New Degree Cover Sheet

Title of Degree:	Bachelor of Science in Digital Media and Storytelling
Campus(es) Offering Degree:	Indiana University East IUPUI Indiana University Kokomo Indiana University Northwest Indiana University Southeast
Academic Units Proposing Degree:	School of Humanities and Social Sciences, Indiana University East School of Liberal Arts, IUPUI School of Humanities and Social Sciences, Indiana University Kokomo School of the Arts, Indiana University Northwest School of Social Sciences, Indiana University Southeast
Departments Hosting Degree:	Communication Studies; Journalism and Public Relations; Communication Arts; Communication; Journalism and Media

* Please note – this this document cannot exceed two pages. All responses must fit in the allotted space using 10-point font.

I. Academic Features

Goals/Objectives *(Rationale for the Program):*

The proposed collaborative online Bachelor of Science in Digital Media and Storytelling will attract students seeking the flexibility of the online format with an interest in developing career-ready skills in digital media communication and multimedia storytelling. This could include students interested in content development and production, including writing, design, social media, photography, video, audio, journalism, and public relations, among other interests.

Principal Components (5a):

Program goals for the IU collaborative online Bachelor of Science in Digital Media and Storytelling (120 credit hours) include

- Develop a critical understanding of the values and roles of media domestically and globally;
- Learn how to evaluate and analyze messages across media;
- Create digital stories and content appropriate to the audience, purpose, and context;
- Apply these values and skills to professional work.

Relation to Existing Programs (4a&b):

Each of the participating campuses offer coursework and/or degree options in fields related to digital media and storytelling. Students in these on campus programs earn B.A. and B.S. degrees in journalism, communication, and public relations. The IU collaborative online Bachelor of Science in Digital Media and Storytelling will be the only degree program with a primary focus on the intersection of media and storytelling offered in a 100% online format. Required coursework for the degree will draw on a mix of existing online courses currently offered for students in the related face-to-face programs and new courses developed for students in the 100% online collaborative program. This approach simultaneously builds enrollments in existing courses to achieve economies of scale while at the same time pooling faculty expertise across campuses to develop innovative coursework for the collaborative program.

Coherence with <u>Campus</u> Mission (2a):

Following the charge of Indiana University's Mission Statement, the collaborative Bachelor of Science in Digital Media and Storytelling will promote broad access to an excellent undergraduate program and provide students with the tools and skills to prepare for a global society. The Indiana University Bicentennial Strategic Plan identifies the integration of new educational technologies and collaborative platforms in the development of a robust program of online education as essential tools to ensure that the university and its faculty continue to serve the citizens of Indiana. By design, this joint program provides efficiencies of scale while maintaining the unique characteristics of the regional campuses and the expertise of IU faculty.

Benefits of the Program for Constituents (2c, iv):

    Students

> Students completing this degree will pursue jobs in fields like Advertising, Creative Development, and Marketing. Several of these fields such as Writers/Authors and Public Relations Specialists have higher than average projected growth both nationally and in the Midwest region (see November 2018 ACT/NRCCUA market study for IU Online).

    IU

> This 100% online collaboration will allow six IU campuses to draw on the targeted social media marketing and related recruiting tools provided by the Office of Online Education to extend reach and impact of this program and realize efficiencies resulting from pooled instructional resources and expertise.

    State

> The collaborative model for IU's Bachelor of Science in Digital Media and Storytelling brings together the collective expertise of Indiana University faculty and incorporates the latest evidence-based research and technological innovation to improve student learning outcomes. This educational model aligns with the Indiana Commission for Higher Education's goal to provide more Hoosiers access to affordable, flexible opportunities for education.

Opportunities for Degree Recipients (5f) Inclusive of Any Credentials:

> The workforce demand for Bachelor of Science graduates is expected to grow at a faster than average rate over the next 10 years with strong growth in wages. Graduates of the IU collaborative online Bachelor of Science in Digital Media and Storytelling will demonstrate a number of skills highly prized by employers including storytelling, writing, editing, professional presentations, and project management.

II. Implementation:

Steady State Enrollment/Degree Completion Projections (year five) (enrollment spreadsheet):

Headcount:	225
FTE:	225
Degree Recipients:	80

Steady Resources (year five):

    Faculty Resources (3i)

> The faculty and staff required to deliver this Bachelor of Science degree in Digital Media and Storytelling are in place. No new hires will be required.

    Capital Equipment (3iii)

> No additional capital costs will arise from delivering this online degree.

    Facilities (3ii)

> No additional facilities will be required to deliver any aspects of the online collaborative Bachelor of Science in Digital Media and Storytelling.

Program Description

Bachelor of Science Degree in Digital Media and Storytelling

To be offered by Indiana University as a collaborative program at multiple campuses

1. Characteristics of the Program

a. Campus(es) Offering Program – Collaborative Degree Shared by

IU East

IUPUI

IU Kokomo

IU Northwest

IU Southeast

b. Scope of Delivery: Statewide

a. Mode of Delivery: 100% Online

b. Other Delivery Aspects: Internships

c. Academic Unit(s) Offering Program by campus:

School of Humanities and Social Sciences, IU East

School of Liberal Arts, IUPUI

School of Humanities and Social Sciences, IU Kokomo

School of the Arts, IU Northwest

School of Social Sciences, IU Southeast

2. Rationale for the Program

a. Institutional Rationale (Alignment with Institutional Mission and Strengths)

- Why is the institution proposing this program?

The proposed collaborative online B.S. in Digital Media and Storytelling will attract students seeking the flexibility of the online format with an interest in developing career-ready skills in digital media communication and multimedia storytelling. This could include students interested in content development and production, including writing, design, social media, photography, video, audio, journalism, and public relations, among other interests.

Students completing this degree will pursue jobs in fields like Advertising, Creative Development, and Marketing. Several of these fields such as Writers/Authors and Public Relations Specialists have higher than average projected growth both nationally and in the Midwest region (see November 2018 ACT/NRCCUA market study for IU Online).

Marketing for such a program could be targeted at online communities where creatives gather. This program will also appeal to:

- Working professionals in design, photography, communications, and related areas;
- Individuals holding certification or an associate degree in related fields with a path to a Bachelor's degree;
- Traditional-age students participating in their high schools' journalism, TV/radio, or digital arts programs could be recruited.

There are multiple potential market segments for this type of degree.

- How is it consistent with the mission of the institution?

Following the charge of Indiana University's Mission Statement, the collaborative Bachelor of Science in Digital Media and Storytelling will promote broad access to an excellent undergraduate program and provide students with the tools and skills to prepare for a global society.

- How does this program fit into the institution's strategic and/or academic plan?

This Bachelor of Science degree in Digital Media and Storytelling answers the charge of the Indiana University Bicentennial Strategic Plan to provide an excellent education that promotes retention and completion through innovative online instruction that accommodates the work schedules and family demands of working Hoosiers.

> IU is a public university in a deep sense; it exists to benefit all the people of the state, and the world beyond, and has a charge to continue its long tradition of engagement in the economic, social, environmental, and cultural life of all Hoosiers. This charge applies to all IU campuses, and it has special significance for the regional campuses. These campuses' communities and regions rely on their respective campuses for undergraduate and professional education that addresses regional needs.

This degree is proposed as a collaborative degree program to be delivered by five IU campuses— East, IUPUI, Kokomo, Northwest, and Southeast. By design, this collaborative program provides efficiencies of scale while respecting the unique characteristics of the participating campuses as they shape their campus-based, face-to-face programs.

- How does this program build upon the strengths of the institution?

The Indiana University Bicentennial Strategic Plan identifies the integration of new educational technologies and collaborative platforms in the development of a robust program of online education as essential tools to ensure that the university and its faculty continue to serve the citizens of Indiana. By design, this joint program provides efficiencies of scale while maintaining the unique characteristics of the regional campuses and the expertise of IU faculty.

See Appendix 1 for web addresses to the following documents:

- Indiana University's Mission Statement
- Indiana University Bicentennial Strategic Plan

b. State Rationale

- How does this program address state priorities as reflected in the ICHE's 2020 strategic plan [Reaching Higher in a State of Change: Indiana's Agenda for Higher Education](#)?

