Document N: Course and Program Development:

IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: LAW MSB CAS CPA

CONTACT NAME: Julie Simon PHONE: 410-837-6059

DEPARTMENT/DIVISION: School of Communications Design DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR: 2013

TYPE OF ACTION: add (new) deactivate modify other

LEVEL OF ACTION: noncredit undergraduate graduate other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Program Title:

B.A. Digital Communication

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

COURSE ACTIONS
1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

PROGRAM ACTIONS
10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master’s Specialization (12 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master’s Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents and signatures):

- summary proposal (O)
- course definition document (P)
- full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)
- other documents as may be required by MHEC/USM (S)
- other (T)

Summer 2010
### IMPACT REVIEW (review the list of necessary signatures):

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<td>B. General Education (for No. 7, 8)</td>
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<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<tr>
<td>D. Dean</td>
<td></td>
<td>1/20/12</td>
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<tr>
<td>E. University Faculty Senate (Chair)</td>
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<tr>
<td>F. University Council (Chair)¹</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
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<td>2/8/13</td>
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<td>H. President</td>
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<td>3/13/13</td>
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<td>I. Board of Regents (notification only)</td>
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<tr>
<td>J. Board of Regents (approval)</td>
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<td>L. MHEC (approval)</td>
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<td>M. Middle States Association notification</td>
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<td>Required only if the University's mission is changed by the action</td>
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</table>

¹ University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for Instructions.

SCHOOL: LAW  CAS  MSB  CPA

CONTACT NAME: Julie Simon  PHONE: 410-837-6059

DEPARTMENT/DIVISION: School of Communications Design  DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall  spring  YEAR: 2013

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number: BA Digital Communication

Original Course Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
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<tbody>
<tr>
<td>1. Experimental Course</td>
<td>10. Program Requirements</td>
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<td>2. Course Title</td>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
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<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
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<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
<tr>
<td>23. Other</td>
<td>17. Off-Campus Delivery of Existing Programs</td>
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</tbody>
</table>

For changes to existing courses:

OLD TITLE

SUBJECT CODE/COURSE NO.  CREDITS

NEW TITLE

SUBJECT CODE/COURSE NO.  CREDITS

Summer 2010
We are proposing a new major in Digital Communication.

Note: This began as a modification of the B.S. in Corporate Communication. It was suggested we propose it as a new major rather than as a change to the existing one. We will be officially deleting the Corporate Communication major soon after this goes into effect.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The number of organizations using digital media is growing exponentially within the region, across the nation, and around the world. Facebook claims more than 500-million users, 50% of whom log on everyday; according to a Econsultancy social media survey, 25 hours of video is uploaded to YouTube every minute; and the State of the Blogosphere reports 15% of bloggers spend 10 or more hours each week blogging. Although these online channels began as ways for individuals to communicate with each other, they are now an integral part of the communication strategy of businesses, nonprofits, and government agencies. Traditional newspapers are moving online and new media outlets are appearing on the Internet everyday.

Many high school and community college graduates are interested in digital communication. They are new media natives, never knowing a world without digital media. They come to UB well prepared for college study, well versed in social and digital media, but unsure of how to turn those interests into a career. The proposed program will give them the career focus that they seek. Others have been in the workforce but have not kept up with the rapidly changing technologies, their social impact, and their business applications. The proposed program will give them the upgraded skills and knowledge that they seek.

A survey conducted for the 2009 Corporate Communication Program Review pointed out that employers need new hires versed in new media production, social media, writing, and marketing.

In the 1980s, the focus of professional communication shifted from "mass communication" to "corporate communication," and UB was on the leading edge. Over the past 25 years, the profession has gradually moved to digital and interactive media. We've kept up by regularly updating our course content and periodically modifying our curriculum. This time, in order to stay on the leading edge, the University needs to not only update the curriculum, but rename the major, as well.
Impact Statement From the Office of University Relations

Please be advised that any programmatic changes are likely to affect recruitment and other publications produced and/or managed by the Office of University Relations that contain this type of specific academic information. Please inform Catherine Leidemer (cleidemer@ubalt.edu or 410.837.6164) of any proposed changes that receive final approval and of any planned implementation timelines.

