

BACKGROUND AND REQUEST

Stark State College of Technology Associate of Applied Science in Digital Video and Media Technology

Executive Summary/Recommendation

**This program clearly meets the Chancellor's standards for associate degree programs.
There were no serious concerns raised in this review.**

Request: Stark State College of Technology proposes an Associate of Applied Science in Digital Video and Media Technology as a next step in the progression of the College's interactive media programs. The proposed program has the potential to increase enrollment in the College's interactive media programs by 10% and to supply Northeast Ohio with the trained digital video and media technology individuals it needs.

The business, education, entertainment, and recreation communities in Northeast Ohio have embraced the technological advancements in digital video and media technology, which allow them use their time and resources more efficiently and effectively. The new technologies are routinely used for delivering newsletters, magazines, corporate training, marketing and public relations activities. Use of these technologies is expected to grow even further as media is integrated with personal communication through cell phones, YouTube, iPods, DVDs and Facebook, giving individuals direct access to the latest technology and enabling them to communicate with anyone, anywhere, twenty-four hours a day and seven days a week.

In response to the increased interest in and use of digital video and media technology, the College has received several requests from businesses in the region and from the K-12 education community to incorporate information technology related programs into its curriculum. These requests are further supported by trends in the job market. The information technology industry is one of the fastest growing sectors of the computer industry. The U.S. Department of Labor/ Bureau of Labor Statistics 2006 Report indicates that jobs in the digital video and media technology area are expected to among the fastest growing. It is projected that five of the top ten jobs needed for Ohio through 2012 will be in the information technology area. The continued growth of the industry requires that individuals interested in working in this field acquire the specific skills, training and knowledge needed for employment and long-term career success.

Graduates of the program will be able to find career opportunities in digital video and media production, instructional integration, interactive and educational media production and others, with a starting salary ranging from \$32,000 to \$52,000 a year. Due to the demand for trained IT technicians in northeast Ohio, graduates of the proposed program will be actively recruited for positions in the region as well as across the state.

Program Purpose/Mission: The purpose of the proposed program is to provide students with the opportunity to obtain a degree in the growing information technology industry. The mission of College is "to be a first choice in higher education and a catalyst for economic growth." The proposed program supports the College's mission by offering a degree that has been developed in response to the businesses in the region that identified a workforce need and communicated that need to the College. The proposed program will supply Northeast Ohio with the trained digital video and media technology workforce needed for today and in the coming years.

Enrollment: The College is projecting an enrollment of sixty-five (65) full-time students and twenty-four (24) part-time students beginning Fall Semester 2009. The College further projects that student enrollment will grow to ninety-five (95) full-time students and thirty-two (32) part-time students, beginning January 2010. High school students, College Tech Prep IT students, "Seniors to Sophomores" students and others interested in an IT career will be attracted to the proposed program. Individuals who are unemployed or underemployed, veterans, adult learners, employees interested

in up-grading their skills and retired individuals interested in learning a new skill will also be attracted to this proposed program.

Curriculum: The Digital Video and Medial Technology curriculum is structured to provide students with the general education and specialized technical courses they need to meet the educational requirements for this proposed degree.

The College has been meeting with representatives from the University of Akron's Communication Department to establish an articulation agreement for students interested in pursuing a bachelor's degree in media communication or media production with anticipation of a signed agreement by fall 2009.

Faculty/Resource Needs: The Digital Video and Media Technology program will be located within the Information Technology/Engineering Technology Division of the College. The director of the Information Technology Department will provide program oversight and supervision to ensure the proposed program is successful.

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. A new state-of-the-art Information Technology building will provide the classroom, computer and lab space needed for enrolled students. Students will also have access to the campus library and to existing student support services (e.g., counseling, advising, tutoring, etc.) to ensure their academic success.

The College is part of a consortium that includes Malone College, Walsh University, and several businesses in the region, and together they are forming a Studio 62 Media Arts Center. Studio 62 has offered the College the use of its state-of-the-art video and audio recording studios for students to obtain hands-on-learning experiences in a working studio, while networking and interacting with industry professionals.

Program Duplication: The proposed program is not being offered at any other two-year institution within a hundred miles of the College. 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.