  The proposed collaborative Bachelor of Science in Digital Media and Storytelling will address each of the three goals cited in *Reaching Higher in a State of Change: Indiana's Agenda for Higher Education.*

  I. Completion—The collaborative online format of the B.S. in Digital Media and Storytelling will reduce the barriers to graduation that impede many face-to-face students in their progress to degree, such as

     a. Conflicts between work and school schedules (addressed by asynchronous course structures);

     b. Flexibility in terms of course load across fall, spring, and summer offerings, and

     c. Increased frequency of individual course-offerings (increased focus on Academic Year as 12-month cycle facilitates students who spread enrollment across all three terms).

  II. Equity—The collaborative model for IU's Bachelor of Science in Digital Media and Storytelling brings together the collective expertise of Indiana University faculty and incorporates the latest evidence-based research and technological innovation to improve student learning outcomes. This educational model aligns with the Indiana Commission for Higher Education's goal to provide more Hoosiers access to affordable, flexible opportunities for education. IU Online's collaborative partnership model leverages the diverse expertise and resources of campuses to support student success from the admissions/recruitment phase through an orientation to online learning, academic supports such as online math and writing tutoring, success coaching, financial and career services. In this fully online program, these online wrap-around supports promote the goal of supporting students and increasing educational opportunity.

  III. Talent—The workforce demand for Bachelor of Science graduates is expected to grow at a faster than average rate over the next 10 years with strong growth in wages. Graduates of the IU collaborative online Bachelor of Science in Digital Media and Storytelling will demonstrate a number of skills highly prized by employers including storytelling, writing, editing, professional presentations, and project management.

c. Evidence of Labor Market Need
   i. National, State, or Regional Need
      - Is the program serving a national, state, or regional labor market need?

        The program will prepare graduates to pursue work at the all three levels—national, regional and state. Data collected from the Indiana Department of Workforce Development indicate that:

- Public Relations will see above average growth in demand from 2016 to 2026—6% growth nationally; 10% growth in Indiana.
- Advertising, Promotions, and Marketing Managers (where the BLS tracks the sub-category of Social Media Marketing and Management) will see an 8% present growth nationally from 2018-2028.

  Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Advertising, Promotions, and Marketing Managers, on the Internet at https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm (visited June 16, 2020).

  See Appendix 2 for Indiana DWD and/or U.S. Department of Labor Data source data.

ii. Preparation for Graduate Programs or Other Benefits

- Does the program prepare students for graduate programs or provide other benefits to students besides preparation for entry into the labor market?

  The IU online collaborative Bachelor of Science in Digital Media and Storytelling prepares students for entry into the labor market; however, the solid liberal arts foundation and suite of core Digital Media and Storytelling coursework will prepare students for admission to a wide variety of professional graduate programs.

iii. Summary of Indiana DWD and/or U.S. Department of Labor Data

The Media and Communications Occupations entry in the U.S. Bureau of Labor Statistics Occupational Handbook projects that:

- Employment of media and communication occupations [will] grow 4 percent from 2018 to 2028, about as fast as the average for all occupations, which will result in about 27,600 new jobs.
- Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.
- The median annual wage for media and communication occupations was $59,230 in May 2019, which was higher than the median annual wage for all occupations of $39,810.

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Media and Communication Occupations, retrieved July 7, 2020.

iv. National, State, or Regional Studies

- Summarize any national, state, or regional studies that address the labor market need for the program.

  In the third quarter of 2019, IU conducted a market analysis for a collaborative online program in the related fields of Communication and Journalism using an economic modeling tool developed by the education consulting firm EMSI: Labor Market Analytics.

  Highlights from this study include the following:

- There is a significant interest in study in these fields at the Bachelor's degree level in Indiana and its contiguous states, and that there is a significant underserved online niche.
  - Of the 3500 B.A. degrees awarded in 2016 in communications, journalism and related fields in Indiana, Illinois, Kentucky, Michigan, and Ohio, only 91 were awarded as distance education degrees.
  - From September 2016 to August 2017, EMSI searched for job postings using search terms like Mass Communications/Media Studies, Journalism, etc., and they identified 2,296 unique job postings in the region.
- On a national level 2015 growth in occupations with titles like Editor, Writer and Author, Reporter and Correspondent were nearly flat; however, Media and Communication Workers, All Other saw 7.89% growth with 1,204 jobs and 226 annual openings.
  - This indicates that the evolution in journalism and other communications fields is ongoing and that a media focused degree may provide the best opportunity for a new graduate to break into the field.

Source: EMSI: Labor Market Analytics. "Program Market Demand: Bachelor's Degree Q3 2019 Data Set." 2019.

Surveys of Employers or Students and Analyses of Job Postings

- Summarize the results of any surveys of employers or students and analyses of job postings relevant to the program.

  Appendix #3 contains 4 recent job listings to which graduates of the B.S. in Digital Media and Storytelling could apply.

  1. Digital Community Manager, Purdue University
  2. Digital Media Coordinator, Colorado State University
  3. Web Editor—Disney Corporation
  4. Multi-Platform General Assignment Reporter—Disney Television

  v. Letters of Support

  - Summarize, by source, the letters received in support of the program.

    Each participating campus has signed Memoranda of Agreement covering the curriculum, administration, and assessment of the degree and teaching commitments. These documents are on file with the Indiana University Office of Online Education.

3. Cost of and Support for the Program

a. Costs

    i. Faculty and Staff

- Of the faculty and staff required to offer this program, how many are in place now and how many will need to be added (express both in terms of number of full- and part-time faculty and staff, as well as FTE faculty and staff)?

  The faculty and staff required to deliver this degree are in place.

    ii. Facilities

- Summarize any impact offering this program will have on renovations of existing facilities, requests for new capital projects (including a reference to the institution's capital plan), or the leasing of new space.

  This program will not require any renovations or new space.

    iii. Other Capital Costs (e.g. Equipment)

- Summarize any impact offering this program will have on other capital costs, including purchase of equipment needed for the program.

  No additional capital costs are required.

b. Support

    i. Nature of Support (New, Existing, or Re-allocated)

- Summarize what reallocation of resources has taken place to support this program.

  The Offices of Online Education (OOE) and Collaborative Academic Programs (OCAP) coordinate and support the delivery of IU's multi-campus online degrees. Campus-specific costs will be covered by existing resources.

- What programs, if any, have been eliminated or downsized in order to provide resources for this program?

  Not Applicable

    ii. Special Fees above Baseline Tuition

  Students will be assessed an existing $30 per credit distance education fee, in addition to baseline Trustee approved tuition and mandatory fees. This fee supports online infrastructure, compliance, course design, and student support services.

4. Similar and Related Programs

a. List of Programs and Degrees Conferred

    i. Similar Programs at Other Institutions

- CHE staff will summarize data from the Commission's Program Review Database on headcount, FTE, and degrees conferred for similar programs in the public sector, as well as information on programs in the non-profit and proprietary sectors, to the extent possible.

- See *CHE Appendix A: Similar Programs at Other Institutions*

    ii. Related Programs at the Proposing Institution

- CHE staff will summarize data from the Commission's Program Review Database on headcount, FTE, and degrees conferred for related programs at the proposing institution.

- See *CHE Appendix B: Related Programs at the Proposing Institution*

b. List of Similar Programs Outside Indiana

- If relevant, institutions outside Indiana (in contiguous states, MHEC states, or the nation, depending upon the nature of the proposed program) offering (on-campus or distance education) programs that are similar:

  The following list includes highly ranked 100% online programs that could compete with this program:

  Purdue University of Global – B.S. in Communication
  https://www.purdueglobal.edu/degree-programs/communication/online-bachelor-communication/
  Penn State World Campus – B.A. in Digital Journalism and Media
  https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-digital-journalism-and-media-bachelors-degree/overview
  DePaul University – B.A. in Digital Communication and Media
  https://communication.depaul.edu/academics/online-learning/Pages/default.aspx
  University of Florida – B.S. in Telecommunications: Media and Society
  https://ufonline.ufl.edu/degrees/undergraduate/telecommunication-media-society/

  The following face-to-face programs would be competitors to this degree program:

  Boston University – BS in Media Science
  https://www.bu.edu/academics/com/programs/media-science/bs-in-media-science/
  Boston University – BS in Journalism
  https://www.bu.edu/academics/com/programs/journalism/bs/
  Oregon State University – New Media Communications
  https://liberalarts.oregonstate.edu/sac/new-media-communications
  Missouri State University – Public Relations
  https://communication.missouristate.edu/publicrelations/Learning_Outcomes.htm
  Xavier University – Public Relations B.A.
  https://www.xavier.edu/assessment/college-of-arts-and-sciences-student-learning-outcomes/public-relations-learning-outcomes

c. Articulation of Associate/Baccalaureate Programs

Please see Appendix 6 for two Transfer Single Articulation Pathways for the IU Collaborative B.S. in Digital Media and Storytelling, and the A.A. in Liberal Arts from Ivy Tech Community College and the A.A. in Liberal Arts from Vincennes University.

d. Collaboration with Similar or Related Programs on Other Campuses

The IU Online Collaborative Model
The IU collaborative B.S. in Digital Media and Storytelling will be listed with the other 100% online programs posted at IU Online web portal and will receive marketing and recruitment support from the Office of Online Education (OOE). OOE staff and representatives will be trained to answer initial responses regarding the program and refer prospective students to the campuses for follow-up. OOE will partner with this academic program to provide marketing and recruitment campaigns that reinforce the overall recruitment message and maximize the utilization of OOE, campus, and program

resources. OOE will provide effective tracking of marketing campaigns and establish Return on Investment for marketing and recruitment of IU Online students.

