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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New Emphasis, Concentration, Option, or Minor Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_Ronald Sitton\_\_\_\_ 12 October 2020  **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **COPE Chair (if applicable)** |
| \_\_Brad Rawlins\_\_\_\_\_\_\_\_\_ 10/12/2020  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **Head of Unit (if applicable)** |
| \_\_\_\_\_\_\_\_Warren Johnson 10/28/2020 \_\_\_\_ Enter date  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_Gina Hogue\_\_\_\_\_\_ 10/29/2020  **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **Graduate Curriculum Committee Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **General Education Committee Chair (if applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date  **Vice Chancellor for Academic Affairs** |

1. **Contact Person (Name, Email Address, Phone Number)**

**Mary Jackson Pitts, Ph.D., School of Media and Journalism, mpitts@astate.edu, 870-972-3361**

1. **Proposed Starting Date**

**Fall 2021**

1. **Title of degree program:**

Creative Media Production

1. **Proposed name of new option/concentration/emphasis/minor:**

Media Ministry emphasis

1. **Reason for proposed action that includes rationale, goals, and student population served:**

Currently we offer three emphases within the Creative Media Production program for students who want a B.S. from our program.  These emphases are also offered as certificates for students who want an area of expertise without completing the B.S. degree.  In addition to these certificates, we have been offering a certificate in Media Ministry.  Interest in Media Ministry has been expressed by students in our online and face-to-face programs as an emphasis similar to the other three we offer.  Therefore, to have a parallel structure within the degree between our certificates and our emphases, we would like to create the Media Ministry emphasis.  This opportunity led us to offer additional courses that might enhance student preparation in this area and fully flesh it out as a degree program.

Creative Media Production faculty continue to field inquiries regarding students and alums who possess the knowledge needed to help ministry organizations expand their media content to reach across multiple platforms. With the explosion of multimedia platforms, the need for usable content is important for church ministries. Additionally, the current Covid-19 pandemic has shown the need for ministry officials to possess media knowledge to reach their stakeholders. On any given day there are more than 5200 job listings on Indeed for Ministry positions with more than 250 focused specifically on ministry while Reference USA shows more than 180 positions open for media ministry on a given day. Church staffing. Com shows more than 500 jobs on any given day. Diving deeper into the job listing, and going beyond job titles that specifically include media ministry, one can find job descriptions where potential employees are asked to possess “advanced knowledge in audio/video production, with emphasis on lighting, sound quality and web based productions,” or “ write scripts/shot lists for video projects, develop story pieces alongside other ministry leaders and film and edit creative pieces for worship services.” Labor statistics projects jobs in the area of video, production and editing will grow by 11 percent from now until 2028.

Advisory board members, who have been asked for such advice recognized the growing need for curriculum that could help these ministry organizations. Organizations found staff members trained in theology are not equipped in creating multimedia content for the multiple platforms now used by organizations to disseminate content. The collection of qualitative data pointed to the need for a media ministry emphasis that would allow those in ministry and those thinking about being in ministry the opportunity to obtain a set of skills beyond traditional theological instruction. Mega ministry employees reach out to our program regularly searching for students that possess media ministry skills. And, more and more students come to us with the desire to work in media ministry. Students in creative media currently work as student interns with ministries across the state. According to other employment websites there are more than 1,000 jobs currently advertised for a variety of media ministry jobs. These positions include everything from Audio/Video technicians, media producers, marketing specialists and social media managers. Highland Drive Baptist Minister, Dr. Johnny Hutchinson said, “I am extremely excited about the possibility of Arkansas State University offering a full degree in media ministry.   As a long-term pastor of a local church I have seen how the practical side of ministry has become dependent upon the ability to use media and technology in almost everything we do.  During the current pandemic churches have realized first-hand just how important it is to be able to use a variety of media platforms and technology to do ministry.  For many churches that means the pastor must take time away from study, counseling and other ministries to simply learn the basics.  Not only are pastors generally not inclined to excel in these areas but most have had little or no training.  To be able to utilize the expertise of those who have been specifically trained in how to use media and technology in a ministry setting would be an incredible benefit.   It would be great to have a pool of trained men and women who could step into a church or ministry setting and instantly provide the needed expertise to create or enhance the media and technology structures needed for ministry.  I hope this becomes a reality!” Advisory board member and Pastor Tony McCall at The Pentecostals of Lake City, wrote, “What an exciting field of study! I wish that something like this would have been available when I was earning my undergraduate degree, because I certainly would have pursued it. I believe that there are many others, just like myself, who will see this as an opportunity to put their creative energy and education to work for a cause that they are passionate about, namely their local church. Speaking from a pastoral standpoint, these last few months have been a very turbulent time as we have sought out ways to adapt to the many changes that have been thrust upon us. We had to secure training for our growing media team, upgrade equipment, and learn new ways to support the ministry of the church. With that in mind, I believe this is a timely degree offering that meets a current and growing need in our culture. Churches, everywhere, are coping with this new reality and the changes that have been made are changes that will not go away. For instance, the church I pastor did not have an online delivery system, before this pandemic, but that is now a permanent addition to our ministry efforts that we are continuing to invest in. Furthermore, we recognize that we are reaching a broader audience than we ever have before because of our media ministry team, which has impacted our budget in a positive way, more than recouping the cost of our investments. Before the current situation, I looked at a paid media ministry staff as a luxury reserved for larger churches. However, I now see it as a position that even smaller churches must invest in. This creates a vast field of opportunity for people with the kind of training that your degree program provides and I believe that the need for people trained in this area will continue to increase as we move forward. The emphasis area of this degree program is tailored specifically to the challenges that churches like mine are currently facing and will provide the kind of skilled creative staff that we need in order to effectively minister to our current cultural situation. I am very excited about this potential new degree plan and wholeheartedly endorse it.”

