



# Document N: Course and Program Development: IMPACT AND APPROVAL SIGNATURES

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

SCHOOL:  LAW  MSB  CAS  CPA

CONTACT NAME:  PHONE:

DEPARTMENT/DIVISION:  DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION:  fall  spring YEAR:

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 Course Title:

Original Program Title:

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

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
<input type="checkbox"/>	4. Course Number
<input type="checkbox"/>	5. Course Level
<input type="checkbox"/>	6. Pre- and Co-Requisite
<input type="checkbox"/>	7. Course Description
<input type="checkbox"/>	8. New Course
<input type="checkbox"/>	9. Deactivate Course
<input type="checkbox"/>	22. Other

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

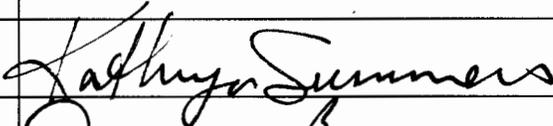
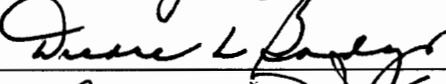
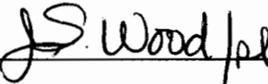
**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the [list of necessary documents](#)):

- 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)

**IMPACT REVIEW** (review the list of necessary signatures):

Impacted Entity	Signature	Date
a. Library <input checked="" type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		4/28/11
b. OTS <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
c. University Relations <input type="checkbox"/> no impact <input checked="" type="checkbox"/> impact statement attached		4/28/11
d. Admissions <input type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		
e. Records <input checked="" type="checkbox"/> no impact <input type="checkbox"/> impact statement attached		4/28/11

**APPROVAL SEQUENCE** (review the list of necessary signatures):

Approval Level	Signature	Date
A. Department/Division (Chair)		4/28/11
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		4/28/11
D. Dean		4/28/11
E. University Faculty Senate (Chair)	 5/11/11 <sup>mtg</sup>	5/31/11
F. University Council (Chair) <sup>1</sup>		
G. Provost and Senior Vice President for Academic Affairs		5/13/11
H. President		
I. Board of Regents (notification only)		
J. Board of Regents (approval)		6/14/11
K. MHEC (notification only)		
L. MHEC (approval)		8/31/11
M. Middle States Association notification	Required only if the University's mission is changed by the action	

<sup>1</sup> 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.

## 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.



# Document O: Course and Program Development: SUMMARY PROPOSAL

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

SCHOOL:  LAW  MSB  CAS  CPA

CONTACT NAME:  PHONE:

DEPARTMENT/DIVISION:  DATE PREPARED:

PROPOSED SEMESTER OF IMPLEMENTATION:  fall  spring YEAR:

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

**COURSE ACTIONS**

**PROGRAM ACTIONS**

Original Subject Code/Course Number:

Original Program Title:

Original Course Title:

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

COURSE ACTIONS	
<input type="checkbox"/>	1. Experimental Course
<input type="checkbox"/>	2. Course Title
<input type="checkbox"/>	3. Course Credits
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<input type="checkbox"/>	19. Program Title Change
<input type="checkbox"/>	20. Program Termination
<input type="checkbox"/>	21. New Degree Program
<input type="checkbox"/>	22. Other

For changes to existing courses:

OLD TITLE	<input type="text"/>
NEW TITLE	<input type="text"/>

SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>
SUBJECT CODE/COURSE NO.	<input type="text"/>	CREDITS	<input type="text"/>

**DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION** (additional pages may be attached if necessary):

Implement a new graduate certificate called Certificate in Digital Communication.

**SET FORTH THE RATIONALE FOR THIS PROPOSAL:**

The School of Communications Design wishes to help professionals in the communications field remain current with new technologies, new techniques, and new methods of digital communication. This certificate will provide those with Bachelor's degrees, and even those who already have Master's degrees, an avenue to expand their skills. Certificate holders can benefit from this skill set by understanding new responsibilities, shifting focus in their careers or applying for promotion.



**University System of Maryland**  
**Academic Program Proposal: Post-Baccalaureate Certificate in Digital Communication**

The University of Baltimore is proposing a new post-baccalaureate certificate in Digital Communication. By taking courses in graphic design, digital design, and social media students will increase their flexibility and marketability in digital design professions.

**Correlation of Proposed Program to University's Mission**

The Certificate in Digital Communication is consistent with the mission of the University of Baltimore. The University and the College of Arts and Sciences have taken pride in professional preparation of our graduates, fulfilling our mission "as an integral partner in the culture, commerce and future of Baltimore and the region." The 21<sup>st</sup> century promises an even greater evolution in the world of communication technology and the variety of strategies required to construct effective messages in these rapidly changing environments.

The University of Baltimore mission statement further says "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."