In addition, OOE will provide a suite of services for online students. The office provides 24/7 support for students via phone, email and chat. During the 2016-17 academic year, OOE is rolling out the following support for students pursuing an IU Online program:

- onboarding/orientation to online education at IU,
- coaching and mentoring services,
- math and writing tutoring,
- career services.

OOE has partnership arrangements with providers on several IU campuses, and these offices will take the lead in providing services to students in 100% online collaborative degrees. In addition, these partnerships will also coordinate student conduct, ADA compliance, and student advocacy for students enrolled at multiple campuses. With regard to student conduct and student grievances, OOE will facilitate conversations among campuses, and, to the extent possible, seek to resolve the issue using existing campus processes.

Complementary Relationship Between B.S. in Digital Media and Face-to-Face Programs
Each of the participating campuses offer coursework and/or degree options in fields related to digital media and storytelling. Students in these on campus programs earn B.A. and B.S. degrees in Journalism, Communication, and Public Relations (see below).

- The IU collaborative online B.S. in Digital Media and Storytelling will be the only degree program with a primary focus on the intersection of media and storytelling offered in a 100% online format.
- Required coursework for the degree will draw on a mix of existing online courses currently offered for students in the related face-to-face programs and new courses developed for students in the 100% online collaborative program. This approach simultaneously builds enrollments in existing courses in order to achieve economies of scale while at the same time pooling faculty expertise across campuses to develop innovative coursework for the collaborative program.

Related degree programs at each of the participating campuses include:

- East—B.A./B.S. in Communication Studies.
- IUPUI—B.S. in Media Arts and Science.
- Kokomo—B.A./B.S. in Communication Studies.
- Northwest—B.A. in Communication Studies.
- Southeast—B.S. /B.A. in Journalism & Media.

Bloomington and South Bend are not participating in the collaboration but offer the following related degrees:
- Bloomington—B.A. in Media, B.A. in Journalism, B.S. Game Design.
- South Bend—B.A. in Communication Studies

5. Quality and Other Aspects of the Program

a. Credit Hours Required/Time To Completion

Working professionals will be able to complete the 120-credit hour B.S. in Digital Media and Storytelling 40- 80 months of consecutive enrollment.

- Full-time students who take 15 credit hours per semester in the fall and spring and 6 credit hours over the summer will finish in 40 months.
- Part-time students who complete 18 credits per year (fall, spring, and summer) will take 75 to 80 months depending upon their actual credit loads.

b. Exceeding the Standard Expectation of Credit Hours

Not Applicable – The B.S. in Digital Media and Storytelling is 120 credit hours

c. Program Competencies or Learning Outcomes

- List the significant competencies or learning outcomes that students completing this program are expected to master.

Program Goals:

Students in the IU collaborative online B.S. in Digital Media and Storytelling will:

1. Develop a critical understanding of the values and roles of media domestically and globally;
2. Learn how to evaluate and analyze messages across media;
3. Create digital stories and content appropriate to the audience, purpose, and context;
4. Apply these values and skills to professional work.

Program Learning Outcomes:

Upon completion of the IU collaborative online B.S. in Digital Media and Storytelling, students will be able to:

1. Apply theories of mass and mediated communication in the use and presentation of images and information.
2. Critically evaluate and assess information in its credibility, use, and effectiveness in public communication messages.
3. Use digital tools creatively to develop stories, images, and messages.
4. Engage and inform audiences in multiple contexts.
5. Analyze the historical, legal, and ethical dimensions of professional practices.
6. Use a range of skills to work effectively both independently and collaboratively to accomplish goals.
7. Conduct and apply research using methods appropriate to media professions.

See Appendix 5 for an IU Collaborative B.S. in Digital Media and Storytelling curriculum map

d. Assessment

- Summarize how the institution intends to assess students with respect to mastery of program competencies or learning outcomes.

  The MOA2 Faculty Committee of the B.S. in Digital Media and Storytelling will develop a primary trait rubric for the 7 and post copies to Canvas. Each instructor will evaluate at least one assignment using the rubric to assess how students in the course met its designated learning outcome. The steering committee will hold an annual meeting to review the course rubrics and consider how the curriculum can be improved.

e. Licensure and Certification

  Not applicable.

f. Placement of Graduates

- Please describe the principle occupations and industries, in which the majority of graduates are expected to find employment.

  Graduates of the B.S. in Digital Media and Storytelling will pursue careers in:
  o Advertising,
  o Creative Development, and Marketing,
  o Public Relations
  o Writing/Authoring

- If the program is primarily a feeder for graduate programs, please describe the principle kinds of graduate programs, in which the majority of graduates are expected to be admitted.

  The Bachelor of Science in Digital Media and Storytelling will prepare students to start an entry level career in a chosen professional field. While the target audience for the Bachelor of Science in Digital Media and Storytelling are undergraduates, working adults, degree completers, transfer students, and returning adults, some students may enjoy the coursework and will pursue graduate work although this degree is not likely to produce significant numbers of graduate school applicants.

g. Accreditation
- Accrediting body from which accreditation will be sought and the timetable for achieving accreditation.

  Not applicable

6. Projected Headcount and FTE Enrollments and Degrees Conferred

- Report headcount and FTE enrollment and degrees conferred data in a manner consistent with the Commission's Student Information System

- Report a table for each campus or off-campus location at which the program will be offered

- If the program is offered at more than one campus or off-campus location, a summary table, which reports the total headcount and FTE enrollments and degrees conferred across all locations, should be provided.

- Round the FTE enrollments to the nearest whole number

- If the program will take more than five years to be fully implemented and to reach steady state, report additional years of projections.

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University (IUPUI, East, Kokomo, Northwest, Southeast)
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	70	90	135	180	225	225
Part-time Students	10	20	30	40	50	50
	80	110	165	220	275	275
Enrollment Projections (FTE)*						
Full-time Students	70	90	135	180	225	225
Part-time Students	5	10	15	20	25	25
	75	100	150	200	250	250

*Sum of rounded detail may not equal rounded totals.

Degree Completion Projection	-	-	-	70	80	80

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

Enrollment table aggregate

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University East
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	14	18	27	36	45	45
Part-time Students	2	4	6	8	10	10
	16	22	33	44	55	55
Enrollment Projections (FTE)*						
Full-time Students	14	18	27	36	45	45
Part-time Students	1	2	3	4	5	5
	15	20	30	40	50	50

*Sum of rounded detail may not equal rounded totals.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Degree Completion Projection	-	-	-	14	16	16

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University-Purdue University Indianapolis
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	14	18	27	36	45	45
Part-time Students	2	4	6	8	10	10
	16	22	33	44	55	55
Enrollment Projections (FTE)*						
Full-time Students	14	18	27	36	45	45
Part-time Students	1	2	3	4	5	5
	15	20	30	40	50	50

*Sum of rounded detail may not equal rounded totals.

Degree Completion Projection	-	-	-	14	16	16

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University Kokomo
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	14	18	27	36	45	45
Part-time Students	2	4	6	8	10	10
	16	22	33	44	55	55
Enrollment Projections (FTE)*						
Full-time Students	14	18	27	36	45	45
Part-time Students	1	2	3	4	5	5
	15	20	30	40	50	50

*Sum of rounded detail may not equal rounded totals.