The timing of the final approval for these changes will be a determining factor in our ability to incorporate the new information in a timely fashion in any relevant materials that are on our production schedule. As a general guideline, the Office of University Relations should be notified of any programmatic changes to a scheduled recruitment publication at least two months prior to printing.
Offices of Admission - Impact Statement
May 9, 2011

New Instructional Program: Bachelor of Arts in Digital Communication
Proposed Semester of Implementation Fall 2012

The program proposal outlined in the attached document will have a moderate impact on the Offices of Admission.

- While we have not completed research to assess the demand for such a program among prospective high school or transfer students, we believe that the program proposed will increase the University’s attractiveness and consequently application numbers.

- All marketing materials will need to be edited and reprinted. Both the Freshman and Transfer view books currently list available majors. The cost of reprinting the view books runs at approximately $10,000 per print run.

- All applications will need to be reprinted to include the addition.

- The electronic application will require updating.

- Finally, the undergraduate admissions cycle requires us to recruit students in the Fall of 2011 for a Fall of 2012 start. Given the approval cycle for the degree change, we will not reap the full benefits of the addition of the major until the Fall of 2013.
PROPOSAL FOR

X NEW INSTRUCTIONAL PROGRAM

___ SUBSTANTIAL EXPANSION/MAJOR MODIFICATION

___ COOPERATIVE DEGREE PROGRAM

University of Baltimore
Institution Submitting Proposal

Spring 2013
Projected Initiation Date

Bachelor of Arts
Award to be offered

Digital Communication
Title of Proposed Program

10912
Suggested HEGIS Code

50.012
Suggested CIP Code

School of Communications Design
Department of Proposed Program

Stephanie Gibson
Name of Department Head

Julie Simon
Contact Name
jsimon@ubalt.edu
Contact E-mail address
410-837-6061
Contact Phone Number

3/13/12
Signature and Date

President/Chief Executive Approval

Date

Date Endorsed/Approved by Governing Board

Date

Date Received by Secretary of Higher Education
The University of Baltimore is proposing a new undergraduate major in digital communication. By taking courses in digital design and production, theory and analysis, and public relations and social networking, students will be better prepared for careers in digital communication-related professions.

Correlation of Proposed Program to University's Mission

The B.A. in Digital Communication is central to the mission of the University of Baltimore and its Yale Gordon College of Arts and Sciences. Our tag line, "knowledge that works" underscores that UB seeks to prepare its graduates for the workplace "as an integral partner in the culture, commerce and future of Baltimore and the region" (UB’s Mission Statement). If we know anything about the 21st century workplace and media world, we know it will be organized through digital communication.

As the mission statement University of Baltimore promises, the "university's emphasis on career-oriented education attracts students with clear professional objectives and provides them with a broad foundation of knowledge to meet the rapidly changing conditions of today's work environment as well as with the latest skills and techniques for productive careers in the public and private sectors." UB seeks "to advance the intellectual, professional, and economic life of the metropolitan area, the state of Maryland, the mid-Atlantic region, and beyond." Delivering on this promise is predicated on educating students skilled in the world of communication technology and in the variety of strategies required to construct effective messages.

The proposed major incorporates social media, digital culture, and technology to the foundation of writing and design, theory and application, as it reconceptualizes our 25-year old corporate communication major for the 21st Century. It builds on the long-standing strengths of the School of Communications Design with its synergy between theory and practice; a career focus on "real-world" problems and "real-world" solutions; and a diverse, multi-disciplinary, and expert full-time and adjunct faculty. The experience of undergraduate non-majors will be enhanced by the Digital Communication courses that fulfill general education requirements or general electives in the humanities.

Overview and Uniqueness of the Proposed Program

The Bachelor of Arts in Digital Communication will provide students with a broad-based practical understanding of communications in the 21st century. Through interdisciplinary studies in theory, culture and writing; production and design; and public relations, this program will help them develop communications-related career skills, as well as a broader view of the theories that undergird those messages. The program’s graduates will be prepared for entry and mid-level positions in communication departments, for work as freelance communication specialists and consultants, and for graduate study.

No area university offers an undergraduate degree program that integrates writing and design for digital media with business applications and grounds it all in theory and culture. The proposed program draws on existing areas of UB’s institutional strengths: media design, writing, technology, and business.

