Academic and Student Affairs
Consent

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AGENDA ITEM: 5 – A (1)
DATE: April 3-4, 2024

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SUBJECT
    New Program Request – DSU – BS in Digital Content Creation

CONTROLLING STATUTE, RULE, OR POLICY
    BOR Policy 2.3.2 – New Programs, Program Modifications, and Inactivation/Termination

BACKGROUND / DISCUSSION
    Dakota State University (DSU) requests authorization to offer a BS in Digital Content Creation. The proposed BS will equip students to strategically manage and create digital material that engages consumers through written and visual storytelling. Students will learn to create content for, produce, and lead integrated media campaigns for online, mobile apps, social media, and traditional platforms.

    The Intent to Plan request was approved in May 2022, per BOR Policy 2.3.2.

IMPACT AND RECOMMENDATION
    A summary of the program proposal has been included as Attachment I. Additional information on this proposal is available from the Board office by request.

ATTACHMENTS
    Attachment I – New Program Request Summary: DSU – BS in Digital Content Creation

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DRAFT MOTION 20240403_5-A(1):
    I move to authorize DSU to offer a BS in Digital Content Creation, as presented.

Full Proposal – BS in Digital Content Creation
Dakota State University

BOR Recommendation: The Board of Regents Academic Affairs and the Executive Director support the program request. This program will increase the number of conferred degrees in social media content production in South Dakota, supporting student demand and workforce opportunities.

Program Description:

This interdisciplinary program will equip students to strategically manage and create digital material that engages consumers through written and visual storytelling. Students will learn to create content for, produce, and lead integrated media campaigns for online, app, social media, and traditional platforms.

Strategic Impact –

DSU Strategic Impact: Social media and its requisite content, as a phenomenon distinct from all other media and marketing communication, is entirely mediated by and generally created via technology. It is tracked in entirely digital spaces. This interdisciplinary major draws from several disciplines, among them media content creation, digital video, image, and audio production; coding; marketing; and communication. The program will incorporate communication and marketing with content creation and media production tailored for social media, such as scripting, coding, and audio and video production for platforms like Snapchat, Discord, Twitch, Instagram, Facebook, and emerging platforms in addition to preparing content for traditional media formats, including print. As a special focus university ascribed to generating new innovative ideas and championing current and emerging technologies, DSU is well positioned to deliver such a program and keep it at the forefront of the field. This program, like others DSU is authorized to offer, provides an additional and relevant highly technical degree with an emphasis in innovation and leadership.

BOR Strategic Impact: DSU's BS in Digital Content Creation supports Goal 4 of the SDBOR's Strategic Plan, Workforce Development and Economic Development, "South Dakota public universities shall create academic programming that responds to the changing educational and workforce skills needed to meet the demands through 2030; promote strategic engagement and investment designed to enhance and drive the state's long-term economy."

The Digital Media Management & Social Media Communication positions available in SD are with a wide variety of industries, such as healthcare, the State of SD, financial institutions, non-profits, construction companies, insurance, technology, education, and so much more. These roles are among the fastest growing in the industry, with demand for social media jobs and skills increasing at the highest rate.

Source: https://www.marketingweek.com/steep-rise-demand-marketers-digital

Program Summary:

The classification of this program will be 09.0702 [Digital Communication and Media/Multimedia]. This program is proposed to be offered both on-campus program and through distance education. It is designed to attract students interested in the influencer marketing economy, including content creators, which grew in 2021 from $2 billion to almost $13.8 billion with approximately 50 million content creators. The university anticipates students entering this

program will be recruited from prospective students who have expressed interest in one of three programs at DSU, specifically English for New Media (which is being inactivated/taught out), Marketing, and Digital Arts and Design. Students completing this degree will graduate having completed an internship and a portfolio of professional materials.

Source:https://www.bls.gov/opub/mlr/2023/beyond-bls/the-significance-of-social-media-influencers-in-todays-economy.htm

Duplication and Competition:

DSU already offers a similar program (English for New Media). They argue that the proposed new program is a better reflection of the emerging needs of the marketplace. English for New Media is being terminated.

The University of South Dakota offers Media and Journalism: Strategic Communication. Unlike DSU's proposed program in Digital Content Creation, USD's program does not include a significant number of digital or business courses. All required courses are MCOM. USD does also offer a minor in Social Media Marketing, which, if added to the Media and Journalism major would address some of this difference, but the minor requires no business or CIS/CSC courses, only marketing from an MCOM perspective. DSU's proposed major is interdisciplinary, relying on coursework from across the university. Per IPEDS, USD had 47 graduates from the overarching category of Communication, Journalism, and Related Programs in 2022-23. It is not possible to determine how many were in the Media and Journalism: Strategic Communication major.

In 2022, Black Hills State University was approved to offer a degree in Communication and Media which includes courses in mass communications, art, photography, communication studies, and theatre. Graduates of this program are prepared for employment in journalism, multimedia, social media, and marketing. According to IPEDS, BHSU had 12 graduates from the overarching category of Communication, Journalism, and Related Programs in 2022-2023.