The University of Baltimore's mission, as stated in its 2008-2012 Strategic Plan, is to "provide innovative education in law, business and the applied liberal arts to serve the needs of a diverse population... motivated by professional advancement and civic awareness. [It does this by making] excellence accessible to traditional and nontraditional students motivated by professional advancement and civic awareness; [and establishing] a foundation for lifelong learning. [The university] is an integral partner in the culture, commerce and future of Baltimore and the region."

As the University of Baltimore continues to reshape itself to meet the needs of an ever-evolving professional population, it will expand offerings for returning students and life-long learners. The proposed certificate does this by offering working professionals an opportunity to develop their skills and widen their knowledge base. Those seeking the certificate will have a BA or BS degree and in some cases an MA degree or even an MBA degree. They are already working in a communications field, perhaps as a designer or writer, perhaps in a managerial capacity. The proposed program will draw on the strengths of two of UB's existing programs: the MA in Publications Design and the MA in Interaction Design and Information Architecture.

**Overview and Uniqueness of the proposed Program**

The proposed certificate configures courses from the MA in Publications Design, the MA in Interaction Design and Information Architecture, and the MFA in Integrated Design in a way that will provide working professionals current knowledge in rapidly changing fields. The proposed certificate offers an integrated, up-to-the-minute understanding of digital communication strategies including digital advertising and marketing, digital platform options, interaction design, social media, and digital strategic thinking.

It will serve the growing number of people in the Baltimore/Washington region who must manage, but not necessarily produce, digital communication. They are creative directors who've been working primarily in print and need to understand the transition to the digital universe, management professionals who've managed people but do not yet have a grasp of the special needs of the digital environment, web programmers who need added strategic depth in the management of their business, project managers already working in digital firms who need to expand their skill base, public relations experts needing to convert their thinking to the digital environment; in short, communication managers of all types who must remain current in the ever-changing knowledge of their field.

### **Description of Program as It Would Appear in the Catalog**

Digital communication technologies and social media especially, are changing the way we communicate, the way we do business, and the way we think about design and writing. The Certificate in Digital Communication offers a brief and concentrated education in understanding the many new approaches demanded by digital communication design and digital communication strategies. This certificate will help those already working in the communications professions – web programmers, PR writers, creative directors, and other types of communications experts – negotiate the transition to making full use of digital media. Students will learn the rhetoric of graphic design for the electronic environment, interaction planning, social media usage, and current trends in the field. They will learn to make strategic concept, planning, design, and implementation decisions appropriate to the contemporary digital communication environment. This certificate provides a way for people working in the field to maintain currency in their fields.

The 12-credit certificate program consists of one required core course, as well three electives from a wide-ranging list that will allow students to meet their individual needs. Students will work with an advisor to determine if this course is required. Content in all courses is continually updated to be on the cutting edge of what communications professionals must manage. Certificate holders will have the advantage of a boost of specified education in a rapidly evolving field.

### **Certificate in Digital Communication Learning Outcomes**

Students attaining the certificate in Digital Communication should be able to explain and apply:

- current approaches to digital design
- ways in which information can be communicated digitally
- writing strategies appropriate for digital environments
- useful social media strategies
- strategies for media design and marketing

## **Certificate in Digital Communication Requirements**

The certificate requires 12 graduate credits.

### **Required Course**

- PBDS720 Digital Economy or
- PBDS719 Design Thinking

Three additional courses are required. Students will work with an advisor to determine the most helpful set of courses for their individual needs. Courses will be drawn from:

- PBDS602 Introduction to Digital Video
- PBDS647 Information Design
- PBDS660 Introduction to Web Development
- PBDS661 Advanced Web Development
- PBDS662 Design for Digital Environments
- PBDS670 Motion Graphics for Interactive Media
- PBDS671 Motion Graphics for Film & Video
- PBDS692 Writing for Digital Environments
- PBDS720 Digital Economy
- IDIA612 Interaction and Interface Design
- IDIA614 Sequential Visualization and Analysis
- IDIA630 Information Architecture
- IDIA642 Research Methods for Interaction Design
- DESN617 Creative Concepts

NOTE: It is the student's responsibility to meet all prerequisites before registering for courses.

Total for the certificate: 12 credits

## **Certificate in Digital Communications 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.

Roger Friskey, MS/Northwestern University, teaches writing for digital media and has worked for years as a marketing and PR writer for print and electronic media.

Ed Gold, for 35 years creative director at Barton-Gillet, has been the director of the Ampersand Institute at UB for a decade. He has authored two well-known design books and is a widely respected senior designer.

Amy Pointer, MFA/Towson University, graphic design, has significant design experience and has won awards for her design work in national competitions.

Julie Simon, MFA/University of North Carolina in film and video, has shown her film/photography in juried exhibitions across the country.

