Digital Media and Writing Certificate

Z3. New Certificate Proposal 2018-2019

General Catalog Information

INSTRUCTIONS

Select "Program" from the radio box below, then complete the information requested for level, curriculum approval committee, title and department or program for approval.

Program Type (Select "Program)*	⦿ Program ◯ Shared Core
Level**	⦿ Undergraduate ◯ Graduate
Curriculum Approval Committee**	⦿ Undergraduate Curriculum Committee ◯ Graduate Committee A (COSM, CECS, CONH, BSOM) ◯ Graduate Committee B (RSCOB, CEHS, COLA, SOPP)
Title*	Digital Media and Writing Certificate

Approval Route

For the following programs, please select "University Programs" from the list of departments and programs below: Honors, Air Force Studies, and Army Studies.

Department or Program (for approval process)*	Communication English Language and Literatures

Launch ▶ the proposal.

Approve the proposal using the decision ✓ button.

TIPS FOR NEW USERS

Turn the help text on by clicking on the following icon 🛈 .

All fields with an asterisk (*) are required fields. If left blank, the request will not be launched and cannot be acted upon.

Supporting documents and additional information may be attached using the 🗋 button located at the top of this form.

College*	Liberal Arts, College of

Catalog Display

Select the primary College or Department. **Do not select a program.** This information will determine where a program displays in the catalog. A program may display in only one location, under either a College or Deparment.

College or Department (for catalog display)*	Liberal Arts, College of

Requested Effective Term*	○ Fall ◉ Spring ○ Sumemr	**Year***	2018

Note: If 50% or more of the program is offered off-campus, mostly on-line, or fully online, ODHE approval and HLC notification is required.

Where is the program offered? (check all that apply)*	☑ Dayton Campus ☐ Lake Campus ☐ Off-Campus in Ohio ☐ Off-Campus outside Ohio ☐ Off-Campus outside U.S. ☐ Fully Online ☐ Mostly Online (50% or more of the required courses may be taken as distance-delivered courses)
Please list each off-campus location courses in this program may be offered (or N/A if not applicable).*	N/A
If program will be offered off-campus, how will services be available to students (advising, tutoring, counseling, financial aid, etc.)?	

Program Description

The information entered will appear in the catalog as submitted.

Please include information using the following four headings (Heading 2 format, in the order provided below) for consistent presentation in the catalog.

Program Description

Admission Requirements

Program Learning Outcomes (see examples below)

For more information visit: (include the department website)

Program Learning Outcomes

Examples:

History graduates will be able to:

write proficiently,
understand the methodology that historians use, and
analyze primary sources and secondary works in order to arrive at a coherent
and well-organized conclusion.

Program Description and Learning Outcomes*	# Program Description
	A certificate in Digital Media and Writing is available to all students who successfully complete fifteen credit hours from a list of approved courses. Taking courses in the certificate program will help students understand, evaluate, and use industry-standard and emerging technologies to create interactive stories, use audio, video and still images to communicate ideas, and gain hands on experience with a variety of digital platforms.
	The certificate program is open to all majors and can supplement any degree in which the skills of writing and communicating effectively with digital tools are needed.
	The courses in the program prepare students for creating and analyzing digital media, skills that have become highly valued and sought after by employers in most industries.
	# Admission Requirements
	ENG 1100 with grade of C or better
	# Learning Outcomes
	Digital Media and Writing Certificate recipients will be able to:
	identify and use research and writing strategies for producing digital media (which include written text, research, and work with still images such as photographs, illustrations, or info graphics, video, audio) critically analyze and evaluate the use of images, sound, and video in digital media produce digital content for different audiences (e.g.: future employers, public policy makers, the general public) and purposes (e.g. storytelling, informing, persuading, promoting) be able to discuss and explain their writing, research, and digital media skills in a portfolio of projects that makes interdisciplinary and/or multi-modal connections from courses in the certificate and highlights their abilities to use industry-standard software (such as the Adobe Creative Suite) and technologies (such as the New Media Incubator)

Program Requirements:

Use the following template when creating program requirements. Each of the following headings is called a "core" in the template. The information entered will appear in the catalog as submitted.