To understand the statistics in South Dakota, the Integrated Postsecondary Education Data System (IPEDS) for 2022-2023 reporting shows that the state produced a total of 63 bachelor-prepared students in related fields.

Regental Universities[1]:

University	Bachelor's Degrees Conferred in Communication, Journalism, and Related Programs	Total Number of Bachelor's Degrees Conferred At Each Institution
USD Media and Journalism: Strategic Communication, BA/BS	47	1166
BHSU Communication and Media, BS	12	370

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[1] Integrated Postsecondary Education Data System (IPEDS) for 2022-2023

Private SD Universities[2]:

University	Bachelor's Degrees Conferred in Communication, Journalism, and Related Programs	Total Number of Bachelor's Degrees Conferred At Each Institution
Augustana, Communication Studies/Business and Media Studies, BA	4	381

Total Sum of SD Peer Findings:

University	Bachelor's Degrees Conferred in Communication, Journalism, and Related Programs	Total Number of Bachelor's Degrees Conferred (All SD Universities)
Total	63	1917

The number of conferred bachelor's degrees in related fields, specifically Communication, Journalism, and Related Programs, as reported by IPEDs was 63 out of a total of 1917 for all of South Dakota; approximately 3% of the total number of degrees awarded in this field. The opportunities for students with degrees in these fields exceed the current number of degrees awarded in SD.

Competitor University Peers[3]:

University	Bachelor's Degrees Conferred in Related Fields	Total Number of Bachelor's Degrees Conferred At Each Institution
University of Northern Iowa	22	1992
Wayne State College	10	634
Dordt University	7	314

Workforce Outlook/State Need:

The employment projections for South Dakota in this field range from an 8-25% increase within the next seven years.

South Dakota Occupational Employment Projections 2020-2030
> Public Relations Specialists - 504 employees in 2020, 552 needed by 230 for a projected increase of 9.52% Technical Writers - 118 employees in 2020, 137 needed by 2030 for a projected increase of 16.1%.
> Market Research Analysts and Marketing Specialists - 1084 employees in 2020, 1363 needed by 2030 for a projected increase of 25.74%.
> Web Developers and Digital Interface Designers - 313 employees in 2020, 339 needed by 2030 for a projected increase of 8.31%.

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[2] Integrated Postsecondary Education Data System (IPEDS) for 2022-2023
[3] IPEDS

Per O-Net Online, Digital and Web Interface Designers earn a median annual salary of $83,240. Audio and Visual Technicians earn a median annual salary of $50,660. Marketing Specialists earn a median annual salary of $68,230.

Student Learning Outcomes:

1. Demonstrate effective communication in visual, verbal, time-based, and web-based media.
2. Demonstrate effective collaboration skills as a member of a design team.
3. Choose and use digital media tools to effectively and creatively display original and client-driven content for the web.
4. Analyze and develop appropriate content and designs for a variety of audiences and purposes.

The outcome for graduates of the program will be assessed by a variety of methods including a web design project, a large multimedia essay, a professional portfolio, and an internship report. The university collects, discusses, and reports career placement data of all graduates. DSU conducts an employer survey to measure employer beliefs about each graduate's ability.

Projected Enrollment:

	FISCAL YEARS*					
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
ESTIMATES	FY24	FY25	FY26	FY27	FY28	FY29
Students new to the university	5	8	10	10	10	10
Students from other university programs	--	2	--	--	--	--
Students off-campus or distance	--	--	--	--	--	--
continuing students	--	5	15	25	30	30
Total students in the program (fall)	**5**	**15**	**25**	**35**	**40**	**40**
Program credit hours (major Courses)**	60	165	280	425	500	500
Graduates				5	10	10

Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.*

The majority of the students in this program are expected to be new to the university with a few redirected from other university programs. Based on comparisons with the University of Minnesota Moorhead, DSU anticipates 5 new students in the first year. The second year they anticipate 8 new students and 2 students transferring from existing majors. By the third year, they assume 10 new enrolled students, which they expect to maintain at this level for the foreseeable future. These assumptions are based on historical enrollment patterns, comparisons with other universities, their marketing plan, and projected job growth. DSU anticipates that only 3 students would be needed to break even, given that the faculty and the courses are in place and there is space in the courses.

Projected Revenue/Expenses:

FINANCIAL HEALTH SUMMARY						
	1st	2nd	3rd	4th	5th	6th
	FY24	FY25	FY26	FY27	FY28	FY29
TUITION & FEE REVENUES	14,449	39,735	67,429	102,347	120,409	120,409
PROGRAM EXPENSES	-	6,570	6,570	6,570	6,570	6,570
NET (T&F REVENUES LESS PROGRAM EXPENSES)	**14,449**	**33,165**	**60,859**	**95,778**	**113,839**	**113,839**
OTHER SUPPORTING REVENUES	-	-	-	-	-	-
NET AFTER OTHER SUPPORTING REVENUES	**14,449**	**33,165**	**60,859**	**95,778**	**113,839**	**113,839**

No new resources (human or fiscal) are requested.