Kathryn Summers, Ph.D./Texas Christian University: is widely published in both traditional and new-media rhetoric, she teaches user research, information design, technical communication, and rhetorical approaches to information systems. Her current project is a major new textbook on Web usability.

Sarah Joy Verville, MFA/Maryland Institute College of Art, emerging electronic designer. Her work has been accepted into several regional juried exhibitions and published in *Print* magazine and *Graphic Design: The New Basics*.

The School of Communications Design's part-time faculty includes some of the most talented professionals in their fields; they include Max Boam, the Director of Identity Management and Graphic Design at Johns Hopkins school of Medicine and Sean Carton former dean at the School of Design and Media at Philadelphia University and currently chief strategy officer at IDFive, an interactive design solution firm in Baltimore, and Mike Gibbons, strategic communications planner and director of the Babe Ruth Birthplace and Sports Legends Museum.

### **Student Audience and Projected Enrollment**

Communication technology is integral to business and because social media are changing the way we communicate, the way we do business, and the way we think about design, writing, and message production. Consequently, one of the main jobs of the communication industry's professional organizations has become keeping their members up to date on best practices for emerging technologies and social media. Here are some examples:

- Since September 2010, four Public Relations Society of America/Maryland (PRSA) chapter meetings have focused on aspects of digital communication: social media, digital marketing, virtual learning tools, and information analysis.
- The first two programs of 2011 sponsored by the International Association of Business Communicators (IABC) have been about social media, and creative strategic communication.
- The American Advertising Federation of Baltimore lists on its job board a number of jobs requiring skills that would be gained through the digital communication certificate. We see many references to qualities such as "concepting and development of integrated communications and advertising campaigns including broadcast, digital, print and social media."
- Recent programs sponsored by the Baltimore chapter of the American Marketing Association (AMA) have dealt with "An Analytical Approach to Website Redesign," "Unicorns, Leprechauns and other Social Media Measurements Myths Busted up," and "Text Messaging: a powerful tool in delivering ROI."
- The Greater Baltimore Tech Council sponsors several events each month, all with a digital focus. Many of the GBTC events offer networking for members to discuss their digital needs. A large local community sharing information about design, social networking technology, and other digital communication areas suggests that there is a place for formal, yet swift, education in these areas.

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. Just three members from each of these organizations enrolling in UB's proposed certificate program would translate into 15 students a year. Add to that recent graduates of more traditional communication programs and people moving from other professional areas into communication.

Over the last decade the University has graduated over 600 students with master's degrees in Publications Design. Many have communicated with us, asking if there are opportunities for further education. This certificate would fill their needs exactly. They would be able to return to the school and program they enjoyed and that started them in their careers – a known factor for them – and learn the rapidly evolving unknowns about emerging technologies in digital communications. If only 5% of these alums returned to enhance their careers, it would represent over 30 students.

The proposed program would also attract people with BA or BS degrees. UB, Towson University, Coppin State, Morgan State, Stevenson, Loyola, and UMBC—to name only local institutions—offer undergraduate programs in communication. Each graduate from one of these programs is a potential student in this certificate program.

UB's career center reports that it receives 10-15 jobs per month relating to digital communication. Each one of these jobs could have several candidates needing to update her skills.

#### **Impact on Student's Technology Fluency**

Certificate in Digital Communication holders 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.

#### **Ways the Proposed Integrated Arts Program Enhances Students' Technical Fluency**

Certificate in Digital Communication holders 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 certificate will not require additional facilities or equipment. The University's digital design studio, audio/video production facility, and multimedia labs will support the Certificate in Digital Communications.

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.



**MHEC**  
Creating a state of achievement

Martin O'Malley  
Governor

Anthony G. Brown  
Lt. Governor

Anwer Hasan  
Chairperson

Danette G. Howard  
Interim Secretary

August 31, 2011

Dr. Joseph S. Wood  
Provost and Senior Vice President  
for Academic Affairs  
University of Baltimore  
1420 N. Charles Street  
Baltimore, MD 21201

Dear Dr. Wood:

The Maryland Higher Education Commission has reviewed a request from the University of Baltimore to offer a new Post-Baccalaureate Certificate (P.B.C.) program in Digital Communication and P.B.C. in Library Technologies. I am pleased to inform you that the programs have been approved. This decision was based on an analysis of the programs in conjunction with the Maryland Higher Education Commission's Policies and Procedures for Academic Program Proposals, a thirty-day review by the Maryland higher education community, and the Maryland State Plan for Postsecondary Education. These programs demonstrate 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:

<b>Program Title</b>	<b>Degree Level</b>	<b>HEGIS</b>	<b>CIP</b>
Digital Communication	P.B.C.	0702-05	11.0901
Library Technologies	P.B.C.	1601-00	25.0101

Should the programs 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:ggs

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