Required courses
Elective courses
Other requirements (if applicable)
Total: # Hours (REQUIRED)

Undergraduate certificates must be between 12 and 21 credit hours with at least 12 credit hours above the 2000-level. For additional information, please refer to the policies for Academic Standards and Curriculum at http://policy.wright.edu**.**

Graduate certificate programs must be 9-20 credit hours. For additional information, please refer to the policies in the Graduate Council Manual https://www.wright.edu/graduate-school/graduate-council-manual-graduate-curriculum-procedures**.**

Program Requirements*

Program Requirements

Choose 5 courses from the following list. One must be from English and one from Communication.

COM 2560 Basic Media Writing
ENG 2800 Introduction to Creative Writing
COM 3250 Health Communication
COM 4251 Race, Gender, and Health
COM 4710 Topics in Communication
ENG 3000 Business Writing
ENG 3540 Multigenre Writing
ENG 3610 Technical Writing
ENG 3650 Writing Nonfiction
ENG 3820 Introduction to Poetry Writing
ENG 3830 Introduction to Fiction Writing
ENG 3840 Introduction to Dramatic Writing
ENG 4610 Rhetoric, Culture and Persuasion
ENG 4640 Topics in Technical and Professional Writing

Total: 15 Hours

List all certificate courses not currently in any existing degree programs (required or elective).

Certificate is 15 credit hours. Select from the following list of courses offered by the Department of English Language and Literatures and the Department of Communication. Students must choose at least one course from each department.

Each course includes at least one digitally-based writing or media project that includes research, analysis, and production or because the instructor of record has agreed to accept digital work that meets the requirements of the certificate in her/his course listed above. Because new future courses may include elements of digital media writing and production, the certificate committee may approve additional courses. Students requesting an exception for a course not shown on the current list of approved certificate courses must provide the course syllabus to the certificate coordinator(s) in order for the coordinator(s) to consider the course request.

Does the certificate program consist of 50% or more new courses developed specifically for the requested program (i.e., the certificate is NOT a subset of courses from an existing degree program?).

50% or more new courses?*   ○ Yes ⦿ No

Certificate Type*
- ○ Undergraduate Certificate - Less than one year in length
- ⦿ Undergraduate Certificate - 1-1.99 years in length
- ○ Undergraduate Certificate - 2-4 years in length
- ○ Post-Baccalaureate Certificate
- ○ Post-Master's Certificate
- ○ Graduate/Professional Certificate
- ○ Non-Credential Program (Preparatory Coursework/Teacher Certification)

Published Program Length (in Years)*   1

Below, briefly describe the processes for the assessment of student learning such as: development and measurement of learning objectives and continuous quality improvement.

Program Quality

Address how the proposed program of study and evaluation mechanisms meet and ensure successful completion of program objectives. The faculty body responsible for overseeing the quality of the program must be explicitly identified. Proposals must indicate any requirements for maintaining the quality of student performance and continuation in the program for successful completion of the certificate. This should include the following:

> **Student GPA and/or performance in a specific course or set of course required to continue/progress in program**
> **Time limits for completion, including need for continuous registration**
> **Criteria for reapplying if necessary**
> **Acceptance of previous experience, including Prior Learning Assessment (PLA) or credit by examination (e.g., CLEP)**

Program Quality*

The upper-level courses offered as a part of this certificate have a moderate to advanced level of difficulty. The curriculum, guided and implemented by the program's faculty, will give students opportunities to recognize and leverage writing and communication skills across disciplines. Additional training, both in the classroom and through special events (e.g. invited speakers, workshops, celebrations of research) will help students learn how to apply their training in a variety of contexts, especially those that are increasingly digital and have become not only highly valued and sought after by employers but commonplace in professional work environments.

Student performance

- To maintain program quality, only grades of A, B or P are acceptable for all courses in the certificate

- Students must complete and submit an online portfolio to the committee within 3 months of completion of the courses

Processes for the assessment of student learning*	The learning outcomes will be assessed through a final, digital portfolio containing samples of the student's work from courses in the sequence or an internship when appropriate. The portfolios will be evaluated by faculty teaching courses offered as a part of the certificate. Faculty members will serve as evaluators on a rotating basis.

