

OHIO BOARD OF REGENTS

Agenda Item 3.4 Ohio University-Lancaster campus, Associate of Applied Science degree in Electronic Media

**RESOLUTION**

BE IT RESOLVED: upon recommendation of the Chancellor and with the concurrence of the Initiatives Committee of the Ohio Board of Regents that following new degree program is approved:

Ohio University – Lancaster campus  
Associate of Applied Science degree in Electronic Media

## **BACKGROUND**

### **OHIO UNIVERSITY – LANCASTER CAMPUS**

Associate of Applied Science degree in Electronic Media

The Electronic Media program has been designed to fill an emerging occupational need in the growing field of Information Technology. This program will prepare students for positions in the field of electronics that did not exist only a few years ago. New positions in this occupation are referred to as content creators, web designers, web masters, web media professionals and others. The Ohio Job Outlook: 1994-2005 publication data indicated a 57% increase in computer related jobs during this time period. A survey of the Ohio University - Lancaster service delivery local businesses confirmed the need for the program in the Lancaster area. The Heart of Ohio Tech/Prep Consortium has also endorsed the need for this program for high school students pursuing an Information Technology career.

Students enrolled in this program will gain knowledge and professional expertise for basic and complex media applications as the new courses designed will provide students with specific multimedia skills such as visual communications, video/audio production, production planning/writing, data communications, three-dimensional studies, and others.

Graduates of the Electronic Media program will have the education and training needed for career opportunities in both small and large companies as multimedia specialists, video editors, computer graphic web designers, visual communications specialists, network administration technicians and others.

Ohio University Southern and Zanesville campuses are both currently offering this degree very successfully. Offering the degree at the Lancaster campus will afford students interested in this field as same opportunity as students at the other two campuses.