

## **New Academic Initiatives Proposal Form**

*Submitted to the*

**Academic Affairs Committee**

**AUGSBURG COLLEGE**

January 2015

- 1. What is the nature of the initiative (e.g., new major, new graduate program, concentration, minor, certificate, or new site for existing program), and how does it fit with Augsburg's mission, vision, and priorities? How does this initiative fit with the strategic vision and priorities of the program or department?**

New Media is an emergent, transdisciplinary field combining aspects of technology, communication, creative arts, and the social sciences. New media is a broad term that encompasses the application, expression, and creation of cultural forms native to or relying on computing. New Media encourages participation, fosters the formation of community and collaboration, and promotes the individual as curator, creator, distributor, consumer, and critic of media content. It is important to note that while new media relies on many of the conventions of old media, the characteristics of interactivity, personal agency, and computing with new technologies makes this a uniquely evolving field.

This vision is intentionally diffuse so as to prepare for careers in divergent disciplines that are connected by the digital environment. While this may appear unfocused, it is in fact grounded in new media research and theory. The New Media Institute ([www.newmedia.org](http://www.newmedia.org)) illustrates this idea by defining new media as "a 21<sup>st</sup> Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, the definition of new media changes daily, and will continue to do so. New media evolves and morphs continuously. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways."

As such, the Communication Studies Department, in collaboration and consultation with Art, Computer Science, English, and Political Science, proposes a new major and a new minor titled "New Media".

The initiative aims to prepare students for the continually evolving communication and social landscape as mediated through creative and computed applications of technology. Specifically, students will gain skills that are becoming increasingly necessary as they move into the job market. Students will explore the role of digital media in society, evaluate new digital technologies as they relate to mediated communication, utilize best practices in new media, be able to interpret and understand the influence of media, and

produce work in a variety of media formats – selecting the appropriate medium based-upon the message. This training is vital in a career landscape where successful organizations must have a digital presence. To illustrate this point, think about every time you have accessed a website that looks unprofessional or is difficult to navigate. The person who designed that website had the skills to put the website online. However, just putting the website online does not mean that it is effective. The same concept is true of any social media account, digital message, online video or collaborative meeting.

The major provides students in any field the opportunity to attain valuable skills in technologically mediated communication. Offering a major in an emergent field also demonstrates the college's commitment to excellence and an awareness of the changing nature of both local and global communities. Furthermore, the integrated curriculum and goals of the major contribute to the goals expressed in the Augsburg 2019 initiative. The program offers innovation and exploration of emergent ideas, theories, and practices in existing content areas. Students with the major will be able to connect ideas across disciplines - thinking critically to communicate and create effectively. They will be well informed about new media and have the skills to manage change in media – positioning them to have successful communication in the workforce and express creativity in solving problems. Additionally, the curriculum design will hold to Augsburg's core commitments of faith and spiritual inquiry, vocational discernment, civic engagement, and global understanding.

While we are proposing an interdisciplinary major, we believe the NMS program should be housed in the communication studies department because the field of communication is ultimately about effective messaging. At the core of new media – is messaging. Communication studies as a discipline has long studied the creation and impact of messages. Foundational knowledge of messaging - purpose, creation, production, audience, dissemination, criticism, and medium – are cornerstones of Communication Studies. New Media Studies is essentially an extension of communication studies – one that focuses specifically on the computer as the technology necessary for the production and dissemination of messages. However, a foundation in communication is important because of the emphasis on effective communication. Anyone can open a Twitter account. Only someone who understands messaging can use Twitter to achieve strategic goals.

**2. Describe the new academic initiative, including program goals. Provide a catalog description if applicable.**

The transdisciplinary New Media major is a course of study designed to

engage students from all fields in an exploration of new and emergent media, preparing them for achievement and scholarship in multifarious new media environments. With the new media major, students will learn to manage change in media, create effective expressions (communications, creative works, applications) in digital environments, and explore the interrelationship of new media with other fields of study to understand the relationships between technology and culture. The major involves options for courses in art, business, communication, computer science, education, english, music, political science, and more.