Degree Completion Projection	-	-	-	14	16	16

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University Northwest
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	14	18	27	36	45	45
Part-time Students	2	4	6	8	10	10
	16	22	33	44	55	55
Enrollment Projections (FTE)*						
Full-time Students	14	18	27	36	45	45
Part-time Students	1	2	3	4	5	5
	15	20	30	40	50	50

*Sum of rounded detail may not equal rounded totals.

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Degree Completion Projection	-	-	-	14	16	16

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Indiana University Southeast
Program: Bachelor of Science in Digital Media and Storytelling
Proposed CIP Code: 00.0000
Base Budget Year: 2021-22

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Year 6 2026-27
Enrollment Projections (Headcount)						
Full-time Students	14	18	27	36	45	45
Part-time Students	2	4	6	8	10	10
	16	22	33	44	55	55
Enrollment Projections (FTE)*						
Full-time Students	14	18	27	36	45	45
Part-time Students	1	2	3	4	5	5
	15	20	30	40	50	50
*Sum of rounded detail may not equal rounded totals.						
Degree Completion Projection	-	-	-	14	16	16

CHE Code:
Campus Code:
County Code:
Degree Level:
CIP Code:

- Indiana University's 2014 Mission Statement is posted to the IU website at:
  https://strategicplan.iu.edu/mission-values-vision/mission.html

- Indiana University Bicentennial Strategic Plan posted to the IU website at:
  https://strategicplan.iu.edu/plan/education.html

- January 2016 IU Online: A Collaborative Model for Online Education at Indiana University posted to the IU website at:
  https://teachingonline.iu.edu/about/staff/collaborative_model.html

Indiana and US Department of Labor Workforce Data – Public Relations Specialist

Quick Facts: Public Relations Specialists	US National	Indiana
2018-2019 Median Pay	$61,151 per year	$49,470
Typical Entry-Level Education	Bachelor's degree	Bachelor's degree
On-the-job Training	None	None
Number of Jobs, 2018 (US) **2016 (Indiana)**	270,000	3,150
Job Outlook, 2016-2026 (US & Indiana)	+6% (average)	+10%
Projected Employment, 2018-2028	287,300	3,450
Projected Annual Job Openings, **US 2018-28	Indiana Job Outlook, 2016-26**	30,070	350

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Public Relations Specialist, retrieved May 6, 2020. https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm

O*NETOnline, *Summary Report for 27-3031.00 – Public Relations Specialists,* retrieved May 6, 2020. https://www.onetonline.org/link/summary/27-3031.00

Digital Media and Storytelling Occupational Tables

Indiana and US Department of Labor Workforce Data – Marketing Managers

Quick Facts: Advertising, Promotions, and Marketing Managers	US National	Indiana
2018-2019 Median Pay	$135,900 per year	$104,070 - marketing managers
Typical Entry-Level Education	Bachelor's degree	Bachelor's degree
On-the-job Training	None	None
Number of Jobs, 2018 (US) **2016 (Indiana)**	259,200 – marketing managers	2,930
Job Outlook, 2016-2026 (US & Indiana)	+8% (Faster than average)	+11%
Projected Employment, 2018-2028	280,100	3,250
Projected Annual Job Openings, **US 2018-28	Indiana Job Outlook, 2016-26**	26,000	290

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, retrieved May 6, 2020. https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm#tab-9

O*NETOnline, *Summary Report for 11-2011.00 – Marketing Managers*, retrieved May 6, 2020. https://www.onetonline.org/link/summary/11-2021.00

Retrieved Glassdoor, 1 July 2020. Retrieved July 1, 2020

Job #1 - Purdue University
West Lafayette, IN (+1 other)

Full-time

Job Summary Updated April 21, 2020 All interview and hiring processes will be postponed until later specified. At this time, we are still accepting applications. The Digital Community Manager will be responsible for optimizing the various Purdue online platforms to inform and engage potential and current students, their parents, Purdue alumni and donors, and various other target audiences. The individual works with other campus groups to coordinate social content and provide guidance on social media best practices. Reporting to the Assistant Director of Digital Engagement, the Digital Community Manager is a member of the Purdue central marketing team and collaborates closely with new services, editorial and web development teams as well as the many individual Colleges, schools and departments. REQUIRED: • Bachelor's degree in Marketing, Communications, Publications or related field • Four or more years of experience in a digital marketing or social media role • Experience using...

REQUIRED: • Bachelor's degree in Marketing, Communications, Publications or related field • Four or more years of experience in a digital marketing or social media role • Experience using Hootsuite, Social Studio or another social media planning and listening platform • Organizational skills and understanding how to manage the priorities of multiple stakeholders in a complex environment • Working knowledge of website content management systems (CMS) tools (e.g. Cascade, Drupal, WordPress) • Excellent written and verbal communication skills • Customer service orientation with a "can-do" attitude • Ability to assess systems and processes for continuous improvement ADDITIONAL INFORMATION: • Purdue will not sponsor work authorization for this position • A background check is required for employment in this position • FLSA: Exempt (Not Eligible for Overtime) • Retirement: Defined Contribution Waiting Period • Purdue University is an EOE/AA employer. All individuals including minorities, women, individuals with disabilities, and veterans are encouraged to apply

Retrieved 1 July 2020, Glassdoor.

Colorado State University Fort Collins, CO (+1 other)
Full-time
Position Location Fort Collins, CO Research Professional Position: No Posting Number: 202000275AP Position Type: Admin Professional/ Research Professional Work Hours/Week: 40 Proposed Annual Salary Range Starting at $50k plus comprehensive benefits package. To ensure full consideration, applications must be received by 11:59pm (MT) on 04/05/2020 Description of Work Unit. The College of Agricultural Sciences (CAS) is an integral part of the Colorado State University (CSU) land-grant system. The CAS Dean's Office is responsible for oversight in fulfilling the land-grant mission in agricultural sciences through teaching, research, community and economic outreach and engagement, in service to and in cooperation with CSU Extension and the Agricultural Experiment Station (AES). The CAS Dean's office serves the college through executive level leadership determined by the strategic plan, an oversight of the college's initiatives in research, academic programs including programmatic curriculum oversight, student affairs including diversity and retention, student success and student recruiting. The CAS Dean's office provides central coordination of the college's internal and external communication efforts, branding, marketing, and publication of materials for promotion. The CAS Dean's office includes strategic partnerships, development, donor and alumni engagement, as well as financial administration, information technology and networking services for the entire college. CAS is committed to providing students with high-quality undergraduate and graduate learning experiences in an inclusive and welcoming environment. Position Summary Colorado State University is seeking a digital storyteller for the position of Digital Media Coordinator for the College of Agricultural Sciences. We're looking for a content creator who brings new ideas to the table, is passionate about creating engaging content primarily for the digital experience and will excel in a collaborative team environment. This position is responsible for creating compelling, audience-appropriate, multi-channel, contemporary videos, photos and graphics that engage and build relationships with target audiences (prospective students, current students, alumni, donors, faculty/staff, industry partners, and external stakeholders). This position will manage, organize and implement a wide range of projects to elevate the CAS brand and support strategic initiatives and student recruitment goals, including coordinating marketing, advertising, publication projects, writing, editing, graphic design, web design and development, public relations, photography, videography and broadcasting. This position will serve as part of the CAS communications team alongside the Manager of Strategic Communications and the Marketing and Communications Coordinator. In addition, this position will work collaboratively with the Division of University Communications internationally acclaimed and award-winning Social and Digital Media Team and will play a lead role in managing CAS social and digital media strategy as part of the CAS communications team. The position is responsible for content creation and distribution, brand management and analytic assessment to guide the strategic and editorial direction to enhance the digital reputation of CAS and CSU. This responsibility includes developing visual content for the college website and online news website, Source. Further, the Digital Media Coordinator is responsible for maintaining the voice and tone of CAS on social media channels such as Twitter, Facebook, Instagram and more. This position will manage customer relations with college constituent requests for content. The Digital Media Coordinator plays a key role within the CAS Communications Team, the college's central communications arm, and regularly consults with other communications professionals across the university and among stakeholders in the College of Agriculture Sciences, including commodity organizations. This position will collaborate with the Division of University Communications to utilize multimedia assets to position CAS digital channels as vital branding vehicles for telling the college's stories, building affinity and increasing the college's profile and standing among internal and external audiences.Required Job Qualifications • Bachelor's degree from an accredited institution with course of study in public relations, marketing, journalism or related field. • Two years of professional experience (inclusive of internships, etc.) in communications, marketing, public relations or related field. • Demonstrated experience in multimedia asset creation. • Excellent written and verbal communication skills • Demonstrated ability to engage and effectively communicate with all audiences. • Experience in social media strategy and content management. • Strong knowledge of social media trends. • Experience shooting and editing video for multiple platforms. • Experience writing compelling copy on social and web platforms for a diverse range of audiences. • Experience using Adobe Creative Suite (Photoshop, Adobe Illustrator, InDesign, Premiere) to create visual media. Preferred Job Qualifications • Experience shooting original photography. • Experience with social media or website data collection and analytics. • Experience using content management systems, such as WordPress, to create, format and distribute content. • Ability to manage multiple projects effectively and within set timeframes and to prioritize

