BACKGROUND

Hocking Technical College
Associate of Applied Science in Interactive Multimedia Technology

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 has developed an Associate of Applied Science degree in Interactive Multimedia Technology in response to the growing need for technically trained individuals who can create, design and produce interactive multimedia products and services.

Interactive multimedia has become a integral part of our daily lives as we see it on the internet, in advertisements, packaging, signage, logos, brochures, mobile phone services, DVD's, video games and more. This evolving fast growing technology has the capacity to integrate large amounts of information, graphics, still images, animation, video and audio into one or multiple products, forms or services. Ohio's corporations, small and large businesses, educational institutions, public libraries, marketing firms, county and state public service agencies, non-profit organizations, health care providers and many others all are interested in utilizing this new technology. The U.S. Department of Labor/Occupational Handbook, 2006-2007 Edition indicates that Interactive Multimedia is one the fastest growing occupations through 2014.

Program Purpose/Mission: In 1998, the ***it*WORKS**.OHIO Initiative was formed as a broad-based educational response to Ohio's need for a skilled information technology workforce. The Joint Council of the Ohio Board of Regents and the State Board of Education developed the Ohio Information Technology Competency Profile that defines a comprehensive set of information technology competencies in core academic subject areas and built around four occupation clusters. Interactive Media is one of those four occupation clusters.

Hocking Technical College established an Interactive Multimedia Advisory Committee in 2005 to further explore the need for this program. The Advisory Committee conducted a survey of employers in southeast Ohio to access their need for trained interactive multimedia technicians. Most of the employers surveyed indicated they had a current need or projected a future need for a trained interactive multimedia technician. Needed services and products the employers mention ranged from improved marketing materials and PR materials, formal presentations for meetings to the need for increased employee productivity through appropriate training, accident prevention and supervisory materials.

During the program's development the College collaborated with the Southeast College Tech Prep Consortium, Federal Hocking High School and the Tri-County Career Center, to ensure that students enrolled in an information technology course or a College Tech Prep IT Program would have a seamless transfer of learning from secondary to post-secondary. As collaborative partners they will jointly attract and recruit students through various marketing and PR efforts, employer visits, web sites, career day activities and Job Fairs.

Enrollment: The College is projecting an enrollment of eighteen students in 2007-2008 with an additional five students in 2008-2009 and another five in 2009-2010. Through joint marketing efforts between the partners this projection may increase over time.

Curriculum: The College used the Ohio Information Technology Competency Profile as the foundation for its curriculum development and also created an Outcome Based Education (OBE) panel to provide further guidance, direction and expertise assuring the curriculum developed, test assessments created and student outcomes meet those established in the Profile. The curriculum is structured to provide students with the general education and technical courses needed as well the opportunity to utilize their creative skills and be involved in some employer based projects and field experiences.

Students completing this program will be eligible to apply for and take several industry specific certifications as ProSoft Certified Internet Webmaster, Photoshop, Illustrator and Apple Final Cut Pro.

An articulation agreement is being developed with Shawnee State University.

Faculty/Resource Needs: The program will be located within the School of Information Technologies where the Provost and Senior Vice President of Academic Affairs have administrative oversight.

The College plans to use existing faculty and will move one faculty member from the College's Broadcast Engineering and Production program to the Interactive Multimedia program giving assurance there will be enough faculty members to implement this program. Currently, the College has the enough classroom space, library resources and IT training labs needed for students enrolling in this program.

As part of their on-going collaborative partnership, the Southeast College Tech Prep Consortium has agreed to share resources; classroom space and laptop computers if there is a need for newly enrolled students.

The College is financially prepared to support the cost of implementing this new program.

Program Duplication: The closest public two-year institution to Hocking Technical College offering a similar program is Columbus State Community College. The two colleges have a history of collaboration as they have worked on several projects together and agreed to share Best practices, resources and equipment if needed. The driving distance between the two campuses is almost two hours and is not a viable or affordable option for students residing in this region of the state.

Employment Opportunities: Graduates of the program will find jobs opportunities as multimedia illustrator, animator, digital journalist, presentation artist, graphic designer, web content designers, multimedia technicians and specialists and many others.

End of Comment Period: December 21, 2007
No Comment Received, Recommend Approval

Approved:

1/21/08

Eric D. Fingerhut, Chancellor **Date**