

BACKGROUND AND REQUEST

Cuyahoga Community College Associate of Applied Business in Media Arts and Studies

Recommendation

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

Request: Cuyahoga Community College proposes an Associate of Applied Business in Media Arts and Studies in response to the growing need for trained media arts individuals. The proposed program is an expansion of the college's current visual communication and design program and will increase the college's enrollment by attracting individuals who are interested in a career that is constantly growing and embraces the advancements in the information technology (IT) field.

Students interested in this field are drawn to its creativity and the ability to create interactive games, animated movies, holograms, Internet art, computer robotics and 3-D animated films. The proposed program is designed to give students a foundational background and knowledge needed for media creation, development and production. Current trends in the market place and advancements occurring in the IT support the need for this proposed program.

The U.S. Department of Labor/ Bureau of Labor Statistics fall 2007 report indicates professional employment in the information technology field will see a growth of almost five million new jobs by 2016. The media arts field will account for 11% of the new job growth. The report also indicates five of top ten jobs needed for Ohio through 2012, will be in the information technology area.

The College's Media Arts and Studies Advisory Committee comprised of small and large business owners, editors, video and film producers, web designers and representatives from the regions adult career centers were instrumental in the development of the proposed program's course guidelines, sequence and outcomes. Committee members expressed an interest in serving as mentors for the students enrolled in the program and would strongly consider hiring graduates of the program.

Graduates of the Media Arts and Studies program will be able to find career opportunities in the motion picture and video industries, computer design agencies, and in the entertainment, education and medical industry, with starting salaries ranging from \$32,000 to \$48,000. Entrepreneurial students who are able to establish their own businesses will also be a source of employment for graduates of the program. Due to the demand for trained media arts individuals 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 media arts industry. The mission of the college is "to provide high quality, accessible and affordable educational opportunities and services - including university transfer, technical and lifelong learning programs- that promote individual development and improve the overall quality of life in a multicultural community." The proposed program supports the college's mission by offering a degree to respond to the need for media artists in the region

Enrollment: The college is projecting an enrollment of forty-six (46) full-time students and twenty-eight (28) part-time students beginning fall semester 2009. The college further projects that student enrollment will grow to sixty-five (65) full-time students and thirty-nine (39) part-time students, beginning January 2010. Several of the high schools within

the region (Max Hayes, Cuyahoga Valley Career Center, Polaris Career and Technical Center) are broadening their programs to include this learning opportunity and career path for students. The North Coast Tech Prep Consortium is developing an articulation agreement with the college to ensure students enrolled in the program will have a seamless transfer into the college's proposed program.

Part-time enrollment is expected to come directly from individuals working in the information technical industry that want to update or enhance their job-related skills for job retention and advancement.

Based on the response to the college's advertising/marketing and community awareness campaign, the number projected to enroll could be higher. If enrollment grows beyond the current projected number, the college will be able to absorb the higher enrollment by offering additional course offerings.

Curriculum: The Media Arts and Studies curriculum is structured to provide students with the general education and specialized technical courses the need to meet the educational requirements for the proposed degree. Enrolled students will learn the application and fundamentals of digital cinematography, photography and filmmaking, sound recording, television production, visual effects and more. Upon completion of the program students will have created a student portfolio that demonstrates their specific training, knowledge, and skill.

The development of this proposed program also includes the college's ability to offer two short term certificates in Motor Graphics and Digital Video Editing.

Faculty/Resource Needs: The Media Arts and Studies Program will be housed within the Business and Information Technology Division. A program manager will be responsible for administering the program supervising the faculty teaching in the program. The college plans to utilize existing full-time and adjunct faculty reducing the need to hire additional faculty. The college is financially prepared to offer this program.

Program Duplication: The proposed program is not being offered at any other two-year institution within the region. Representatives of the college met with representatives from Lakeland Community College to explore opportunities for further collaboration as Lakeland Community College is currently offering a short-term certificate in interactive Media. The college has expressed its willingness to share "best practices" and to explore opportunities for collaboration with other campuses in the region and across the state interested in offering this or a similar program.

In addition, the college has met 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. It is anticipated that an agreement will be in place by fall 2009.