Academic and Student Affairs
Consent

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AGENDA ITEM: 6 – C
DATE: July 31 – August 2, 2023

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SUBJECT
New Program Request – DSU – Minor in Video Production

CONTROLLING STATUTE, RULE, OR POLICY
BOR Policy 2:23 – New Programs, Program Modifications, Curricular Requests, and Inactivation/Termination

BACKGROUND / DISCUSSION
Dakota State University (DSU) requests authorization to offer a minor in Video Production. The proposed minor would provide background in digital video production and video editing. It would complement several existing degrees at DSU, such as the BS in Digital Arts & Design, the BS in English, the BS in English for New Media, and the BBA in marketing or management.

IMPACT AND RECOMMENDATION
DSU plans to offer the minor in Video Production on campus. DSU does not request new state resources, and no new courses are required. DSU estimates 6 students enrolled and 3 graduates by the fourth year of the program.

Board office staff recommends approval.

ATTACHMENTS
Attachment I – New Program Request Form: DSU – Minor in Video Production

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DRAFT MOTION 20230731_6-C:
I move to authorize DSU to offer a minor in Video Production, as presented.

SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Baccalaureate Degree Minor

UNIVERSITY:	DSU
TITLE OF PROPOSED MINOR:	**Video Production**
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	**Bachelor of Science.**
EXISTING RELATED MAJORS OR MINORS:	**Digital Arts and Design**
INTENDED DATE OF IMPLEMENTATION:	**Fall 2023**
PROPOSED CIP CODE:	**50.0602**
UNIVERSITY DEPARTMENT:	**College of Arts and Science**
BANNER DEPARTMENT CODE:	**DAS**
UNIVERSITY DIVISION:	**Fine and Applied Arts**
BANNER DIVISION CODE:	**DARTS**

☒ **Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.8, which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

[signature]	4/20/2023
President of the University	Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. **Do you have a major in this field (*place an "X" in the appropriate box*)?**   ☒ *Yes*   ☐ *No*

2. **If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.

BHSU:	*SDCL § 13-59*	*BOR Policy 1:10:4*
DSU:	*SDCL § 13-59*	*BOR Policy 1:10:5*
NSU:	*SDCL § 13-59*	*BOR Policy 1:10:6*
SDSMT:	*SDCL § 13-60*	*BOR Policy 1:10:3*
SDSU:	*SDCL § 13-58*	*BOR Policy 1:10:2*
USD:	*SDCL § 13-57*	*BOR Policy 1:10:1*

Board of Regents Strategic Plan 2014-2020

The Dakota State University statutory mission is provided in SDCL 13-59-2.2:

The primary purpose of Dakota State University in Madison in Lake County is to provide instruction in computer management, computer information systems, electronic data processing and other related undergraduate and graduate programs. The secondary purpose is to offer two-year, one-year and short courses for application and operator training in the areas authorized by this section. This authorization includes the preparation of elementary and secondary teachers with emphasis in computer and information processing.

This minor falls within DSU's mission because it is a technology-based minor, linked to the B.S. in Digital Arts and Design degree program.

3. **What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.**

This minor will provide background in digital video production and video editing and complements existing degree programs at DSU such as B.S. in Digital Arts and Design, B.S. in English, English for New Media, and B.B.A. in marketing or management.

4. **How will the proposed minor benefit students?**

Students will have an opportunity to learn about video production and film editing. These skills are needed in the current workplace environment and would expand employment opportunities.

5. **Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota.** *Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

DSU's video production minor will be positioned to satisfy consistent workforce demand for video production in South Dakota and nationally. According to the [1]BLS.gov and Occupational Outlook Handbook Television, video, and film camera operators and editors expect 132,000 openings in 2021-2031 with a median income of $48,790, with a growing rate of 10% (Faster than average). The number of jobs anticipated in 2021 is 119,900. Employment change in 2021-31 is expected to increase by 12,100 jobs. Job outlooks growth rate is 10% faster than average.

