BACKGROUND AND REQUEST

HOCKING TECHNICAL COLLEGE
Associate of Applied Science in E-Business and Web Design

Executive Summary/Recommendation
This program clearly meets Regent's standards for associate degree programs.
There were no serious concerns raised in this review.

Request: Hocking Technical College proposes an Associate of Applied Business degree in Business and Web Design. The proposed E-Business and Web Design program combines the science and technology of computers with the knowledge related to conducting a successful business. Today's businesses are discovering that one way to achieve business success is to advertise and sell goods and services on-line.

The growth of e-business and web design has created new career paths. Many established IT companies, such as Amazon.com, AOL, Bizresearch.com, EDMap, Fogram.com, Quest and others need college graduates with knowledge and skills in both business and web design. The U.S. Department of Labor indicates that 5 of the top 10 jobs needed for Ohio through 2012 will be in the information technology area.

Graduates of the proposed program will find career opportunities as web designers, web technicians, E-marketers, IT business specialists, internet specialists and in other related fields, with a starting salary of $32,000 to $42,000 a year. Graduates with additional work and web design experience could earn as much as $70,000 a year.

Program Purpose/Mission: The purpose of the proposed program is to provide students with the opportunity to obtain a degree that combines the fields of business and web design and to provide the region with a pool of individuals trained to work in the e-business field.

Located in southeastern Ohio, Hocking Technical College is the only public two-year college that serves rural Athens, Hocking and Perry Counties. The College has a history of being responsive to the educational and training needs of employers and residents in the region.

The College, in partnership with Prosoft, Inc., the world's largest certifier of Internet Webmasters, has been offering a three course Certified Internet Webmaster elective sequence since 2000 for interested students. The Certified Internet Webmaster program is accredited by the Association of Internet Professionals (AIP) and endorsed by the International Webmasters Association (IWA). The success of the elective sequence and the continuing growth in e-commerce prompted the College to develop a full degree in E-Business and Web Design. Business owners on the college's Web Design and E-Business Advisory Committee validated the need for the proposed program in the region and across Ohio. They supported the program's development and offered their businesses as sites for the student internships.

Enrollment: The College is projecting an enrollment of twenty (20) students during 2008-2009. Student enrollment is projected to grow each year as a result of the College's marketing and recruitment activities. High school career fairs and the region's College Tech Prep programs will be targets of such efforts.

Curriculum: The E-Business and Web Design curriculum is structured to provide students with general education and specialized technical courses. The three Certified Internet Webmaster courses that the College provides because of its partnership with ProSoft Training are incorporated into the curriculum. Students successfully completing the three Certified Internet Webmaster courses are prepared to take and pass the test required to become a Certified Internet
Webmaster. The College’s extensive internship program will provide the additional hands-on-learning and work experience needed for students to be successful in this career field.

The College has established an articulation agreement with Franklin University. The agreement provides students interested in pursuing a Bachelor’s degree the opportunity to enroll in Franklin University’s Digital Communications, Information Technology or Computer Science bachelor’s degree programs.

**Faculty/Resource Needs:** The E-Business and Web Design program will be located within the School of Information Technologies. The Director of Business and Information Technologies will be responsible for program oversight and guidance. The Director reports to the College Provost, who is also the Senior Vice President of Academic Affairs.

The College is financially prepared to offer this program. The College plans to use current faculty members to teach the courses and adjunct faculty as needed. Existing classroom space, library resources and computer labs will be available to students who enroll in the program.

**Program Duplication:** Hocking Technical College contacted Ohio University during the planning and development of the proposed program to explore the possibility of developing an articulation agreement between the two institutions. Because Ohio University only offers a few courses in web design as a part of its Visual Communications program, an articulation agreement with Ohio University is not feasible at this time.

The College has expressed its willingness to share “best practices” and to explore opportunities for collaboration with other campuses interested in offering this or similar degree programs.

End of Comment Period: November 13, 2008
No Comments Received: Recommend Approval

Approved:

[Signature]

Eric D. Fingerhut, Chancellor

Date: 2/13/08