

**Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum**

**Institution Submitting Request:** Dixie State University

**Proposed Title:** Certificate of Proficiency in Multimedia Journalism

**Currently Approved Title:**

**School or Division or Location:** School of Business and Communication

**Department(s) or Area(s) Location:** Department of Media Studies

**Recommended Classification of Instructional Programs (CIP) Code<sup>1</sup> (for new programs):** 09.0402

**Current Classification of Instructional Programs (CIP) Code (for existing programs):**

**Proposed Beginning Date (for new programs):** Upon completion of approval processes

**Institutional Board of Trustees' Approval Date:** MM/DD/YEAR

**Proposal Type (check all that apply):**

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.1.1	<input type="checkbox"/>	Minor*
5.1.2	<input type="checkbox"/>	Emphasis*
5.2.1	<input checked="" type="checkbox"/>	Certificate of Proficiency*
5.2.3	<input type="checkbox"/>	Graduate Certificate*
5.4.1	<input type="checkbox"/>	New Administrative Unit
	<input type="checkbox"/>	Administrative Unit Transfer
	<input type="checkbox"/>	Administrative Unit Restructure
	<input type="checkbox"/>	Administrative Unit Consolidation
5.4.2	<input type="checkbox"/>	New Center
	<input type="checkbox"/>	New Institute
	<input type="checkbox"/>	New Bureau
5.5.1	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/>	Program Transfer
	<input type="checkbox"/>	Program Restructure
	<input type="checkbox"/>	Program Consolidation
5.5.3	<input type="checkbox"/>	Name Change of Existing Programs
5.5.4	<input type="checkbox"/>	Program Discontinuation
	<input type="checkbox"/>	Program Suspension
5.5.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
	<input type="checkbox"/>	Reinstatement of Previously Suspended Administrative Unit

\*Requires "Section V: Program Curriculum" of Abbreviated Template

**Chief Academic Officer (or Designee) Signature:**

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

\_\_\_\_\_  
**Signature**

**Date:** MM/DD/YEAR

**Printed Name:** Name of CAO or Designee

<sup>1</sup> CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

**Program Request - Abbreviated Template**  
**Dixie State University**  
**Certificate of Proficiency in Multimedia Journalism**  
**09/16/16**

**Section I: Request**

This request is for the addition of the Certificate of Proficiency in Multimedia Journalism to the curriculum of the Department of Media Studies at Dixie State University. The department currently offers a Bachelor's Degree in Media Studies, with emphases in Media Studies, Strategic Communication, Multimedia Journalism, and Social Media. Therefore, courses taught as a part of this certificate are already being offered by the department. Furthermore, the department has access to production facilities for content that will be a part of this program's requirements. The addition of the certificate will add options to those students who wish to gain additional experience that will supplement a degree that they are earning or have already earned, or additionally, those students who are wishing to gain knowledge in the field without obtaining a degree. The proposed program will give these opportunities without significantly impacting instructional activities, apart from increasing enrollment.

**Section II: Need**

Like many other industries, the journalism industry has undergone changes with the proliferation of newer media forms. Social media, video for the web, and smart phone app technology have become commonplace. Yet, many journalists do not have the technical knowledge to create the kind of content required in the industry. The proposed certificate is designed to provide this proficiency. Furthermore, the certificate program is designed to provide proficiency in journalism production for those wishing to be entrepreneurial journalists or citizen journalists.

**Section III: Institutional Impact**

The proposed program will provide an opportunity for students who do not wish to earn a Bachelor's Degree in Media Studies but who wish to receive proof of proficiency in multimedia journalism. Some students will choose to receive the certificate without continuing on through the Bachelor's program. Although this could affect the number of students matriculated into the Bachelor's program, the number can be offset by encouraging those students, and other students who would never have come to Dixie for a degree, to continue on in their educational pursuits by obtaining the Bachelor's degree.

The proposed program does not require additional administration. Furthermore, the impact on the institution will be very positive. Currently, the Department of Media Studies has use of media production equipment for producing journalism, both broadcast and on the web, and other media content. The proposed program will put this equipment to good use: training students in journalism production. Finally, the content produced by these students will be used to benefit the institution and the surrounding community by providing news content for consumption by the public.

**Section IV: Finances**

Implementation of the proposed program will not cost anything up and above the current costs associated with the Bachelor's program.

**Section V: Program Curriculum**

**\*\*\*THIS SECTION OF THE TEMPLATE REQUIRED FOR EMPHASES, MINORS, AND CERTIFICATES ONLY\*\*\***

**All Program Courses (with New Courses in Bold)**

Course Prefix and Number	Title	Credit Hours
Required Courses		
ENGL 1010, ENGL 1010D or ACT score of 28 or higher	Introduction to Writing	0-3
MDIA 1130	Writing for Media Audiences	3
MDIA 1500	Introduction to Mediated Communication	3
<b>MDIA 2210R</b>	<b>Dixie Sun News Production I</b>	1-3
Choose 3 of the following:		
MDIA 1380/85	Introduction to TV Production/Lab	2/1
MDIA 3530	Digital Photojournalism	3
MDIA 3610	News & Copy Editing	3
MDIA 4640	Feature Writing	3
MDIA 4680	Multimedia Journalism	3
<b>Sub-Total</b>		<b>16-21</b>
	<b>Sub-Total</b>	<b>N/A</b>
Track/Options (if applicable)		N/A
	<b>Sub-Total</b>	<b>N/A</b>
<b>Total Number of Credits</b>		<b>16-21</b>

**Program Schedule**

Suggested Program Schedule		
<b>Year 1: Fall Semester</b>		
ENGL 1010, ENGL 1010D or ACT score of 28 or higher	Introduction to Writing	3
MDIA 1380/85	Intro. to TV Production/Lab	2/1
MDIA 1500	Intro. to Mediated Comm.	3
<b>Year 1: Spring Semester</b>		
MDIA 1130	Writing for Media Audiences	3
MDIA 3530	Digital Photojournalism	3
<b>Year 2: Fall Semester</b>		
MDIA 4680	Multimedia Journalism	3
MDIA 2210R	Dixie Sun News Production I	1-3

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**Completion Requirements:**

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.