Below, briefly describe the nature of the certificate and any contractual or cooperative agreements with this certificate program. If you have partnered or contracted with a non-accredited entity either an institution or corporation to offer courses (content or platform), identify the information or services by the entity and the percentage or portion of the educational program the entity is providing.

Describe Certificate*	This is a joint certificate between the Department of Communication and the Department of English Language and Literatures. There are no outside contracts or entities involved in this certificate.

Below, briefly describe the necessary qualifications of the faculty teaching in this certificate program and how these qualifications are being met with new or additional faculty.

Faculty Qualifications and Resources*	Faculty offering courses for this certificate have experience in writing, communication, and/or digital media and are primarily tenure-track or tenured faculty or have field/professional experience plus a terminal degree.

Below, briefly describe the process of academic control of the programs such as admission, program content, and quality.

Academic control process*	Please see program quality field above.

Additional information, if needed	

Administrative Data

To be completed by Budget

CIP Code	

CIP Code Name	

To be completed by Financial Aid

Eligible for Title IV funding:	◯ Yes ◯ No

To be completed by Registrar

Approved Effective Term	◯ Fall ◯ Spring ◯ Summer	**Year**	

Banner Program Name		**Banner Program Code**	

Banner Major Name	Banner Major Code

Degree Type

Program Type for Acalog

Steps for Digital Media and Writing Certificate

Originator

Status: *Approved*

Participants

✅ **Ashley Hall** 10/1/2017 4:00 PM

Activity

Required for Approval:
100% required
Date Completed:
10/1/2017 4:00 PM
Changes: *No*
Comments: *No*

▼

Undergraduate Department or Program Curriculum Committee

Status: *Approved*

Participants

▲ **English Language and Literatures UG Department Curriculum Committee**
✅ **Shengrong Cai** * 10/3/2017 10:58 AM

▲ **Communication UG Department Curriculum Committee**
✅ **Mary Rucker** * 10/2/2017 11:27 AM

Activity

Required for Approval:
1% required
Date Completed:
10/3/2017 10:58 AM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Department Chair or Program Director

Status: *Approved*

Participants

▲ **Department Chair or Program Director**
✅ **Carol Loranger** * 10/3/2017 11:05 AM
✅ **Mary Rucker** * 10/5/2017 12:49 PM

Activity

Required for Approval:
1% required
Date Completed:
10/5/2017 12:49 PM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Undergraduate College Curriculum Committee

Status: *Approved*

Participants	Activity
▲ COLA UndergraduateCurriculum Committee ✅ John Haught * 10/25/2017 12:06 PM	**Required for Approval:** *100% required* **Date Completed:** *10/25/2017 12:06 PM* **Changes:** *Yes* **Comments:** *Yes* **Agenda:** *Yes* ** Agenda Administrator*

▼

Dean   Status: *Approved*

Participants	Activity
▲ **Dean** ✅ Carol Loranger * 10/25/2017 1:09 PM	**Required for Approval:** *1% required* **Date Completed:** *10/25/2017 1:09 PM* **Changes:** *No* **Comments:** *Yes* **Agenda:** *Yes* ** Agenda Administrator*

▼

Undergraduate Curriculum Committee   Status: *Restarted*

Participants	Activity

▲ **Undergraduate Curriculum Committee**
   Barb Dunaway *
   Cynthia Riley *
▲ **Additional Participants**
	Required for Approval:
	100% required
	Date Completed:
	11/12/2017 9:49 PM
	Changes: *No*
	Comments: *No*
	Agenda: *Yes*
	
	* Agenda Administrator

▼

Undergraduate Curriculum Committee   Status: *Rejected*

Participants	Activity
▲ **Undergraduate Curriculum Committee** **UCC 2017-11-15 Program Agenda:103** 🟧 ❌ Barb Dunaway * 11/16/2017 4:26 PM 🟪 ❌ Cynthia Riley * 11/16/2017 4:26 PM	**Required for Approval:** *100% required* **Date Completed:** *11/16/2017 4:26 PM* **Changes:** *Yes* **Comments:** *Yes* **Agenda:** *Yes* ** Agenda Administrator*