The New Media major is intended to prepare students to:

- Manage change in media
- Evaluate new digital technologies as they relate to media
- Utilize current and emerging technologies to communicate and create effectively in digital environments
- Produce content in a variety of formats
- Engage with the interrelationship of media with other fields of study and professions
- Write professionally
- Apply inventive critical thinking when translating concepts and content to digital media forms
- Consider the ethics involved in shaping new media
- Interpret and understand the influence of new media

Students will complete six (6) required core courses and choose four (4) electives, for a total of ten (10) courses as a major. The minor is comprised of six (6) courses. Students in the major are encouraged to select a content area for concentration. Concentration areas include: Promotional Communication, Electronic Literature, Game Design, and Web Design. Additional focus areas may be arranged with faculty and the director of the New Media Studies. Students must earn a grade of 2.0 or better in each course that applies toward the major.

The core courses emphasize:

- Foundation of New Media
- Theory, History, and Criticism of New Media
- Messaging (writing, composition, oral composition)
- Research and Analysis
- Practicum

The electives emphasize interrelationships and provide a contextual

framework for further exploration.

### **New Media Minor**

Required Core Courses (There are four (4) required core courses)

- NMS 220 Foundations of New Media
- NMS 242/ENL 242 Electronic Literature
- COM 415 Advanced Critical Media Studies
- POL 371\* Internet Law

Elective Courses (Choose two (2) from the New Media electives list, or arrange options with the director of New Media.)

### **New Media Major**

Required Core Courses (There are six (6) required core courses)

- NMS 220 Foundations of New Media
- NMS 242/ENL 242 Electronic Literature
- COM 415 Advanced Critical Media Studies
- POL 371\* Internet Law
- NMS 399 Internship
  - or NMS 375 Practicum
  - or Internship, Practicum, or Workshop in Concentration
- NMS 490 Keystone: Critical Conversations about Vocation
  - or Keystone in Concentration

Elective Courses (Choose four (4) courses of 16 credits from the new media electives list, or arrange options with the director of New Media.)

### **New Media Electives List**

- ART 102 Design
- ART 124 Graphic Design Production: InDesign (1cr)
- ART 125 Graphic Design Production: Illustrator (1cr)
- ART 126 Graphic Design Production: Photoshop (1cr)
- ART 133 Introduction to Digital Photo
- ART 180 Intro to Community-based Photography
- ART 201 Introduction to Graphic Design
- ART 226 Artist Workshop (1cr)
- ART 215 Introduction to Web Design
- ART 315 Web Design II
- ART 320 Typography
- ART 340 Digital Imaging
- COM 243 Television Production

\*Indicates a current topics course; new course number TBD

- CSC 250 Game Programming
- CSC 431 Intro to AI Robotics
- CSC 495 Topics: Mobile Applications
- EDC 220 Educational Technology
- ENL 221 Intermediate Expository Writing About the Arts
- ENL 226 Introduction to Creative Writing
- ENL 228 Broadcast and Online Journalism
- ENL 241 Introduction to Cinema Art
- ENL 290 Explorations in Language and Theory
- ENL 229 Screenwriting
- ENL 371 History of Cinema
- ENL 324 Creative Non-Fiction
- ENL 427 Advanced Studies in Media, Ethics, and Theory
- FLM 180 Film, Sight, and Sound
- FLM 240 Animation
- FLM 260 Documentary Production
- FLM 495 Topics: Producer
- INS 330 Environmental Art and Urban Culture
- INS 331 Politics of Art
- MUS 221 Intro to Music Technology
- MUS 245 Arts Management & Concert Promotion
- MUS 272 Human Identity through the Creative Arts
- NMS 230 Social Media
- NMS 260 New Media Production
- NMS 295 Topics in New Media
- NMS 320 Contemporary New Media Practices
- NMS 495 Topics in New Media
- NMS 499 Directed Study
- PHI 260 Philosophy and the Arts
- PHY 261 Electronics
- POL 342 Mass Communication and Society
- POL 495 Impact of the Internet
- REL 220 Religion and Science in Popular Culture

