publishing for New Media	No	3
MCOM	351	Web Publishing I	No	3
		Subtotal, required		12

C. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor. (If the list of existing courses is long, it may be provided as Appendix A.)

- ENGL 283 - Creative Writing I 3 credits
- ENGL 382 - Creative Writing: Genre 1-3 credits
- ENGL 309-Computer-supported Collaboration 3 credits
- ENGL 332 - The Evolving Stage: Classical Theatre to New Media 3 credits
- ENGL 366 - Contemporary Myth and Media 3 credits
- ENGL 405 - Media Studies 3 credits
- ENGL 457 Visual Rhetoric 3 credits
- MCOM 161 - Fundamentals of Desktop Publishing 3 credits
- MCOM 318 Intercultural Communication 3 credits
- MCOM 352- Web Publishing II 3 credits
- MCOM 353- Web-based Interactivity 3 credits

7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?

The minor in English for New Media prepares students to manage many aspects of writing and publishing, in both traditional and new media venues. Students learn skills in reading, writing, and editing for the broad array of new and social media tools commonly used in creative and business endeavors.

8. What instructional technologies will be used to teach courses in the minor? This refers to the instructional technologies used to teach the new courses in the minor and NOT the technology applications students are expected to learn.

There are no new courses in the minor.

9. Is the University requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain. If off-campus or distance delivery authorization is not requested, enter "None."

None

10. Costs, Budget & Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional

Dakota State University
New Program: Minor in English for New Media

technology and software, other O&M, facilities, etc needed to implement the minor.

None