SUBJECT
New Site: BHSU BS in Corporate Communication

CONTROLLING STATUTE, RULE, OR POLICY
BOR Policy 2:23 – Program and Curriculum Approval
BOR Policy 2:12 – Distance Education

BACKGROUND / DISCUSSION
Black Hills State University (BHSU) requests authorization to offer the Bachelor of Science (BS) in Corporate Communication through online delivery. The online program should appeal to place bound students interested in employment opportunities in communication fields, a growing sector in the Rapid City market. The program emphasizes strong written and oral communication skills, teamwork, and problem solving, all of which are competencies in demand by state employers.

IMPACT AND RECOMMENDATION
BHSU is currently authorized to offer two online majors. This program would be the first offered by BHSU’s College of Arts and Sciences online. No related programs are currently available online in the Regental system. BHSU does not request any new resources. BHSU anticipates graduating an additional twenty students per year with the major after full implementation of the online program.

Board office staff recommends approval to offer the program online.

ATTACHMENTS
Attachment I – New Site Request Form: BHSU BS in Corporate Communication (Online)

DRAFT MOTION 20190402_4-D(1):
I move to approve BHSU’s new site proposal to offer the BS in Corporate Communication through online delivery.
New Site Request

Use this form to request authorization to deliver an entire existing degree program (graduate program, undergraduate major or minor, certificate, or specialization) at a new site or by distance delivery (including online delivery). Board of Regents approval is required for a university to offer programs off-campus and through distance delivery. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Site Request Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

<table>
<thead>
<tr>
<th>UNIVERSITY:</th>
<th>BHSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEGREE(S) AND PROGRAM:</td>
<td>Bachelor of Science; Corporate Communication major</td>
</tr>
<tr>
<td>NEW SITE(S):</td>
<td>Online</td>
</tr>
<tr>
<td>INTENDED DATE OF IMPLEMENTATION:</td>
<td>Fall 2018</td>
</tr>
<tr>
<td>CIP CODE:</td>
<td>09.9999</td>
</tr>
<tr>
<td>UNIVERSITY DEPARTMENT:</td>
<td>College of Liberal Arts</td>
</tr>
<tr>
<td>UNIVERSITY DIVISION:</td>
<td>School of Arts and Humanities</td>
</tr>
</tbody>
</table>

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.

President of the University

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

A recent study of so-called educational deserts (areas in which a person would need to drive more than 60 miles to the nearest two- or four-year college or university) indicates a need for an increased, strategic focus on online delivery at Black Hills State University. The maps presented indicate that the western half of the continental United States—particularly in the non-coastal west—have significant desert spaces. BHSU’s serves the west-river part of South Dakota, which is near the eastern edge of a large education desert, as well as parts of Nebraska, Wyoming and Montana, which have some of the largest educational deserts on the map. Thus, BHSU is positioned to serve many underserved populations of prospective students through online programs. While the professional schools have made strides in online education, the College of Liberal Arts has no online majors to date.

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Thus, the College of Liberal Arts at BHSU proposes to offer its existing Corporate Communication fully online. We believe this program will appeal particularly to distance learners because of its clear application to future employment. The applied nature of the program should have immediate appeal to adult learners looking for practical programs. Employers are consistently looking for new graduates with strong written and oral communication skills, teamwork, and problem solving abilities. The Corporate Communication program boasts all of these learning outcomes.

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

At this time, no other institution in the South Dakota regental system offers this program online.

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 (replace “XX” in the table with the appropriate year).

The Corporate Communication program was designed by faculty in mass communications to serve the needs of students who wish for applied programs. The program makes use of existing courses in mass communications and business. Enrollment in those two areas is robust, but the number of majors in Corporate Communications is down from a high in 2013 of 27 to 8. We believe a reason for the decline is the hybrid nature of our class offerings; many classes are online, discouraging many on-campus students, but not all of the classes are online, making the program unavailable to distance learners. By putting this program fully online—and improving marketing and developing models for advising at a distance—we expect this major to grow. Furthermore, we expect that most of the growth would come from students living in areas designated as educational deserts, where there is significant need for educational options.

Note on estimated enrollment: Under the heading “Students from other university programs, the figure for 2020 is simply the number of students who were in this program in the face-to-face format as of 2017, when the program had 8 students enrolled.

Note on estimated credit hours and graduates: the estimate of credit hours is based on the fact that major requires 45 hours and on the estimate that a student would take, on average, 7 credit hours per semester for six semesters (taking only electives and general education for the first year of a four year program). We are assuming that increases in number of graduates would appear in year three and that the program would have a retention rate of 65% and that the students are equally distributed from first year to senior year.