### **New Media Major Concentration in Promotional Communication**

The New Media major with an emphasis in promotional communication is intended to prepare students to work in a communication field that is increasingly relying on college graduates to make effective use of new media technologies. This concentration will emphasize the importance of

understanding message purpose, goals and audience. Students will also gain hands on experience producing content for new media technologies. This concentration is necessary because it provides the the background skill and theory necessary for any student hoping to build a career in digital messaging/media. Careers paths in social media management, promotions, and/or community outreach are most relevant. We believe that specific training in effective use of social media will bring students to this campus.

Students are required to take the New Media core and four of the following courses:

- NMS 260           New Media Production
- NMS 240           Social Media
- NMS 320           Contemporary New Media Practices
- ENL 427           Advanced Studies in Media, Ethics, and Theory
- COM 120           Mass Media and Popular Culture
- ENL 228           Broadcast and Online Journalism
- COM 480           Public Relations/Promotional Communication

### **New Media Concentration in Game Design**

The New Media concentration in Game Design provides a foundation in game design for students that see gaming in their future careers. Students will consider the social significance of computational problem solving within the game narrative as they learn how to create game based interactive experiences. This concentration is necessary because Game Design is an increasingly relevant field and a cornerstone area of New Media. Additionally, this concentration is a significant growth area (see question 3) and will draw students.

The New Media major with an emphasis in game design is intended to prepare students to:

- Demonstrate an understanding of computing principles in the areas of programming, data structures, architecture, systems, graphics, and artificial intelligence and how they relate to computer game design and development
- Analyze genres, domains, methodologies of computer gaming and interactions
- Create specialized simulations using the fundamentals
- Articulate the role of cognitive science in game psychology
- Utilize the narrative in applications

Students are required to take the New Media core and the following courses:

- CSC 240 Introduction to Computer Communication and Networking
- CSC 250 Game Programming
- 2 from this list:
  - CSC 373 Symbolic Programming and Artificial Intelligence
  - CSC 495 Mobile Applications
  - CSC 431 Intro to AI Robotics

### **New Media Concentration in Web Design**

The concentration in Web Design will engage students with visual design, interactivity, and web development. Students will obtain a foundation in design, learn coding, and obtain valuable skills in understanding the impact of such on society. Students with a degree in New Media with an concentration in Web Design will work digital design fields such as in advertising, marketing, communication, public relations, and user experience. New Media and Web Design programs are emerging nationwide. We feel this concentration is an essential aspect of the that program that will attract new students to campus.

The New Media major with an emphasis in Web Design is intended to prepare students to:

- build responsive websites for different purposes and contexts
- create effective website content commensurate with quality design practices
- manage Internet presence according to developments in technology
- articulate the impact the Internet on culture and society

Students are required to take the New Media core and the following courses:

- ART 201 Introduction to Graphic Design
- ART 215 Introduction to Web Design
- ART 315 Web Design II
- POL 495 Impact of the Internet

### **New Media Concentration in Electronic Literature**

This concentration is still under development in conjunction with the English Department. After the program is launched and the NMS classes are in place, further planning will happen before this concentration becomes available for students. The completed concentration will be submitted to AAC as a major revision to the NMS program when it is ready.

The concentration in electronic literature is responsive to the ways that literature is being adapted and created in digital environments. The multimedia environment of the digital world allows the creation of literature that explore form and process in new ways. Electronic literature is committed to language as the primary artistic form, but explores the changing ways that literature is produced and consumed and reproduced.