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[1]

BLS outlook
Broadcast, Sound, and Video Technicians
https://www.bls.gov/ooh/media-and-communication/broadcast-and-sound-engineering-technicians.htm#tab-6

6. **Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (*replace "XX" in the table with the appropriate year*).**

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY 24	FY 25	FY 26	FY 27
Students enrolled in the minor (fall)	3	4	5	6
Completions by graduates	0	1	2	3

*Do not include current fiscal year.

7. **What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.**

The Video Production Minor will provide learners with a comprehensive overview of the equipment, concepts and techniques needed to design, and editing skills to effectively produce professional video productions consistent with industry standards. The increasing usage of software and technology in this industry requires students to have the necessary digital skills upon graduation. This minor's curriculum has been created using the industry standards of the Society of Motion Picture and Television Engineers (SMPTE) which is an internationally recognized standards organization and a global society of media professionals, technologists and engineers working together with a mission is to drive the industry forward by setting industry standards, providing relevant education, and fostering an engaged membership community.

8. **Complete the tables below. Explain any exceptions to Board policy requested.**
    Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, <u>including</u> prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit hours (including prerequisites) or new courses, please provide explanation and justification below.

    A. Distribution of Credit Hours

Video Production Minor	Credit Hours	Percent
Requirements in minor	12-15	67%
Electives in minor	6	33%
Total	18-21	100%

    B. Required Courses in the Minor

Prefix	Number	Course Title *(add or delete rows as needed)*	Prerequisites for Course *Include credits for prerequisites in subtotal below.*	Credit Hours	New (yes, no)
DAD	280	Film Editing		3	No
DAD	335	Video Production	DAD 280	3	No

THEA	201	Film Appreciation		3	No
DAD	375	Storyboarding	ART 121*	3-6	No
			Subtotal	12-15	

* Students may take ART 121 to meet system general education requirements for Goal 4. Students who have already completed the Goal 4 requirements will need to complete 21 credits for this minor."

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Prefix	Number	Course Title *(add or delete rows as needed)*	Prerequisites for Course *Include credits for prerequisites in subtotal below.*	Credit Hours	New (yes, no)
Select one of the following:				3	No
ARTH	211	History of World Art I			No
ARTH	212	History of World Art II			No
ARTD	245	History of Graphics			No
THEA	131	Introduction to Acting			No
Select one of the following				3	
DAD	494	Internship			No
DAD	498	Undergraduate Research			No
ARTD	292	Topics			No
			Subtotal	6	

A. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes? *Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.*

Individual Student Outcome (Same as in the text of the proposal)	DAD 280	DAD 335	ART 121, DAD 375	ARTH 211, 212, ARTD 245, THEA 201	THEA 131	DAD 494/498/ ART 292
Collaborate productively to complete a video production	X	X	X			
Create a video production that exemplifies best practices in quality video productions (storytelling, producing, editing)	X	X				X
Create a video production contextually targeted to the audience(s) for which it is intended.			X	X		X

Analyze the relationship between video production and other disciplines.		X			X	

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

10. What instructional approaches and technologies will instructors use to teach courses in the minor? *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Courses will be taught using lectures and hands-on experience in video and computer labs. The university currently has faculty, studio facilities, video, and lighting equipment and the software/hardware needed to support the existing classes for this minor.

11. Delivery Location
Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., USD Community Center for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	*Intended Start Date*
On campus	Yes	**Fall 2023**

	Yes/No	*If Yes, list location(s)*	*Intended Start Date*
Off campus	No		Choose an item. Choose an item.

	Yes/No	*If Yes, identify delivery methods* *Delivery methods are defined in* AAC Guideline 5.5.	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.
Does another BOR institution already have authorization to offer the program online?	No	**If yes, identify institutions:**	

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? *This question responds to HLC definitions for distance delivery.*

	Yes/No	*If Yes, identify delivery methods*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

12. **Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy.** *If not requesting any exceptions, enter "None."*

    No, however, if a student has already fulfilled their Goal #4 gen ed courses and ART 121 was not used, then they may need to take 21 credits for this minor.

13. **Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor.** *Address off-campus or distance delivery separately.*

    No one-time money will be needed for this minor. Courses are all on course rotation with existing faculty.

14. **New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (*place an "X" in the appropriate box*).**

    ☐ YES,
    the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

    ☒ NO,
    the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

15. **Additional Information:** *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*