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competing demands. • Ability to take initiative and autonomy in projects. • Demonstrated commitment to enhancing diversity through inclusive design and language. Preference will be given to individuals with demonstrable experience building accessible websites that meet the most current version of the Web Content Accessibility Guidelines (WCAG) published by the W3C. Knowledge/Experience with: • User interfaces and interactive deliverables that perform well both on mainstream devices and with assistive technology • Semantic mark-up elements • Product accessibility testing continuously through all development stages • Troubleshooting, revising, and updating websites encumbered by legacy code accessibility constraints Diversity Statement • Demonstrated knowledge of, and relevant ability with, culturally diverse communities among potential target and constituent populations. Job Duty Category: Create and Distribute Content
Duty/Responsibility
 • Create and manage the CAS social media strategy.
• Research, write, edit and design engaging content for marketing channels, including digital platforms and website.
• Develop and implement visual content for all digital platforms (e.g., directing video projects, editing videos, shooting and editing photos, graphic design, etc.) that promote college and department events, awards, research, profiles and other news.
• Create and manage social media content calendar for digital engagements
. • Collaborate with CAS communications team to curate content for all promotional calendars
. • Work with the Manager of Strategic Communications to manage multiple projects on tight deadlines while coordinating with college constituents and leadership on strategy, goals, assignments and schedules as needed
• Utilize a project management software to align tasks and complete projects while adhering to strict deadlines.
Percentage of Time: 50 Job Duty Category: Brand and Reputation Management Duty/Responsibility
• Manage all College of Agricultural Sciences social media platforms as the primary administrator. Responsible for the College Facebook, Twitter, Instagram and LinkedIn accounts.
• Provide monitoring of social and digital media venues and independently respond to posted commentary to ensure that the university and college image is protected and the CSU brand is communicated consistently and appropriately across all channels.
• Identify and provide enriching opportunities for audiences to interact and engage with CAS/CSU in the social space - facilitate discussion and build relationship with fans.
• Attend major College, department, and CSU events to cover and promote on social media. Percentage Of Time: 30 Job Duty Category: Analytics Management Duty/Responsibility
• Record and analyze monthly social media metrics to provide strategic direction.
• Continuously improve digital content through use of web and social media analytics, industry insights and best practices. Percentage Of Time: 10 Job Duty Category: University-Wide Collaboration, Training, and Assistance Duty/Responsibility
• Serve on the University Social Media Committee. • Provide social media and digital assistance and strategy to all CAS units, as needed.
• Meet regularly with CAS department heads and program directors to gather content/story ideas.
• Collaborate with other CSU social media professionals on University-wide initiatives
 • Meet with CAS communications team to collaborate and strategize on marketing projects and event communications.
• Provide exceptional customer service to CAS clients via prompt and professional communication and customer service, adhering to deadlines, and providing consistent and quality work.
Complete application will include the following materials: (1) Cover letter addressing both required and preferred qualifications; (2) Resume; (3) Unofficial transcripts reflecting completed degree(s); and (4) Contact information for 3 professional references. References will not be contacted without prior notification of candidates. CSU is an EO/EA/AA employer and conducts background checks on all final candidates. Conditions of Employment Pre-employment Criminal Background Check (required for new hires) Search Contact Jillian.Lang@colostate.edu EEO Statement Colorado State University is committed to providing an environment that is free from discrimination and harassment based on race, age, creed, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy and will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services. The Acting Title IX Coordinator is the Assistant Vice President for Student Affairs, 201 Administration Building, Fort Collins, CO. 80523-8004, (970) 491-5312. The Section 504 and ADA Coordinator is the Associate Vice President for Human Capital,

Office of Equal Opportunity, 101 Student Services Building, Fort Collins, CO 80523-0160, (970) 491-5836.Background Check Policy Statement Colorado State University strives to provide a safe study, work, and living environment for its faculty, staff, volunteers and students. To support this environment and comply with applicable laws and regulations, CSU conducts background checks. The type of background check conducted varies by position and can include, but is not limited to, criminal history, sex offender registry, motor vehicle history, financial history, and/or education verification. Background checks will also be conducted when required by law or contract and when, in the discretion of the University, it is reasonable and prudent to do so.Minimum References Requested 3 Maximum References Requested 3

Retrieved 1 July 2020, Glassdoor.

Job ID 762631BR
Location Istanbul, Istanbul, Turkey
Business Direct-to-Consumer and International
Date posted Jun. 22, 2020
Job Summary:
Contract type: 6 month fixed term (potential to perm)
This role will be working in shifts (9:00-18:00 / 15:00-24:00)

Purpose of Role:
As a member of the Digital Media Department, the ideal candidate is responsible for content creation &
content management across all of FOX's digital platforms; and for carrying out works to increase the level
of awareness and traffic for FOX's platforms.
Responsibilities:
- Creating content for FOX's websites, mobile applications and YouTube channels; using CMS
  to upload and manage the content for these platforms
- Carrying out the day-to-day update, control and content management responsibilities to keep
  all of FOX's platforms up to date and up and running. Working directly with third party agencies
  to resolve any possible technical problems
- Working in coordination with the Marketing, Programming, and On&Air departments to track
  new promo materials for series and programs, and updating respective platforms with these
  new materials
- Working in coordination with the social media agency within the scope of the terms of the
  Digital Marketing Strategies, to enable the delivery of all of FOX's content and broadcast
  schedule to the social media agency
- Retrieving the TV content from the broadcast system daily and using Edius to prepare the
  program's episode as well as mini videos to be published on the platforms. Uploading and
  delivering the videos to respective platforms and parties
Basic Qualifications:
- Having a good working knowledge of English.
- Good creative thinking and coordination skills. Detail oriented and able to follow up with a task
  in a timely and professional manner.
- Keeping up with digital and social media trends. Having enough interest and know-how in
  social media to carry out social media management tasks if/when required.
- Ability to cut and edit videos. At least 2 years of experience in using video editing tools, such
  as Edius and Cinegy.
- Having YouTube certifications is a Plus.

About Direct-to-Consumer and International:
Comprised of Disney's international media businesses and the Company's various streaming
services, the Direct-to-Consumer and International segment aligns technology, content and
distribution platforms to expand the Company's global footprint and deliver world-class, personalized
entertainment experiences to consumers around the world. This segment is responsible for The Walt
Disney Company's direct-to-consumer businesses globally, including the ESPN+ sports streaming
service, programmed in partnership with ESPN; Disney+, the dedicated streaming home for
entertainment from Disney, Pixar, Marvel, Star Wars, National Geographic; and the Company's

ownership stake in Hulu. As part of the Direct-to-Consumer and International segment, Disney Streaming Services, developer of the ESPN+ and Disney +, oversees all consumer-facing digital technology and products across the Company.

About The Walt Disney Company:
The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with the following business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive media. From humble beginnings as a cartoon studio in the 1920s to its preeminent name in the entertainment industry today, Disney proudly continues its legacy of creating world-class stories and experiences for every member of the family. Disney's stories, characters and experiences reach consumers and guests from every corner of the globe. With operations in more than 40 countries, our employees and cast members work together to create entertainment experiences that are both universally and locally cherished.

This position is with The Walt Disney Company Medya, Eglence ve Ticaret Limited Sirketi, which is part of a business segment we call Direct-to-Consumer and International.

Retrieved 1 July 2020, Glassdoor.