The New Media major with an emphasis in electronic literature is intended to prepare students to:

- Practice essential aesthetic principles at the heart of traditional forms of literature in digital mediums
- Articulate essential aesthetic principles that electronic literature shares with traditional forms and explore the dynamism of kinetic forms
- Practice the reading, composition, and publishing of literature in electronic media
- Demonstrate skill in critical research and analysis of literary texts, digital culture, new media materials and practices
- Discover and apply critical principles and practices of first amendment theory, internet law and media ethics in relation to electronic literatures and the platforms through which new media materials are disseminated

**3. Explain the rationale for the initiative and describe what need or opportunity this new program meets (include results from any market research work that has been completed). Does a similar program exist at another institution in Augsburg's market (e.g., ACTC)?**

We want to make clear that this proposal and the design of the program being proposed, considers a combination of factors. First, this proposal reflects the work of scholar-practitioners who bring a wealth of knowledge, research, and experience to the scope of the proposal. Second, we aim to create a program that reflects the realities of an interconnected world. The interdisciplinary nature of the program consciously activates that world through curricular modeling and the creative and critical thinking embedded in the program's curriculum. Third, is the value of emergence. There is a desire to capture emerging areas in programs and curricula to prepare students for an unpredictable future that is subject to the whims of changing technology. Even ones that now may be difficult to imagine. We want our students to lead- not merely follow. We want them to think about the present (as well as the past) and what emergence means for the future. Furthermore, creating a

program and concentration areas in emergent and increasingly relevant fields allows Augsburg to join the conversations that will define these areas - in many cases ahead of our competitors. Finally, we feel it is important to note that market data may be years behind in tracking data in emergent fields. Simply put, they do not measure emergent fields. For example, interest in journalism may show a slight decline, when in fact the information on response forms and market studies reflect antiquated roles, responsibilities, and tasks. In an actual search on one particular career outlook website, if you search for a career as a blogger it does not exist. If you search for a career as a journalist it does not exist. Instead, you'll find a reporter who reports and writes stories. Career options are listed as a news anchor, a reporter, or a staff writer. While the occupation of reporter in the traditional sense still exists, defining journalism in this way does not capture journalism in the digital world. Students who want to be journalists must respond to media convergence by being able to blog, shoot and edit video, write stories, stream audio stories in podcasts, and tweet the news. If we are driven to make decisions based upon last years data alone, we may close the door to the future and miss the opportunity to prepare students for the world that they live in and that is to come.

In an ever-changing technological world, students need to learn how to evaluate new technologies, adapt to communicating with new technologies, and be reflective about how new technologies influence, inform, shape, archive, and challenge culture and fields of study.

Iseek.org, identifies communication and technical skill as essential. There is a demand for employees who: understand how technology can be used in real world settings (not operating in its own little bubble), can analyze and solve problems, are creative and innovative, are able to apply knowledge and skills in new settings, and have a strong sense of ethics and integrity (AAC&U). Situated at the core of the very discipline of new media are many of these skills.

Students with New Media would be able to get jobs in areas where growth in MN is predicted (see graphic below).

<b>Position</b>	<b>Projected growth by 2020 in Minnesota</b>
Audio and Video Technicians	14%

Broadcast New Analysts	10%
Computer Support Specialists	10%
Graphic Designers	12%
Meeting, Convention and Event Planners	33%
Multimedia Artists and Animators	10%
Photographers	17%
Producers and Directors	7%
Public Relations Specialists	13%
Search Market Strategists	10%
Software Developers / Game Designers	40%
Web Developers	10%

Source: O\*Net Online sponsored by US Department of Labor, Employment and Training Administration, [www.onetcenter.org](http://www.onetcenter.org).

NRCCUA is a primary data source. Notably, one major growth area in our region is Game Design and Development. Another area of increased interest is web development and design. NRCCUA indicates an upward interest in game design and web development and design among high school students in our area. Our proposal reflects this interest with an concentration in game design and another in web design.

Game Design and Development						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students -300 Miles from Augsburg	246	954	1297	1677	1843	1885

As a % of MN Juniors		2012	2013	2014	2015	2016
		1.3%	2.2%	2.7%	3.2%	3.4%

Web/Software Development						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students -300 Miles from Augsburg	96	238	325	403	469	490
As a % of MN Juniors		2012	2013	2014	2015	2016
		0.3%	0.5%	0.6%	0.7%	0.8%

Related areas, such as: communication and public relations; broadcasting, radio, television; photography, video, and film; and, graphic arts and design show slight downwards trends in NRCCUA.