<table>
<thead>
<tr>
<th>Fiscal Years*</th>
</tr>
</thead>
</table>

Program Forms: New Site Request Form (Last Revised 05/2017)
**Estimates**

<table>
<thead>
<tr>
<th></th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students new to the university</td>
<td>FY 2020</td>
<td>FY 2021</td>
<td>FY 2022</td>
<td>FY 2023</td>
</tr>
<tr>
<td>Students from other university programs</td>
<td>12</td>
<td>16</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>=Total students in the program at the site</td>
<td>20</td>
<td>24</td>
<td>28</td>
<td>33</td>
</tr>
<tr>
<td>Program credit hours (major courses)**</td>
<td>140</td>
<td>168</td>
<td>196</td>
<td>231</td>
</tr>
<tr>
<td>Graduates</td>
<td>13</td>
<td>16</td>
<td>18</td>
<td>21</td>
</tr>
</tbody>
</table>

*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?**

We would anticipate only modest impact and not significant impact to any particular program. Students interested in corporate communication would likely come from those already considering mass communications or some area of business. However, our marketing will target prospective students in remote locations who are currently not in a university program because they have not found one that fits their needs.

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.**

<table>
<thead>
<tr>
<th>Bachelor of Science in Corporate Communication</th>
<th>Credit hours</th>
<th>Credit hours currently available from this university at this site</th>
<th>Credit hours currently available from other universities available at this site</th>
<th>Credit hours currently available via distance</th>
<th>Credit hours new to this university</th>
</tr>
</thead>
<tbody>
<tr>
<td>System General Education Requirements</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td><strong>Subtotal, Degree Requirements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Required Support Courses</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Major Requirements</td>
<td>45</td>
<td>24</td>
<td>unknown</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Major Electives or Minor</td>
<td>18</td>
<td>Variable depending on minor</td>
<td>Variable depending on minor</td>
<td>Variable depending on minor</td>
<td>0</td>
</tr>
<tr>
<td><strong>Subtotal, Requirements of the Proposed Major</strong></td>
<td>93</td>
<td>Variable</td>
<td>variable</td>
<td>variable</td>
<td>0</td>
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<tr>
<td>Free Electives</td>
<td>27</td>
<td>Variable</td>
<td>Variable</td>
<td>Variable</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total, Degree with Proposed Major</strong></td>
<td>120</td>
<td>variable</td>
<td>variable</td>
<td>variable</td>
<td>0</td>
</tr>
</tbody>
</table>

*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.

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

We would provide services as we currently do for students in the program who take most but not all of their courses online. Students in this major are assigned to a faculty advisor who is highly
experienced at working with students from a distance. They would also have access to the support of the Writing Assistance Center, the Math Assistance Center and other tutoring made available to our face-to-face and online students.

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).**

No additional accreditation is needed for this program.

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

No exceptions needed.

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 university has the infrastructure and technology to support the program both face-to-face and online. Putting the program fully online requires only that we offer seven additional classes online, offering each one at least every fourth semester. We would cut face-to-face courses as is reasonable given that many of the program’s classes also support face-to-face majors. By cutting some face-to-face classes while adding online offerings, we can make these adjustments largely within the workloads of our current faculty. We will use adjunct labor as needed to cover either the added online classes or the classes full-time faculty members give up to teach these courses.

Even if we assume the addition of one class per semester to the overall offerings of the program (more than is likely needed), the cost would be only approximately $8,000 per year at the current rate for compensation of adjuncts with master’s degrees in the field. Additionally, in the first year we would dedicate additional resources to marketing ($1,000) from college funds.

At the self-support rate of $325.25 per credit hour, between the first and second year, we would anticipate an increase in revenue of $9,107; (as compared to the first year) $18,214 in the third year, and $29,598 in the fourth year. These figures consider only additional revenue from classes in the major, not the revenue generated by electives and general education classes taken by students recruited from elsewhere to BHSU specifically for this online major.

10. **Additional Information:**

Below is the curriculum for the major.

**Corporate Communications Major Course Requirements**

**Required Core - 36 semester hours**

- 3 ACCT 210 Principles of Accounting I
© 3 BADM 101 Survey of Business
© 3 BADM 370 Marketing
© 3 MCOM 161 Graphic Communication
© 3 MCOM 210 Basic Newswriting
© 3 MCOM 235 Social Media Survey
© 3 MCOM 331 Video Production
© 3 MCOM 351 Web Design
© 3 MCOM 430 Media Law
© 3 MCOM 452 Mass Media Issues
© 3 MCOM 475 Public Relations
© 3 MCOM 494 Internship*

**Required Electives - 9 semester hours**

Take 3 courses from the following:

© 3 BADM 336 Entrepreneurship I
© 3 BADM 372 Advertising
© 3 BADM 475 Consumer Behavior
© 3 MCOM 257 Intermediate Desktop Publishing
© 3 MCOM 265 Basic Photography
© 3 MCOM 330 Writing For Digital Media
© 3 MCOM 373 Public Relations Case Study
© 3 MCOM 448 Interactive Multimedia Design
© 3 SPCM 410 Organizational Communication

*The internship will serve as a capstone experience. Students will work within a business/communication setting and be mentored closely by a faculty advisor. The internship and related writing requirements will tie the corporate communication curriculum together and serve as a capstone experience.*