Likewise, the corona virus pandemic has pushed religious organization to provide content through online platforms. When houses of faith were closed because of the spread of the virus, religious organizations moved to providing online content. Content creation includes more than streaming a live worship services. Instead religious leaders have used other content via social media platforms to engage their church members and likewise, engage the less interested community members. This added content creation strains small to media ministry organizations and amplifies the importance of staff members who are trained in media ministry.

1. **Provide the following:**
   1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

**Major Requirements:**

**GCOM 1813 Introduction to Digital Publishing; MDIA 2023, Media Aesthetics; MDIA 2033, Writing for Creative Media I; MDIA 2123, Audio Production I; MDIA 2223, Video Production I; MDIA 3323, Media Analytics and Data Visualization; MDIA 3413, Writing for Creative Media II; MDIA 4123, Media Management and Entrepreneurship; MDIA 4363, Multimedia Storytelling; MDIA 4812, Media Portfolio**

**Emphasis Area: GCOM 3673, Desktop Publishing and Publication Design; MDIA 1011, Experiential Media I; MDIA 3011, Experiential Media II; MDIA 3443, Media Ministry; MDIA 3723, Media Ministry Technology; MDIA 3673, Seminar in Digital Media and Design; MDIA 4483, Broadcast Graphics; MDIA 4093 Media Ministry Campaigns; Six upper level MDIA electives**

* 1. Total semester credit hours required for option/emphasis/concentration/minor

20 hours for emphasis, 29 hours for core and 6 upper level hours

* 1. Student demand (projected enrollment) for program option

First year we believe we will have 5 students, 10 in year two, 15 in year 3, 20 in year 4 and 25 in year 5

1. **Will the new option/emphasis/concentration/minor be offered:**
   1. **Traditional/Face-to-face** Yes
   2. **Distance/Online Yes**
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

This emphasis will be offered face to face and online. The emphasis will be offered 100 percent online and 100 percent brick and mortar.

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Yes

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.** 
   1. **Our current faculty are qualified to cover these courses, however, with anticipated faculty load in the coming years as anticipated enrollment increases for the online and face to face degree, we may need to hire adjunct faculty. Source of funds would be off budget request if the need arises for brick and mortar and through academic partnerships for our online program.**

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

**Undergraduate Bulletin 2020-2021, p. 262**

**CURRENT**

**School of Media and Journalism**

Professor Brad Rawlins, Director

**Professors:** *Fears, Pitts, Zeng*

**Associate Professors:** *Bowman, Combs*

**Assistant Professors:** Alkarimeh, *Sitton*

**Instructors:** *Armstard, Mishra, Perkins, Pillow, Roberts*

The School of Media and Journalism offers Bachelor of Science degrees in Creative Media Production and Multimedia Journalism. In the Creative Media Production program, students can emphasize in corporate media, graphic communication, media ministry and sports media. The School also offers Certificates in Corporate Media, Graphic Communication, Media Ministry and Sports Media and a Minor in Multimedia Journalism. The School is accredited by the Accrediting Council on Education in Journalism and Mass Communication

**PROPOSED**

**School of Media and Journalism**

Professor Brad Rawlins, Director

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**Associate Professors:** *Bowman, Combs*

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**ADD p. 266 (after Emphasis in Graphic Communication, before Emphasis in Sports Media)**

### [Note: MDIA 3723 and MDIA 4093 are new courses recently approved.]

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### Major in Creative Media Production

Bachelor of Science Emphasis in Media Ministry

A complete 8-semester degree plan is available at [https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| MDIA 2033, Writing for Creative Media I | 3 |
| MDIA 2123, Audio Production I | 3 |
| MDIA 2223, Video Production I | 3 |
| MDIA 3323, Media Analytics and Data Visualization | 3 |
| MDIA 3413, Writing for Creative Media II | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| MDIA 4812, Media Portfolio | 2 |
| **Sub-total** | **29** |
| **Emphasis Area (Media Ministry):** | **Sem. Hrs.** |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 1011, Experiential Media I | 1 |
| MDIA 3011 Experiential Media II | 1 |
| MDIA 3443 Media Ministry | 3 |
| MDIA 3723 Media Ministry Technology | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| MDIA 4483, Broadcast Graphics | 3 |
| MDIA 4093, Media Ministry Campaigns | 3 |
| **Sub-total** | **20** |
| **Electives:** | **Sem. Hrs.** |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| **Sub-total** | **33** |
| **Total Required Hours:** | **120** |