Job ID 727241BR**Location** San Francisco, California, United States
Business Walt Disney Television **Date posted** Dec. 02, 2019
Job Summary:
POSITION: MULTI-PLATFORM GENERAL ASSIGNMENT REPORTER

DATE POSTED: December 2, 2019
Retrieved 1 July 2020

DEPARTMENT: NEWS
DESCRIPTION OF DUTIES:
Walt Disney Television and KGO-TV/ABC7 News, the ABC Owned Television station in San Francisco, is seeking a smart, dedicated and aggressive reporter who loves to dig and enterprise lead stories. We want a self-starter and team player who can collaborate effectively with a wide range of personnel to create compelling content on all platforms. Candidates must be active users of social media for news gathering and have a demonstrated ability to move the audience between linear and digital platforms. Applicants are expected to turn visually creative, memorable stories with active live shots. A successful candidate will have a proven track record of developing great contacts and sources and telling impactful stories. Our ideal candidate innovates every day and is willing to experiment with new technology.

This person must be organized and work well under pressure and constant deadlines. We want someone who brings a positive attitude every day and is receptive to feedback.

REQUIREMENTS:
Candidates should have a solid resume reel showing superior on camera presentation. Must have excellent writing skills, possess solid news judgment and ethical decision making skills. Candidates should be able to shoot video and edit stories for linear and digital.

A college degree and at least five years of experience in a top 50 market are preferred. Knowledge of the San Francisco Bay Area and bilingual skills are a plus.

CLOSING DATE FOR APPLICATIONS: Open until filled.

IU East
- Andrea M. Quenette, Assistant Professor, Director of Public Speaking and the Communication Center, Department of Communication Studies
- Tanya Perkins, Assistant Professor and Chair, Department of English

IUPUI
- Kristine Karnick, Associate Professor and Chair of the Department of Communication Studies
- Dennis Bingham, Professor, Director of Film Studies, Department of English
- Steve Fox, Professor, Director of Writing, Department of English
- Andy Buchenot, Associate Professor, Director of Professional and Public Writing, Department
- of English
- Kyle Minor, Associate Professor, Director of Creative Writing, Department of English

IU Kokomo

- Christopher Darr, Professor of Communication Arts, and Chair, Department of Communication and Performing Arts

IU Northwest

- Jennifer Greenburg, Associate Professor of Fine Art, School of the Arts
- Patrick Johnson, Assistant Professor of Communications, School of the Arts
- Natasha Brown, Assistant Professor of Communications, School of the Arts
- Jeremiah Hulsebos-Spofford, Assistant Professor of Fine Art, School of the Arts
- Kelly Knaga, Senior Lecturer in Fine Art, School of the Arts
- Alicia Wright, Senior Lecturer in Fine Art, School of the Arts
- Clifford Long, Senior Lecturer in Fine Art, School of the Arts

IU Southeast
- Ron Allman, Professor of Journalism & Media, Journalism & Media Program
- Diego Aparicio, Visiting Assistant Professor of Journalism & Media, Journalism & Media Program
- Jane Daily, Lecturer of Journalism & Media, Journalism & Media Program
- Adam Maksl, Associate Professor of Journalism & Media, Journalism & Media Program

Appendix 5: Articulation Plans for the IU online collaborative B.S. in Digital Media and Storytelling and Liberal Arts associate degrees from Ivy Tech Community College and Vincennes University

APPENDIX 5.1: Course Articulation Planning for New Baccalaureate Degrees
Please map how courses are expected to transfer from the 2-year campus to the proposed degree program. This form is to be included for articulations with BOTH Ivy Tech Community College and Vincennes University.

Articulation Pathway from:	☒ Ivy Tech Community College	☒ Vincennes University

Associate degree program name:	**Associate of Arts in Liberal Arts – Social Science Concentration**

Type of Articulation (Please click the appropriate checkbox. See definitions document for additional information.):

☒ Associate (2+2) ☐ STGEC (1+3) ☐ STGEC+ (1.5+2.5)

☐ TSAP (2+2) – Only to be used if the proposed baccalaureate degree is the first to be offered on that campus in a statewide defined TSAP subject. Must follow statewide defined TSAP subject competencies.

☐ None (N/A)

Articulating IU academic program:	**IU Online Collaborative B.S. in Digital Media and Storytelling**

Part 1: Articulating Coursework							
Ivy Tech Community College Courses				**Course Articulations to Indiana University**			
Requirement	**Course**	**Title**	**Cr**	**Course**	**Title**	**Cr**	**Requirement**
Written Communication	ENGL 111	English Composition	3	ENG W131	Elementary Composition	3	STGEC
Speaking & Listening-**IU Req**	COMM 101	Fundamentals of Public Speaking	3	SPCH S121	Public Speaking	3	STGEC
STGEC	XXX XXX	STGEC	3	TBD	TBD	3	STGEC
Quant. Rsng.	MATH 135	Finite Math	3	MATH M118	Finite Mathematics	3	STGEC
Science w/Lab	TBD	TBD	3	TBD	TBD	3	STGEC
Humanistic & Artistic WoK	ARTH 101 **or** ARTH 102	Srvy of Art and Culture I **or** Srvy of Art and Culture I!	3	FINA A101 **or** FINA A102	Ancient to Medieval Art **or** Renn. to Modern	3	STGEC
SocBhvr WoK	POLS 101 **or** SOCI 111	Intr Am. Gov.& Politics **or** Principles of Sociology	3	POLS Y103 **or** SOC S100/ S161/ S203	Intro to Am. Politics or Intro/ Prin. Sociology	3	STGEC
SocBhvr WoK	HIST 101 or HIST 111	Srvy American History I **or** World Civilization I	3	HIST H103 HIST H105	EUR Renn. to Napolean **or** American History I	3	STGEC
SocBhvr WoK	HIST 102 or HIST 112	Srvy American History II **or** World Civilization II	3	HIST H104 HIST H106	EUROPE: Napolean to the Pres. or American History II	3	STGEC
STGEC	XXX XXX	TBD	3	XXX	TBD	3	STGEC
AA Liberal Arts	IVYT 111	Student Success	1	UNDI UN 100	Undistributed Credit	1	Elective
AA Liberal Arts	LIBA 279	Liberal Arts Capstone	1	UNDI UN 100	Undistributed Credit	3	Elective
AA Liberal Arts Prof/Tech Req	ENGL 215	Rhetoric and Argument	3	ENG W132	Elementary Composition II	3	Elective
Humanities / FL	SPAN 101 or FREN 101	Spanish Lvl I **or** French Lvl I	4	SPAN S100 or FREN F100	Elementary Spanish I or Elementary French I	4	FL Requirement
Humanities / FL	SPAN 102 or FREN 102	Spanish Lvl II **or** French Lvl II	4	SPAN S150 or FREN F150	Elementary Spanish II or Elementary French II	4	Foreign Language Requirement
Humanities / FL	SPAN 201 or FREN 201	Spanish Lvl III **or** French Lvl III	3	SPAN S 200 or FREN F200	Second-Year Spanish I or Second-Year French I	3	Foreign Language Requirement
Humanities / FL	SPAN 202 or FREN 202	Spanish Lvl IV **or** French Lvl IV	3	SPAN S250 or FREN F250	Second-Year Spanish II or Second-Year French II	3	Foreign Language Requirement
Pre-Major	COMM 211	Intro to PR	3	SPCH S233	Intro to Public Relations	3	Major Pre-Req
Pre-Major	COMM 201	Intro to Mass Comm	3	JOUR C200	Intro to Mass Communications	3	Major Pre-Req
Prof Tech Req	XXX XXX	Humanistic & Art Wok	3	TBD	TBD	3	TBD
Transfer Cluster	XXX	Transfer Cluster Electives	2	XXX	TBD	2	TBD
		Total credit hours in program =	**60**		**Anticipated transfer credit hours =**	**60**	