Digital Communication Program Learning Goals

The University of Baltimore learning goals (especially goals one and four through seven) are realized in the new Digital Communication program. Focus in many classes will be on projects that ask students to

- Apply strategies that enhance professional and personal competence,
- Communicate effectively in various media,
- Think critically and creatively to solve problems and adapt to new environments,
- Gather and evaluate information using scientific, quantitative, humanistic and aesthetic methods, and
- Develop an integrated and specialized knowledge and skills base;
Specifically, students graduating as digital communication majors should be able to:

- Discuss the impact of digital communication technologies on 21st Century communication, business, arts, and culture;
- Integrate theory and practice;
- Explain and demonstrate basic techniques and strategies for informing and persuading audiences;
- Employ principles of effective writing;
- Demonstrate competence in one area of digital communication:
  - Digital Theory & Culture
  - Media Design & Production
  - Public Relations
- Demonstrate technological and information literacy skills that are required of practicing communication professionals.

Description of Program as It Would Appear in the Catalog

The Digital Communication program — housed in the School of Communications Design — leads to the Bachelor of Arts degree. The program prepares students for a vast array of new opportunities in government, private industry, and the not-for-profit sector in the areas of writing, graphic design, digital design for Web and mobile applications, video production, social media, public relations, as well as for graduate study in areas related to digital communication and culture.

Students will complete a required core of courses that examine the history, theory, and impact of communication media, with specific attention to digital and social media. They will choose one of three career-oriented tracks in which to specialize: Digital Theory & Culture, Media Design & Production, or Public Relations. Our students have asked for the possibility of focusing their studies in these three areas, and our research with local businesses has confirmed that alums with these skills and abilities are sought after.

The program is designed for first-time students, community colleges transfer students, as well as working professionals who want to further develop their digital communication skills. Courses are taught equally during day and evening sessions. We are excited to offer our students the flexibility of different entry points into the program: they may enter as freshmen who spend four years at UB, or they may enter smoothly at several different points as transfer students.

B.A. in Digital Communication Requirements

Information Literacy, and all lower and upper division General Education remain the same as all UB programs.

Degree Requirements
(all classes 3 credits unless otherwise noted)

I. DIGITAL COMMUNICATIONS CORE REQUIREMENTS (21 credits)
   CMAT 340 Introduction to Digital Communication
   CMAT 342 The Rhetoric of Digital Communication
   CMAT 352 Media Literacy
   CMAT 451 Communication Technologies
   CMAT 485 Seminar in Digital Communication

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<td>WRIT 314 Argument &amp; Persuasion</td>
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<td>ENGL 338 Modern Drama</td>
<td>WRIT 317 Techniques of Popularization</td>
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<tr>
<td>ENGL 346 The American Dream</td>
<td>WRIT 330 Writing, Editing, &amp; Publishing</td>
</tr>
<tr>
<td>ENGL 351 Ancient Mythology &amp; Modern Myth</td>
<td>WRIT 331 Public Relations Writing</td>
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<td>ENGL 354 Images of Love</td>
<td>WRIT 361 Writing for Digital Media</td>
</tr>
<tr>
<td>ENGL 361 The Hero &amp; the Quest</td>
<td>WRIT 380 Syntax, Semantics, &amp; Style</td>
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<td>ENGL 364 Shakespeare: Kings, Knaves, &amp; Fools</td>
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<tr>
<td>ENGL 365 Shakespeare: Love, Myth, &amp; Metamorphosis</td>
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ENGL 450  The Great Moderns  
CMAT 371  Mass Media & Society  
CMAT 381  News & Documentary

II. Digital Communications Concentration (27 credits)
Choose one track:

1. Digital Theory & Culture:
   CMAT 353  Research Methods in Digital Communication  
   CMAT 371  Mass Media & Society  
   CMAT 381  News & Documentary

   Choose three:
   - ENGL 330  The Art of Film  
   - ENGL 332  Literature & Film  
   - ENGL 333  Media Genres  
   - ENGL 391  Language as Technology  
   - ENGL 392  The Archaeology of Language  
   - ENGL 395  Narrative Discourse  
   - CMAT 453  Media & Community  
   - GVP 362  Media and Government

   Choose 9 credits of coursework from ENGL, CMAT, ARTS, WRIT

2. Media Design & Production:
   CMAT 357  Principles of Design  
   CMAT 358  Digital Design  
   CMAT 369  Digital Audio & Video Production  
   CMAT 458  Project Management