Broadcasting/Radio/TV						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students -300 Miles from Augsburg	977	888	699	676	593	483
As a % of MN Juniors		2012	2013	2014	2015	2016
		1.1%	1.1%	1%	0.9%	0.9%

Communication/Public Relations						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students -300 Miles from Augsburg	1679	1173	1034	787	657	515
As a % of MN Juniors		2012	2013	2014	2015	2016
		1.3%	1.3%	1.1%	0.9%	0.8%

Graphic Arts/Design						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students -300 Miles from Augsburg	2412	2123	2126	2061	1888	1309
As a % of MN Juniors		2012	2013	2014	2015	2016
		2.8%	2.8%	2.6%	2.3%	2.2%

Photography/Video/Film						
Grad Year	2011	2012	2013	2014	2015	2016
Actual Number of Students	2544	2461	2066	1815	1660	1458

-300 Miles from Augsburg						
As a % of MN Juniors		2012	2013	2014	2015	2016
		3.4%	3.6%	3%	2.8%	2.8%

**Collegiate Context: Local**

Hamline University offers a program in Digital Arts. Their program emphasizes technology, but also has a component that allows students to explore other disciplines with that they refer to as “interconnected electives.”

The University of Minnesota offers a New Media Studies Minor through the school of Journalism and Mass Communication.

Anoka-Ramsey is very interested in very interested in a New Media major to articulate with their developing 2-year program. We are working out the details, but anticipate a solid articulation agreement.

In addition, we are in communication with Century College about an articulation agreement with their digital and computer-based programs.

**4. Provide information about the ways in which the program will be consistent with programs at other institutions and in what ways the program will be unique.**

Our program is competitively aligned with many other new media programs across the country and in Minnesota.

Both the programs at Hamline University and the University of MN’s offer an approach to New Media that is intrinsically interdisciplinary. What these programs lack however is a foundation in the very discipline of New Media as a required core. They also do not require an upper division research/criticism course that challenges and requires students to make explicit connections to the interrelated courses as we are proposing.

Our program fits within a national curricular landscape by offering a foundation in new media and yet is flexible enough to offer a variety of contextual electives that offer hands-on experiences with technology and/or

considerations for how technology may be used in a variety of fields to best accommodate the interests of students. Our program will offer students with other interests (like business, science, politics, health, ect...) to easily pair those interests with a foundational understanding of how to leverage new media in a variety of career contexts.

**5. What criteria will be used to measure the success of the new program?**

Program success will be determined based on the students' abilities to meet the objectives of program. If they can use the major to shape and inform their field of study here at Augsburg College and in the workplace, the program will have succeeded. The major plans major assessment in the Keystone class where students will have the opportunity to create a portfolio of work that both demonstrates their mastery and is relevant to the job market. Another tangible indicator of success will be the recruitment of new majors who choose Augsburg College because of this major and the concentrations that are offered.

**6. For which students is this new academic initiative designed? What is the anticipated enrollment in the program?**

This major is designed for students who want to explore effective digital communication in its diverse forms. Incoming students are consumers and producers of digital messages. This program will intentionally further student understanding of the environment of new media through theory, production, analysis, and evaluation. We anticipate many students will double major in Art, Business, Marketing, Communication Studies, Computer Science, Creative Writing, and Film. Because this major is unique to the metro area, we expect it to draw high school students to Augsburg College.

The anticipated enrollment is: 40

**7. What potential impact will the addition of this new academic initiative have on other programs, majors, or minors inside and outside of the department/program? Include the signature of the chair(s) or director(s) of outside departments/programs.**

We have been in conversations with many different departments about how this new program might impact their classes. In general, we believe this program will bring new students to campus and, because of the transdisciplinary nature of the

program, it will also bring new students into classes outside the NMS or COM department. Because the major is relatively small (10 courses as opposed to 12 or 14) we want to encourage students to add an additional major.