Part 2: Remaining courses to be completed at IU after transfer				
IU Collaborative B.S. in Digital Media and Storytelling (BSDMS)—Core				
Requirement		**Course**	**Title**	**Cr.**
1.1 Writing	Complete one:	ENG-W 203	Creative Writing	3
		ENG-W 206	Intro to Creative Writing	
1.2 Writing	Complete one:	ENG-W 231	Professional Writing	3
		ENG-W 234	Technical Report Writing	
		ENG-W 270	Argumentative Writing	
		JOUR-J 200	Reporting, Writing, Editing	
2 Visual Literacy	Complete one:	JOUR-J 210	Visual Communication	3
		COMM-M 215	Media Literacy	
3 Digital Tools	Complete one:	FINA-D 210	Digital Art: Survey and Practice	3
		COMM-M 210	Media Message Design	
4 BSDMS Gateway	Complete:	JOUR-S 200	Sophomore Seminar Digital Media Storytelling	3
5 Career Preparation	Complete one:	JOUR-J 307	Media Career Planning	3
		JOUR-J 400	Careers in Public Relations	
6 Media Law	Complete one:	JOUR-J 300	Communications Law	3
		CMCL-C 328	Digital Responsibilities and Rights	
		NEWM-N 480	Technology and the Law	
7 Media History	Complete one:	FINA-A 477	History of Photography	3
		COMM-M 370	History of Television	
		COMM-M 373	Film and Video Documentary	
		FILM-C 393	Hist. European & American Film I	
		FILM-C 394	Hist. European & American Film II	BSDMS Core sub-total
8 BSDMS Capstone	Complete:	JOUR-J 495	Digital Media & Storytelling Capstone	3	27 cr

B.S. Digital Media and Storytelling Specializations. Students complete either #1 Public Relations or #2 Digital Storytelling			
BSDMS Specialization #1—Public Relations (15cr)			
1. Intro to PR	COMM J321/ JOUR J321/ SPCH S233	Intro to Public Relations	3
2. PR Writing	JOUR J349/ JOUR J390/ SPCH S333/ COMM C349	Public Relations Writing	3
3. PR Campaigns	COMM C429/ JOUR J429	Public Relations Campaigns	3
4. PR Research	JOUR J403	Public Relations Research	3
5. Theories of Public Relations and Media Culture	*Complete one of:* CMCL-C 315 CMCL-C 324 COMM-R 321 COMM-C 462 SPCH-S 303 JOUR-J 410	Advertising and Consumer Culture Persuasion Media Theory & Criticism Television Aesthetics/Criticism Propaganda and Persuasion Media as Social Institutions	3

BSDMS Specialization #2—Digital Storying Telling (15cr)			
1. Writing as Making	*Complete one of* ENG W301 ENG W302 NEWM N260 ENG W303 ENG W305/W311 ENG W315 ENG W318 ENG W323	Writing Fiction Introduction to Screen Writing Script Writing Writing Poetry Writing Creative Non-Fiction Writing for the Web Finding Your E-Voice Digital Writing	3
2. Lens-Based Image Construction	FINA S303	Lens-Based Narrative Construction	3
3. Interactive Emergent Media	*Complete one of* JOUR J301 JOUR J303 NEWM N485	Social Media Strategies Online Journalism Social Media Content, Analytic	3

4.	Media Critique and Analysis	*Complete one of* CMCL C315 CMCL C324 COMM C462 COMM M462 JOUR J410	Advertising and Consumer Culture Persuasion Media Theory & Criticism Television Aesthetics/Criticism Media as Social Institutions	3	**One BSDMST**
5.	Media Audiences	*Complete one of* COMM C316 SPCH S333/JOUR J390/JOUR J349 ENG W315 ENG W318 ENG W323	Human Communication in the Digital Age Public Relations Writing Writing for the Web Finding Your E-Voice Digital Writing	3	**15 cr**

Credits from Ivy Tech Community College	**60**
IU Credits	
BSDMS Core =	**27**
One BSDMS Specialization =	**15**
Electives and campus – specific requirements to reach 120 total credits =	**18**
Total Credits to be completed at IU =	**60**
BS in Digital Media and Storytelling total credits =	**120**

Appendix 5.2 Articulation Plan 2+2 for the IU Collaborative B.S. in Digital Media and Storytelling and Liberal Arts AA 2400 from Vincennes University

Part 1: Articulating Coursework								
Vincennes University Coursess					**Course Articulations to Indiana University**			
Requirement	**Course**	**Title**	**Cr**		**Course**	**Title**	**Cr**	**Requirement**
Composition	ENGL 101	English Composition I	3		ENG W131	Reading Writing and Inquiry I	3	STGEC
Writing	ENGL 102	English Composition II	3		ENG UN 100	Undistributed Credit	3	Electives
Mathematics	MATH 102	College Algebra	3		MATH M125	Pre-Calculus	3	STGEC
Speech	COMM 143	Speech	3		SPCH S121	Public Speaking	3	STGEC
Science w/Lab	TBD	TBD	5		TBD	TBD	5	STGEC
Soc Cnctn 200 lvl	PSYC 249	Abnormal Psychology	3		TBD	Undistributed	3	STGEC
Foreign Language	FREN 101 or SPAN 101	French Level I **or** SPAN 101	4		FREN F100 or SPAN S100	Elementary French I Elementary Spanish I or	4	FL Requirement
Foreign Language	FREN 103 or SPAN 102	Elementary French Level II **or** Spanish 102	4		FREN F150 or SPAN S150	Elementary French II **or** Elementary Spanish II	4	FL Requirement
GenEd Electives	FREN 201 or SPAN 201	French Level III **or** Spanish 201	4		FREN F200 or SPAN S 200	Second-Year French I **or** Second-Year Spanish I	3	FL Requirement
GenEd Electives	FREN 203 or SPAN 202	Intermediate French IV or Spanish 202	4		FREN F250 or SPAN S250	Second-Year French II **or** Second-Year Spanish II	3	FL Requirement
A&H	ARTT 110 or MUSI 218	Art Appreciation **or** Music Appreciation	3		FINA H100/ or MUS M174	Intr: Art Hst&Visl Cltr **or** Music for the Listener	3	Arts and Humanities
SOC Cntn	HIST 139	American History I	3		HIST H105	American History I	3	Social and Behavioral Studies
SOC Cntn	HIST 140	American History II	3		HIST H106	American History II	3	Social and Behavioral Studies
Soc Cntn 200 lvl	SOC 2XX		3			TBD	3	
Soc Cntn 200 lvl	POLS 211	World Politics & Intl Studies	3		UNDI-POLS	Undistributed credit	3	
Soc Cnctn	ECON 201	Microeconomics	3		ECON E201	Microeconomics	3	BA SocHistr
Soc Cnctn	ECON 202	Macroeconomics	3		ECON E202	Macroeconomics	3	BA Soc
Soc Cnctn	GEOS 207	World Geography	3		UNDI UN200	Undistributed credit	3	
Total credit hours in program =			**60**		**Anticipated transfer credit hours =**		**60**	

Part 2: Remaining courses to be completed at IU after transfer				
IU Collaborative B.S. in Digital Media and Storytelling (BSDMS)—Core				
Requirement		**Course**	**Title**	**Cr.**
1.1 Writing	Complete one:	ENG-W 203	Creative Writing	3
		ENG-W 206	Intro to Creative Writing	
1.2 Writing	Complete one:	ENG-W 231	Professional Writing	3
		ENG-W 234	Technical Report Writing	
		ENG-W 270	Argumentative Writing	
		JOUR-J 200	Reporting, Writing, Editing	
2 Visual Literacy	Complete one:	JOUR-J 210	Visual Communication	3
		COMM-M 215	Media Literacy	
3 Digital Tools	Complete one:	FINA-D 210	Digital Art: Survey and Practice	3
		COMM-M 210	Media Message Design	
4 BSDMS Gateway	Complete:	JOUR-S 200	Sophomore Seminar Digital Media Storytelling	3
5 Career Preparation	Complete one:	JOUR-J 307	Media Career Planning	3
		JOUR-J 400	Careers in Public Relations	
6 Media Law	Complete one:	JOUR-J 300	Communications Law	3
		CMCL-C 328	Digital Responsibilities and Rights	
		NEWM-N 480	Technology and the Law	
7 Media History	Complete one:	FINA-A 477	History of Photography	3
		COMM-M 370	History of Television	
		COMM-M 373	Film and Video Documentary	
		FILM-C 393	Hist. European & American Film I	
		FILM-C 394	Hist. European & American Film II	**BSDMS Core Sub-total**
8 BSDMS Capstone	Complete:	JOUR-J 495	Digital Media & Storytelling Capstone	3	**27 cr**

B.S. Digital Media and Storytelling Specialization. Students complete either #1 Public Relations or #2 Digital Storytelling (15cr)			
BSDMS Specialization #1 Public Relations			
1. Public Relations Core-Intro to PR	COMM J321/JOUR J321/SPCH S233	C321/J321/S233 Intro to Public Relations	3
2. Public Relations-PR Writing	JOUR J349/JOUR J390/ SPCH S333/COMM C349	Public Relations Writing	3
3. Public Relations-PR Campaigns	COMM C429/JOUR J429	Public Relations Campaigns	3
4. Public Relations-Research	JOUR J403	Public Relations Research	3
5. Public Relations-Theories of Public Relations and Media Culture	*Complete one of:* CMCL-C 315 CMCL-C 324 /COMM-R 321 COMM-C 462 COMM-M 462 SPCH-S 303 JOUR-J 410	Advertising and Consumer Culture C324 /R321 Persuasion C462 Media Theory & Criticism M462 Television Aesthetics/Criticism S303 Propaganda and Persuasion J410 Media as Social Institutions	3

BSDMS Specialization #2 Digital Storying Telling			
1. Digital Storytelling-Advanced Making -Writing as Making	*Complete one of* ENG W301 ENG W302 NEWM N260 ENG W303 ENG W305/W311 ENG W315 ENG W318 ENG W323	Writing Fiction Introduction to Screen Writing Script Writing Writing Poetry Writing Creative Non-Fiction Writing for the Web Finding Your E-Voice Digital Writing	3
2. Digital Storytelling-Adv. Making -Lens-Based Image Construction	FINA S303	S303 Lens-Based Narrative Construction	3
3. Digital Storytelling-Adv. Making-Interactive Emergent Media	JOUR J301 JOUR J303 NEWM N485	J301 Social Media Strategies J303 Online Journalism N485 Social Media Content, Analytic	3
4. Digital Storytelling- Adv. Making-Media Critique and Analysis	CMCL C315 CMCL C324 COMM C462 COMM M462 JOUR J410	C315 Advertising and Consumer Culture C324 Persuasion C462 Media Theory & Criticism M462 Television Aesthetics/Criticism J410 Media as Social Institutions	3
5. Digital Storytelling-Adv. Making-Media Audiences	*Complete one of* COMM C316 SPCH S333/JOUR J390/JOUR J349 ENG W315 ENG W318 ENG W323	Human Communication in Digital Age Public Relations Writing Writing for the Web Finding Your E-Voice Digital Writing	3
Credits from Vincennes University =			**60**
IU Credits			
BSDMS Core =			**27**
One BSDMS Specialization =			**15**
Electives and campus – specific requirements to reach 120 total credits =			**18**
Total Credits to be completed at IU =			**60**
B.S. in Digital Media and Storytelling total credits =			**120**

Appendix 6-IU Collaborative B.S. in Digital Media and Storytelling Curriculum Map

B.S. in Digital Media and Storytelling Curriculum Map—Core

Requirement Category		Course #	Course Title	Cr
1.1 Writing BSDMS Core	Complete one:	ENG-W 203	Creative Writing	3
		ENG-W 206	Intro to Creative Writing	
1.2 Writing BSDMS Core	Complete one:	ENG-W 231	Professional Writing	3
		ENG-W 234	Technical Report Writing	
		ENG-W 270	Argumentative Writing	
		JOUR-J 200	Reporting, Writing, Editing	
2 Visual Literacy BSDMS Core	Complete one:	JOUR-J 210	Visual Communication	3
		COMM-M 215	Media Literacy	
3 Digital Tools BSDMS Core	Complete one:	FINA-D 210	Digital Art: Survey and Practice	3
		COMM-M 210	Media Message Design	
4 BSDMS Gateway BSDMS Core	Complete:	JOUR-S 200	Sophomore Seminar Digital Media Storytelling	3
5 Career Preparation BSDMS Core	Complete one:	JOUR-J 307	Media Career Planning	1
		JOUR-J 400	Careers in Public Relations	
6 Media Law BSDMS Core	Complete one:	JOUR-J 300	Communications Law	3
		CMCL-C 328	Digital Responsibilities and Rights	
		NEWM-N 480	Technology and the Law	
7 Media History BSDMS Core	Complete one:	FINA-A 477	History of Photography	3
		COMM-M 370	History of Television	
		COMM-M 373	Film and Video Documentary	
		FILM-C 393	Hist. European & American Film I	
		FILM-C 394	Hist. European & American Film II	
8 Capstone BSDMS Core	Complete:	JOUR-J 495	Digital Media & Storytelling Capstone	3
			BSDMS Core-Credits:	25

BSDMS Specializations—1. Digital Storytelling

Requirement Category		Course #	Course Title	Cr
1.1 Advanced Making—Writing as Making BSDMS-Digital Storytelling	*Complete one:*	ENG-W 301	Writing Fiction	*3*
		ENG-W 302	Introduction to Screen Writing	
		ENG-W 303	Writing Poetry	
		ENG-W 305	Writing Creative Non-Fiction	
		ENG-W 311	Writing Creative Non-Fiction	
		ENG-W 315	Writing for the Web	
		ENG-W 318	Finding Your E-Voice	
		ENG-W 323	Digital Writing	
1.2 Advanced Making—Lens Based Image Construction BSDMS Digital Storytelling	Complete:	FINA-S 303	Lens-Based Narrative Construction	3
1.3 Advanced Making—Interactive/ Emergent Media BSDMS-Digital Storytelling	Complete one:	JOUR-J 301	Social Media Strategies	3
		JOUR-J 303	Online Journalism	
2 Media Critique and Analysis BSDMS Digital Storytelling	Complete one:	CMCL-C 315	Advertising &Consumer Culture	3
		CMCL-C 324	Persuasion	
		COMM-C 462	Media Theory & Criticism	
		COMM-C 462	Television Aesthetics/ Criticism	
		COMM-R 321	Rhetoric, Culture & Society	
		SPCH-S 303	Propaganda and Persuasion	
		JOUR-J 410	Media as Social Institutions	
3 Media Audiences and Platforms BDMS Digital Storytelling –	Complete one:	COMM-C 316	Human Communication & Internet	3
		SPCH-S 333	Public Relations	
		JOUR-J 390	Public Relations Writing	
		JOUR-J 349	Public Relations Writing	
		ENG-W 315	Writing for the Web	
		ENG-W 318	Finding Your E-Voice	
		ENG-W 323	Digital Writing	
			BSDMS Digital Story Telling Specialization-Credits:	15

BSDMS Specializations—2. Public Relations

Requirement Category		Course #	Course Title	Cr
1. Public Relations Core BSDMS Specialization	Complete one:	COMM-J 321	Principles of Public Relations	3
		JOUR-J 321	Principles of Public Relations	
		SPCH-S 233	Intro to Public Relations	
	Complete one:	JOUR-J 349	Public Relations Writing	3
		JOUR-J 390	Public Relations Writing	
		SPCH-S 333	Public Relations	
		COMM-C 349	Public Relations Writing	
	Complete one:	COMM-C 429	Public Relations Campaigns	3
		JOUR-J 429	Public Relations Campaigns	
	Complete:	JOUR-J 403	Public Relations Research	3
2. Theories of Public Relations and Media Culture BSDMS Specialization Public Relations-	Complete one:	CMCL-C 315	Advertising and Consumer Culture	3
		CMCL-C 324	Persuasion	
		CMCL-C 405	Communications Theories	
		COMM-R 321	Persuasion	
		COMM-C 462	Media Theory & Criticism	
		COMM-M 462	Television Aesthetics/ Criticism	
		JOUR-J 410	Media as Social Institutions	
		SPCH-S 303	Propaganda and Persuasion	
			BSDMS Public Relations Specialization- Credits:	15

CHE Appendix A: Similar Programs at Other Institutions.

CHE Appendix B: Related Programs at the Proposing Institution.

Subject: Re: endorsement letter

Date: Wednesday, August 12, 2020 at 1:02:25 PM Eastern Daylight Time

From: Lamb, Chris

To: Anton, Marta M.

CC: Karnick, Kristine B.

Thank you, Marta, for your email. I checked with Jonas. I don't think the last paragraph of the first letter is appropriate. I deleted it and have included the revised letter of endorsement.

Chris

August 11, 2020

To Whom It May Concern:

The Department of Journalism and Public Relations endorses the proposed online degree of Digital Media and Storytelling to be offered as a collaborative program at multiple campuses throughout the state.

This degree will be important addition to the online curriculum at IU schools and will no doubt appeal to a large number of prospective students who are interested in adapting to the changing demands of the workplace.

We, therefore, enthusiastically endorse the program.

Sincerely,

Chris Lamb,
Chair
Journalism and Public Relations Department
lambch@iupui.edu
317-306-1406