   Choose two of the following
   - Print courses
     - CMAT 356  Print Production  
     - CMAT 364  Digital Photography  
     - CMAT 457  Advanced Print Design  
     - WRIT 374  Magazine Design
   - OR two of the following Electronic Courses
     - CMAT 459  Advanced Digital Design  
     - CMAT 364  Digital Photography  
     - CMAT 456  Multimedia Production  
     - CMAT 469  Advanced Digital Video

   Major Electives (9 credits)

   Choose 9 credits of coursework from CMAT, ARTS, ENGL, WRIT

   Other Requirements

   Professional Attendance (attend and summarize five approved outside events)

3. Public Relations:
   CMAT 357  Principles of Design  
   CMAT 358  Digital Design  
   CMAT 458  Project Management  
   CMAT 391  Public Relations Strategies  
   WRIT 331  Public Relations Writing

*Students admitted to the four-year degree program will satisfy this requirement through successful completion of CMAT 211 and CMAT 212. Transfer students may satisfy the requirement by: successful completion of CMAT 211 and CMAT 212, approved transfer credit, Computer Graphics Competency Examination. If CMAT 211 and CMAT 212 are taken, they will count as general electives.
Choose one of the following courses

MKTG 301 Marketing Management
MKTG 401 Marketing Research
MKTG 415 Advertising & Promotion (p/MKTG 301)
MKTG 430 Personal Selling
INSS 401 Internet & Business (p/INSS301)

Major Electives (9 credits)

(Choose 9 credits of coursework from CMAT, ENGL, WRIT, ARTS)

Other Requirements

Professional Attendance
(attend and summarize five approved outside events)

Computer Graphics
Competency Requirement *

*Students admitted to the four-year degree program will satisfy this requirement through successful completion of CMAT 211 and CMAT 212. Transfer students may satisfy the requirement by: successful completion of CMAT 211 and CMAT 212, approved transfer credit, Computer Graphics Competency Examination. If CMAT 211 and CMAT 212 are taken, they will count as general electives.

Upper-Division General Electives (12 credits)

Students may take 12-credits in courses from any University discipline.

FOUR-YEAR Program Summary

1. General Education: 43 credits
2. Major Requirements: 48 credits
3. General Electives: 29 credits (includes First Year Seminar and Information Literacy)

Total for the degree: 120 credits

Digital Communication Faculty:

Faculty teaching in the proposed program come from multiple disciplines and bring with them experience in diverse aspects of digital communications, digital design, and media implementation.

Julie Simon, MFA, Associate Professor (Director, Digital Communication)

Simon exhibits her abstract photography and video internationally on television, in art galleries/museums and through the web. She has won a number of prestigious awards for a wide range of media projects. Her most recent series, "Light Paintings" uses photography much as an abstract painter would use a paintbrush. The work has been recently featured in the exhibitions "Art Kudos", "Abstract Exposure", and "Celeste Prize".

Kelly Carr, Ph.D., Assistant Professor

Carr co-authored, with Marilyn J. Young, an article, "Throwing Out the Baby While Saving the Bath Water: Regents vs. Bakke, Affirmative Action, and Argument from Definition" that was published in Concerning Argument: Selected Papers from the Conference on Argumentation (ed. Scott Jacobs) published by the National Communication Association, Washington, D.C. Her paper: "Rhetorical Invention as Social Engagement" was published in College Education Association Magazine, issue 20.

Charity Fox, Ph.D., Assistant Professor

Fox is an American Studies scholar, specializing in the popular cultural history of narratives in literature, film, and television. Her publications and conference papers have dealt with constructions of ideal and transgressive social roles in popular culture as well as cultural, social, and artistic reactions to war and America in the World.

Roger Friskey, MA, Lecturer

Friskey is a writer, journalist and PR consultant. Most recently he wrote for the Preservation Maryland's 75th anniversary publication and an opinion piece for the Baltimore Sun, "Try Following in Mencken's Footsteps."

Stephanie Gibson, Ph.D., Associate Professor

Gibson is a communication theorist, specializing in the social consequences of new technologies. Her publications and conference papers have dealt with such subjects as telephone answering machines, hypertext and visual discourse, the
pedagogy of hypertext, and changes in narrative structure necessitated by the increasingly non-linear nature of communication.