Because this major will be housed in the Communication Studies major alongside the Film major, we will be able to evaluate the impact these classes are having on established offerings in those majors. Ultimately, many students desire a New Media Studies program because they understand that it prepares them to work in a digital communication environment after graduation. The Communication Studies department does not anticipate an enrollment impact in any current classes that is significant enough to change existing program offerings. However, we plan to address any of those issues and to make decisions that effectively serve our students, the college, and our department. We are already in the process of discussing an elective course rotation schedule to maximize the efficient use of our resources.

Departments consulted and collaborated with: English, Art, Computer Science, Political Science.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

8. What financial resources, including space will be required to start and maintain this new academic initiative? What financial benefits will result? Include pro forma financial information.

Areas of investments that will be required for the program to launch include lab spaces, a part-time staff person, storage space, and equipment. Maintaining the program will require the investment of additional faculty and updating and maintaining equipment. However, due to the transdisciplinary nature of the program, many of these investments are intended to be shared with other departments and programs, specifically Film and Art.

### **Spaces**

#### **Lecture and Lab Space**

- Computer Lab (22 seats and instructor station) with Creative Cloud Suite
- Flexible lab and lecture space (similar to the existing Mac Lab)

- This space will be a shared space with Film and Art. Note: Film currently has an edit lab that can accommodate 6 students in FOSS 163. This lab space is used for Communication Studies and Film, but due to the size, it's not a practical teaching space. With the lecture and lab space and the new media lab (see additional requests) the computers in this lab space will be repurposed (2 in the new media studio, 4 in the lecture lab). FOSS 163 will then be able to be repurposed (equipment room, film edit, offices).

### **Equipment Room**

- Standard equipment cage area. Large enough to accommodate equipment used by film, art, and new media. Also, room for a telecine (film transfer station).
- This space will be a shared space with Film and Art (digital arts). Note: The current space used by film to store equipment, FOSS 162, is not large enough to accommodate art and new media, as it's not large enough at present to even accommodate all the film equipment. One possibility is to repurpose the existing edit lab FOSS 163, as the equipment room. Since film has production intensive courses, and the bulk of the equipment in the shared space is theirs, we request the equipment room be located in close proximity to the film classroom and be well secured.

### **New Media Studio (Special Effects and A/V space)**

An essential component to the New Media major is the New Media lab; a space that will be shared by Art and Film. This space will function as a television studio, a photography studio, a special effects lab, and as a mastering station for mixing audio into AV products. The small studio requires a lighting grid, a green screen, mastering computers (2 relocated from the existing film edit lab), a control area (studio equipment from Film), sound booth, and backdrops (we may be able to repurpose some existing).

NOTE: In recent years, the existing Film and Television studio has been repurposed by Theatre as a black box space. The control room for the old studio may work for the space as there is already a room that could be converted to a sound booth. That said, there are noise concerns from theater classes going on in the adjoining studio, windows that look into the theatre space, and film uses the space for storage, film editing, the tele cine, and as an interview space. Film is generally open to exploring other options to accommodate the new program and the sharing of resources.

### **Equipment**

The program will require an initial equipment investment for the new media lab, some cameras, gaming stations, and audio recorders. As the program continues,

we anticipate needing an ongoing equipment and supplies budget. We do intend to share some resources with Film and Art and will make relevant purchases in consultation with Film and Art to maximize the investments.

The NMS program is very likely to attract more students to campus. The investments in infrastructure will support multiple programs and demonstrate ensure a successful launch. The plan is also to scaffold some courses into AU as electives to the COM major to gauge students interest. Market research and demand for a New Media major, specifically in Promotional Communication, will dictate how or if the program would be well suited for AU.

9. What new courses, faculty development, additional faculty, and/or additional staff will be required to support this initiative?

As an interdisciplinary program with a new designate, we imagine being able to share the responsibility of teaching the core courses across departments. Curriculum will be created in collaboration and shared; thereby fixing the objectives for consistency, yet allowing for flexibility of teaching assignments by all those qualified.

