Board of Trustees
Washtenaw Community College

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ACTION

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4800 E. Huron River Drive
Ann Arbor, Michigan 48105-4800

Subject
Approval of New Programs 2019 - 20

Date
March 26, 2019

RECOMMENDATION

That the Board of Trustees approve the new programs for Fall 2019 as listed below:

- ❧ Associate in General Studies - Arts and Sciences Division - Humanities Department

- ❧ Broadcast Media Arts Certificate – Arts and Sciences Division - Humanities Department

- ❧ Client-Side Web Developer Certificate – Business/Computing Technologies Division -Digital Media Arts Department

- ❧ Interface Designer Certificate – Business/Computing Technologies Division - Digital Media Arts Department

- ❧ User Experience Designer Certificate – Business/Computing Technologies Division - Digital Media Arts Department

- ❧ Server-Side Web Developer Certificate – Business/Computing Technologies Division -Digital Media Arts Department

- ❧ Digital Strategist Certificate – Business/Computing Technologies Division - Digital Media Arts Department

Prepared by: Dr. Kimberly Hurns

Title: Vice President for Instruction

Recommended by: *Rose B. Bellanca, Ed. D.*

Rose B. Bellanca, President

Associate in General Studies
Associate in General Studies – 60 credits
Arts and Sciences Division - Humanities Department

Description: This degree is designed for students who wish to earn an associate degree by creating a personalized program. It offers two pathways for completion: a pathway to four-year transfer or a pathway to employment in their chosen career. Students will design this 60-credit, multi-disciplinary program in conjunction with an academic advisor and can include coursework from all areas of the college, occupational and academic.

This flexible, cross-divisional program aims to serve a population of students that need training in multiple disciplines to accommodate their career goals. Students are empowered to be intentional about their choice as they build their programs throughout their time at WCC. The structure of this program accommodates the ever-evolving needs of the 21st century workforce.

Need/Job Demand: WCC does not currently have a program that marries the occupational and general education divisions. Many students are exploring job opportunities that need to have coursework in more than one focus area. The structure of this program accommodates the ever-evolving needs of the 21st century workforce.

Student Learning Outcomes:
1. Students will demonstrative effective oral and written communication skills.
2. Students will be able to utilize multiple analytical practices from a variety of disciplines in diverse contexts.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 2/14/19.

Wage Data: This program is designed for either transfer or an individualized study program.

Program Requirements:

Transfer Pathway

Semester 1	
Writing/Composition	3-4
Math	3
Concentration 1	3
Concentration 2	3
Elective	3
	15-16
Semester 2	
2nd Writing/Composition or Communication	3
Arts and Humanities 1	3
Natural Science 1	3
Concentration 3	3
Elective	3
	15
Semester 3	
Natural Science with Lab	3-4
Social and Behavioral Science 1	3
Concentration 4	3
Concentration 5	3
Elective	3
	15-16
Semester 4	
Concentration 6	3
Arts and Humanities 2	3
Social and Behavioral Science 2	3
Elective	3
General Education Elective to reach 30 credit hours as needed	0-3
Elective to reach a minimum of 60 credits	1-3
	13-15
Minimum Program Credits	**60**

Employment Pathway

Semester 1	
Writing/Composition	3
Math	3
Concentration 1	3
Concentration 2	3
Elective	3
	15
Semester 2	
2nd Writing/Composition or Communication	3
Arts and Humanities	3
Concentration 3	3
Elective	3
Elective	3
	15
Semester 3	
Natural Science	3
Concentration 4	3
Concentration 5	3
Elective	3
Elective	3
	15
Semester 4	
Concentration 6	3
Social and Behavioral Science	3
Elective	3
Elective	3
Elective	3
	15
Minimum Program Credits	**60**

Broadcast Media Arts
Certificate – 12 Credit Hours
Arts and Sciences Division - Humanities Department

Description: The Broadcast Media Arts certificate gives students training in the realm of radio, including live production, editing, vocal delivery and scriptwriting. These skills set the groundwork for a career in radio and highlight training for other fields including voice-over work, broadcast journalism, public relations, marketing and promotions, advertising and media production. This certificate prepares students who are career-track minded and looking to go directly into the field, along with those who are planning to complete an advanced degree.

Need/Job Demand: Based on the results of my sabbatical report, an overwhelming number of industry experts ranked the skill sets of writing, vocal communication skills, and hands-on technical skills a four or higher, on a five-point scale. An individual could have a degree in another field and still be eligible to work in radio, as long as these basic skill sets are met. Offering a certificate in Broadcast Media Arts will allow this population to be ready to make a career change, with just a few core courses. This certificate is embedded in the Broadcast Arts Associate in Arts program.

Student Learning Outcomes:

1. Write an effective script, to be read for an on-air production.
2. Effectively read a script for an on-air production.
3. Showcase hands-on technical skills through the conception and completion of an on-air production.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 11/15/18.

Wage Data: The 2017 median wage for Broadcast and Sound Engineering Technicians was $42,650 annually or $20.51 per hour. [1]

Program Requirements:

Course		Credits
COM 150	Introduction to Radio Production	3
COM 155	Scriptwriting for Broadcast Media Arts	3
COM 160	Voice and Articulation	3
COM 170	Advanced Radio Production	3
	Total Credits	12

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[1] Occupational Outlook Handbook Bureau of Labor Statistics

Client-Side Web Developer
Certificate – 10-11 Credit Hours
Business/Computing Technologies Division
Digital Media Arts Department

Description: This program is designed for students interested in employment as client-side Web developers. Students will create standards-compliant, accessible and usable Web interfaces to meet both user and client needs.

Need/Job Demand: The Web Advisory Board has continued to indicate a need for client-side Web developers. Our challenge up to this point has been getting students through longer certificate that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on client-side Web development is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for shorter, layered certificates in our industry.

Student Learning Outcomes:

1. Create web pages that render properly cross-browsers, based on a design.
2. Implement responsive design in a web page, utilizing a responsive grid framework.
3. Implement accessibility best practices in a web page.
4. Modify document behavior and appearance using JavaScript.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 11/15/18.

Wage Data: The 2017 median wage for Web developer was $67,990 annually or $32.69 per hour. [2]

Program Requirements:

Course		Credits
WEB 110	Web Development I	4
WEB 210	Web Development II	4
Electives	Any WEB, CIS or CPS course	3-4
	Total Credits	11-12

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[2] Occupational Outlook Handbook Bureau of Labor Statistics

Interface Designer
Certificate – 11-12 Credit Hours
Business/Computing Technologies Division
Digital Media Arts Department

Description: This program is designed for students interested in gaining the skills necessary to design industry standard digital interfaces. Students will learn Web design skills such as appropriate use of Web fonts, colors on the Web, Web layout and digital marketing collateral.

Need/Job Demand: Many students need digital design skills to meet the needs of their employment or potential employment. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on Interface Design is likely to achieve higher completion rates and give the students a targeted, manageable course sequence. Our intention is to offer this program online. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.

Student Learning Outcomes:

1. Design industry standard digital interfaces based on code standards design.
2. Create digital marketing collateral pieces.
3. Design digital interfaces based on audience, type of site and experimental design concepts.
4. Identify industry best practices for web developers.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 11/15/18.

Wage Data: The 2017 median wage for Web developer was $67,990 annually or $32.69 per hour. [3]

Program Requirements:

Course		Credits
WEB 115	Interface Design I	4
WEB 215	Interface Design II	4
Elective	Any WEB, CIS or CPS course	3-4
	Total Credits	11-12

[3] Occupational Outlook Handbook Bureau of Labor Statistics

User Experience Designer
Certificate – 11-12 Credit Hours
Business/Computing Technologies Division
Digital Media Arts Department

Description: This program is designed for students interested in employment as a User Experience professional. Students will create industry-standard information architecture, interaction design, information design, and human-computer interaction deliverables.

Need/Job Demand: The WEB Advisory Board has continued to indicate a need for User Experience professionals in their work settings. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on User Experience is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.

Student Learning Outcomes:

1. Analyze the accessibility of a website and recommend improvements that will enhance accessibility.
2. Conduct a usability test of a website and document improvements to the website based on the test results.
3. Analyze common tasks on a website, documenting the task flow and recommending improvements to streamline and enhance task completion.
4. Evaluate a website based on user experience heuristics (recognized best practices), documenting recommended improvements in a report.
5. Identify industry best practices for user experience professionals.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 11/15/18.

Wage Data: The 2017 median wage for Web developer was $67,990 annually or $32.69 per hour. [4]

Program Requirements:

Course		Credits
WEB 113	Web User Experience I	4
WEB 213	Web User Experience II	4
Elective	Any WEB or GDT course	3-4
	Total Credits	11-12

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[4] Occupational Outlook Handbook Bureau of Labor Statistics

Server-Side Web Developer
Certificate – 11-12 Credit Hours
Business/Computing Technologies Division
Digital Media Arts Department

Description: This program is designed for students interested in server-side web development. Courses focus on the knowledge and skills necessary for creating database-enabled applications, dynamic content and interactive web sites.

Need/Job Demand: The WEB Advisory Board has continued to indicate a need for User Experience professionals in their work settings. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on User Experience is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.

Student Learning Outcomes:

1. Identify appropriate use of PHP programming basics
2. Identify rational database design and MySQL database server fundamentals
3. Demonstrate sound software engineering techniques in the development of server-side web programs.
4. Utilize advanced JavaScript fundamentals, Node.js, AJAX and MVC architecture in the development of server-side web programs.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 12/6/18.

Wage Data: The 2017 median wage for Web developer was $67,990 annually or $32.69 per hour. [5]

Program Requirements:

Course		Credits
WEB 230	Advanced JavaScript	4
CPS 276	PHP and MySQL	4
Elective	Any WEB, CIS or CPS course	3-4
	Total Credits	11-12

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[5] Occupational Outlook Handbook Bureau of Labor Statistics

Digital Strategist
Certificate – 10 Credit Hours
Business/Computing Technologies Division
Digital Media Arts Department

Description: This program is for students interested in the strategic management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, marketing specialist or project manager.

Need/Job Demand: The WEB Advisory Board has continued to indicate a need for User Experience professionals in their work settings. Our challenge up to this point has been getting students through longer certificates that include these skills; few of them complete all the courses. With that in mind, a shorter certificate focused just on User Experience is likely to achieve higher completion rates. Offering the entire curriculum online is also likely to attract more students into the program and could boost completion rates. Based on research from our sabbaticals (Jason Withrow and Kelley Gottschang) there is a need for short, layered certificates in our industry.

Student Learning Outcomes:

1. Create written deliverables evaluating optimizing website search engines.
2. Create user research documentation, such as recruitment scripts, focus group protocols, etc.

Curriculum Review: Reviewed by the Curriculum and Assessment Committees 12/6/18.

Wage Data: The 2017 median wage for Web developer was $67,990 annually or $32.69 per hour. [6]

Program Requirements:

Course		Credits
BMG 155	Business on the Int4ernet	3
WEB 133	Digital Strategy	4
WEB 163	User Research and Project Management	4
	Total Credits	11

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[6] Occupational Outlook Handbook Bureau of Labor Statistics