Amy Pointer, MFA, Lecturer
Pointer's most recent exhibition, "Reclamation" focuses on societal beliefs of disposability and how these have infected our communities, relationships and notions of stability. Her teaching focus is Graphic Design.

Jonathan Shorr, Ph.D., Associate Professor
Shorr specializes in instructional design, curriculum development, writing, and media effects. He has developed educational materials for Multimedia Television and The Discovery Channel, consulted with the United States Coalition on Education for All on the use of television around the world. Most recently, he directed the first phase of the Baltimore Literacy Heritage Project. Dr. Shorr founded the Corporate Communication program in 1986 and directed it until he became Executive Director of the School of Communications Design in 2004.

Student Audience and Projected Enrollment
Audiences for the degree and for hiring alums grow almost exponentially each year. The number of organizations who use digital media is growing exponentially within the region, across the nation, and around the world. Facebook claims more than 500-million users, 50% of whom log on everyday; according to an Econsultancy social media survey, 100 hours of video is uploaded to YouTube every four minutes; and the State of the Blogosphere reports 15% of bloggers spend 10 or more hours each week blogging. Although these online channels began as ways for individuals to communicate with each other, they are now an integral part of the communication strategy of businesses, nonprofits, and government agencies. Traditional newspapers are moving online and new media outlets are appearing on the Internet everyday. A survey conducted for the 2009 Corporate Communication program review indicated that employers need new hires versed in new media production, social media, writing, and marketing.

Collectively, these organizations, their programs, and their job listings indicate a high priority for communication professionals needing to acquire exactly the knowledge and skills contained in the proposed program.

Many high school and community college graduates are interested in digital communication. They are new media natives, never knowing a world without digital media. They come to UB well prepared for college study, well versed in social and digital media, but unsure of how to turn those interests into a career. The proposed program will give them the career focus that they seek. Others have been in the workforce but have not kept up with the rapidly changing technologies, their social impact, and their business applications. The proposed program will give them the upgraded skills and knowledge that they seek.

There are currently 121 students in the Corporate Communication Program (Digital Communication will replace Corporate Communication in Fall 2012). Since 2005, enrollment has grown by 42%. We expect continued growth with the shift in degree programs.

Ways the Proposed Digital Communication Program Enhances Students' Technical Fluency
Graduates of the BA in Digital Communication will enhance their technological fluency in several ways: by learning how social media can be used to further communication and commerce; by developing and enhancing their digital design skills; by developing strategic communication skills in the digital environment; and by deepening their understanding of the construction and rhetoric of digital environments.

Facilities and Equipment
The proposed B.A in Digital Communication will not require additional facilities or equipment. The University's digital design studio, audio/video production facility, and multimedia labs will support the program.

Between Langsdale Library's hardcopy and online resources and the USM interlibrary loan capability, the University has sufficient library resources to offer the proposed program.
April 19, 2012

Mr. Robert Bogomolny
President
University of Baltimore
1420 North Charles Street
Baltimore, MD 21201

Dear Bob:

This is to officially inform you that the Board of Regents, meeting in public session on Friday, April 13, 2012, at Frostburg State University, approved the proposal from the University of Baltimore to offer the Bachelor of Arts in Digital Communication.

The Education Policy Committee, meeting on March 28, 2012, recommended Board approval.

Sincerely yours,

William E. Kirwan
Chancellor

cc: Irwin Goldstein
Teri Hollander
Janice Doyle
May 14, 2012

Robert L. Bogomolny  
President  
University of Baltimore  
1420 North Charles Street  
Baltimore, MD 21201

Dear President Bogomolny,

The Maryland Higher Education Commission has reviewed a request from the University of Baltimore to offer a new Bachelor of Arts (B.A.) program in Digital Communications. I am pleased to inform you that the program has been approved. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission’s Policies and Procedures for Academic Program Proposals, the Code of Maryland Regulations, a thirty-day review by the Maryland higher education community, and the Maryland State Plan for Postsecondary Education. The program demonstrates potential for success, an essential factor in making this decision.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<table>
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<th>Degree Level</th>
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<td>Digital Communications</td>
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</table>

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

Danette G. Howard, Ph.D.  
Interim Secretary of Higher Education

DGH:SAB:wrf

C:  Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM