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| S:\Communications\Logos and photos\SDBORLogos\final_sdbor_webreadyBW_trans.gif | **SOUTH DAKOTA BOARD OF REGENTS**ACADEMIC AFFAIRS FORMS |
| New Specialization |
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| --- | --- |
| **UNIVERSITY:** | **DSU** |
| **TITLE OF PROPOSED SPECIALIZATION:** | **English for New Media Specialization** |
| **NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:** | **B.S. in English** |
| **INTENDED DATE OF IMPLEMENTATION:** | **4/22/2020** |
| **PROPOSED CIP CODE:** | **23.9999** |
| **UNIVERSITY DEPARTMENT:** | **College of Arts and Sciences** |
| **UNIVERSITY DIVISION:** | **English** |

**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.*

|  |  |  |
| --- | --- | --- |
|  |  | 4/22/2020 |
| Institutional Approval Signature*President or Chief Academic Officer of the University* |  | Date |

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1. **Level of the Specialization (*place an “X” in the appropriate box*):**

|  |  |  |
| --- | --- | --- |
| Baccalaureate |[x]  Master’s |[ ]  Doctoral |[ ]

1. **What is the nature/purpose of the proposed specialization?**

The university is proposing to combine English for New Media and English Education majors, take the existing courses and package them into a 26-hour core and two specializations (English for New Media or English Education). The goal of the specialization in English for New Media is to allow students to focus on emerging market on writing and publishing, both in traditional and new media venues. Students will learn to edit many kinds of publications and to use computers to design, create, and analyze many kinds of texts. They will learn the ways in which an organization can reach and motivate its readers and customers. Graduates with this specialization will be able to enter the job market as writers and publishing managers for software companies, newspapers and publishing firms, multimedia outlets and any organization with a public face. They can work in public relations using emerging technologies in communications.

1. **Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.**[[1]](#footnote-1)

This specialization is the current English for New Media program delivered by Dakota State University. Instead of having two different undergraduate English programs, we propose combining the two programs under one umbrella.

1. **List the proposed curriculum for the specialization (including the requirements for completing the major – *highlight courses in the specialization*):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Prefix** | **Number** | **Course Title***(add or delete rows as needed)* | **Credit Hours** | **New****(yes, no)** |
| ENGL  | 383 | Creative Writing, I | 3 | no |
| ENGL  | 332 | The Evolving State: Classical Theatre to New Media | 3 | no |
| ENGL  | 351 | Digital Collection and Curation | 3 | no |
| ENGL  | 375 | Publishing for New Media | 3 | no |
| ENGL | 467 | English Informatics | 3 | no |
| ENGL | 480 | Contemporary Rhetoric | 3 | no |
| ENGL | 490 | Seminar | 3 | no |
| ENGLENGL | 494Or498 | InternshipUndergrad Research/Scholarship | 2 | no |
| MCOM | 161 | Graphic Communication | 3 | no |
| MCOM | 353 | Digital Media Communications | 3 | no |
| Choose 9 credits from the following: (Students must take 3 credits in American Literature I or II and 3 credits in British Literature I or II) | 9 |  |
| ENGL | 211 | World Literature I |  | no |
| ENGL | 212 | World Literature II |  | no |
| ENGL | 221 | British Literature I |  | no |
| ENGL | 222 | British Literature II |  | no |
| ENGL | 241 | American Literature I |  | no |
| ENGL | 242 | American Literature II |  | no |
| Choose 6 credits from the following: (Since content varies, courses may be repeated) | 6 |  |
| ENGL | 333 | Period Studies |  | no |
| ENGL | 343 | Selected Authors |  | no |
| ENGL | 363 | Literary Genre |  | no |
|  |  |  |  |  |
| Total number of hours required for completion of specialization |  | 44 |
| Total number of hours required for completion of major |  | 70 |
| Total number of hours required for completion of degree |  | 120 |

1. **Delivery Location[[2]](#footnote-2)**

**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., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?**

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| --- | --- | --- |
|  | **Yes/No** | ***Intended Start Date*** |
| **On campus** | Yes | **Fall 2018** |

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

|  |  |  |  |
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|  | **Yes/No** | ***If Yes, identify delivery methods[[3]](#footnote-3)*** | ***Intended Start Date*** |
| **Distance Delivery (online/other distance delivery methods)** | No |  |  |

**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? [[4]](#footnote-4)**

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

1. For workforce related information, please 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. [↑](#footnote-ref-1)
2. The Higher Learning Commission (HLC) and Board of Regents policy requires approval for a university to offer programs off-campus and through distance delivery. [↑](#footnote-ref-2)
3. Delivery methods are defined in [AAC Guideline 5.5](https://www.sdbor.edu/administrative-offices/academics/academic-affairs-guidelines/Documents/5_Guidelines/5_5_Guideline.pdf). [↑](#footnote-ref-3)
4. This question responds to HLC definitions for distance delivery. [↑](#footnote-ref-4)