▼

Originator

Participants

■ **Ashley Hall** 12/1/2017 8:09 PM

Activity

Required for Approval:
100% required
Date Completed:
12/1/2017 8:09 PM
Changes: *Yes*
Comments: *Yes*

▼

Originator

Status: *Approved*

Participants

✅ **Ashley Hall** 12/1/2017 8:09 PM

Activity

Required for Approval:
100% required
Date Completed
12/1/2017 8:09 PM
Changes: *No*
Comments: *Yes*

▼

Undergraduate Department or Program Curriculum Committee

Status: *Approved*

Participants

▲ **English Language and Literatures UG Department Curriculum Committee**
  ✅ **Shengrong Cai** * 12/2/2017 10:08 AM

▲ **Communication UG Department Curriculum Committee**
  ✅ **Mary Rucker** * 12/5/2017 10:09 AM

Activity

Required for Approval:
1% required
Date Completed:
12/5/2017 10:10 AM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Department Chair or Program Director

Status: *Approved*

Participants

▲ **Department Chair or Program Director**
  ✅ **Carol Loranger** * 12/6/2017 12:50 PM
  ✅ **Mary Rucker** * 12/7/2017 9:54 AM

Activity

Required for Approval:
1% required
Date Completed:
12/7/2017 9:54 AM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Undergraduate College Curriculum Committee

Status: *Approved*

Participants

▲ COLA UndergraduateCurriculum Committee
  ✓ John Haught * 12/7/2017 12:36 PM

Activity

Required for Approval:
100% required
Date Completed:
12/7/2017 12:36 PM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Dean

Status: *Approved*

Participants

▲ **Dean**
  ✓ Carol Loranger * 12/7/2017 3:33 PM

Activity

Required for Approval:
1% required
Date Completed:
12/7/2017 3:33 PM
Changes: *No*
Comments: *Yes*
Agenda: *Yes*

* Agenda Administrator

▼

Undergraduate Curriculum Committee

Status: *Restarted*

Participants

▲ **Undergraduate Curriculum Committee**
  Barb Dunaway *

  Cynthia Riley *

▲ **Additional Participants**

Activity

Required for Approval:
100% required
Date Completed:
1/9/2018 11:42 AM
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Undergraduate Curriculum Committee

Status: *Approved*

Participants

▲ **Undergraduate Curriculum Committee**
  UCC 2018-0124 Programs Agenda:126
  ✓ Barb Dunaway * 1/31/2018 2:49 PM
  ✓ Cynthia Riley * 1/31/2018 4:32 PM

Activity

Required for Approval:
100% required
Date Completed:
1/31/2018 4:32 PM
Changes: *Yes*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Faculty Senate

Status: *Working*

Participants

▲ **Faculty Senate**
  ◯ Cynthia Riley *

Activity

Required for Approval:
100% required
Time Spent: *6 days*
Changes: *No*
Comments: *No*
Agenda: *Yes*

* Agenda Administrator

▼

Provost

Status: *Incomplete*

Participants

  Thomas Sudkamp

Step Details

Required for Approval:
100% required
Work: *comment*

▼

Financial Aid Eligibility

Status: *Incomplete*

Participants

▲ **Financial Aid**
  Amy Barnhart *

Step Details

Required for Approval:
100% required
Work: *edit, comment*
Agenda: *Yes*

* Agenda Administrator

▼

Budget

Status: *Incomplete*

Participants

▲ **Budget CIP**

    Sommer Todd *

Step Details

Required for Approval:
100% required
Work: *edit, comment*
Agenda: *Yes*

    * Agenda Administrator

▼

Academic Affairs

Status: *Incomplete*

Participants

▲ **Academic Affairs**

    Carl Brun *

Step Details

Required for Approval:
100% required
Work: *comment*
Agenda: *Yes*

    * Agenda Administrator

▼

Registrar

Status: *Incomplete*

Participants

    Eric Poch

    Melinda Schneider

Step Details

Required for Approval:
100% required
Work: *edit, comment*