For the major, a new media designate for Directed Study, Internship, and Keystone will be established. Two (2) new courses are being proposed specifically for this major as core courses: Foundations of New Media and Electronic Literature. Three (3) other courses, New Media Production, Social Media, and Contemporary New Media Practices are also being proposed. Social Media is being offered as a topics course in Spring of 2016. Contemporary New Media Practices is an upper division theory and practice course within the domain.

We will be able to launch Fall 2016 with the current faculty. Film has an existing full-time temporary position that they are hoping to convert to a tenure line, searching for someone in Film and New Media. Additional faculty members (Adjunct, Temporary, and Tenure) will be required as the program grows. We intend to focus long term faculty investments in growth areas and may be able to share appointments (ex. Game Design/Computer Science). While we intend to use enrollment as a guide for determining faculty requests, a request as early as the second year of the program may be warranted. We are using the model that when we have more than 6 sections being taught by adjuncts, a search for a full-time (temporary or tenure) will be required.

We will be requesting FTE release for the program director as is typical. We anticipate a shared FTE to direct the film program and the new media program once a tenured professor is hired in the area of new media.

We are requesting a cage/equipment manager to manage and check-out the equipment. This would be a 0.83 FTE for the academic year. With a shared space, we intend to share this position with Film and Art. In addition, film has work-study students who can also be assigned to cover open labs.

Investments 2016-2017

Equipment Manager \$44,200 - \$19/hour  
 (10 months - annual salary \$34,000 + \$10,200 for benefits)

**10. What marketing resources will be required to start and maintain this new academic initiative?**

- General marketing, as is typical.

**11. What additional library or information technology resources will be required to maintain and support this academic initiative? Signatures of the Director of Library Services and the Division’s Liaison for Computing must be obtained if additional resources will be required.**

We are requesting a flexible space new media lab equipped with 22 work stations, the creative cloud space, a lecture station, and flexible classroom furniture.

An estimate of the lab space, created in consultation with IT, is below.

		Qty	Annual Costs
iMacs on 3-YR Lease (annual cost)	\$377.79	22	\$8,311.45
Creative Cloud Suite	\$300.00	22	\$6,600.00
		<b>TOTAL</b>	<b>\$14,911.45</b>
<b>One-time Costs</b>			
Classroom Tables	281.7	11	\$3,098.70

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**12. Will the new academic initiative require accreditation? If so, by whom, and what are the requirements for accreditation?**

The initiative does not require additional accreditation.

**13. What is the proposed timetable for review and approval of this new academic initiative? What is the effective date and plan for implementation?**

- Review and approval to occur in the 2014-2015 academic year
- Effective date of major is proposed for 2015-2016. Initially, new courses will be on a rotation.
  - Fall 2016
    - NMS Foundations of New Media (offered for the first time)
  - Spring 2017
    - NMS Electronic Literature (offered for the first time)
    - NMS New Media Production (offered for the first time)
  - Spring 2018
    - NMS Keystone (offered for the first time)

	<b>Existing or Transfer Student Two-Year Completion Plan</b>
Year 3	Foundations of New Media Electronic Literature Internet Law Elective or Concentration Class Elective or Concentration Class
Year 4	Elective or Concentration Class Elective or Concentration Class Internship, Practicum, and/or Workshop Advanced Critical Media Studies New Media Keystone

	<b>New Student Four-Year Completion Plan</b>
Year 1	Foundations of New Media Elective or Concentration Class
Year 2	Electronic Literature or Internet Law Elective or Concentration Class

	Elective or Concentration Class
Year 3	Internet Law or Electronic Literature Internship, Practicum, and/or Workshop
Year 4	Elective or Concentration Class Advanced Critical Media Studies New Media Keystone

**14. Who will answer questions about the proposal?**

- Kristen Chamberlain, x1258 , chamberlain@augsborg.edu
- Jenny L. Hanson, x1714, hansonjl@augsborg.edu

**15. Who will be the point of contact for the Enrollment Center and the Registrar's Office?**

- Jenny L. Hanson, x1714, hansonjl@augsborg.edu

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Department Chair or Program Director

6/10/09