

## Divisional Strategic Planning Brief – Communications Department

### Campus Outcome:

Develop and design strategic campus curriculum including associate degree programs, pre--majors, certificates and courses to align with community, student and workforce needs, including exploration of bachelor's degrees

### Department Outcome:

Collaborate with School of Arts & Entertainment to launch New Media Communication A.S. degree

## BACKGROUND & DESCRIPTION

We have known for some time that the way media is consumed and produced is rapidly converging and that we needed a pathway for students to acquire the skills they need to compete in the business/communication/journalism markets. Consequently, the Dean of the School of Arts & Entertainment, Wendy Givoglu, under the guidance of East & Winter Park Campuses President, Dr. Stacey Johnson, began pursuing a degree opportunity in 2014. Meanwhile, after seeing increasing demand for existing Mass Communication and Journalism courses, Dean of Communications, Linda Neal, worked with faculty members Liza Schellpfeffer, Courtney Lewis, Edie Gaythwaite and Rebecca Newman to update and create courses they believed were missing in their division's curriculum, such as Introduction to Public Relations, Writing for Social Media, and Media Production I, II & III.

Ultimately, the decision was made to develop an A.S. degree to meet the future growth of social media jobs in Central Florida, so Kristy Pennino and Rob McCaffrey, faculty leaders from the School of Arts & Entertainment, and Courtney Lewis, faculty leader from the Communications Division, along with Lesena Jones from Career & Workforce Education, led a series of collaborative meetings developing the curriculum for a New Media Communication A.S. degree from October 2017 through January 2018; the degree and related new curriculum was approved by the college curriculum committee in February 2018.

The degree prepares students to work as Social Media Strategists, New Media Coordinators, Social Media Content Developers, and serve in a variety of entry-level media communication

roles in the creative, marketing, journalism, and communication industries. Students are provided with theoretical and classroom experience which closely parallels on-the-job activities in the social media industry, as well as many others. In addition, students are able to earn an 18 credit Social Media Communication Support technical certificate while working towards the degree.

The degree resides in the Communications Divisions because it contains many Mass Communication, Journalism and Public Relations courses, and because the Communications Division did not have responsibility over any other A.S. degrees; nonetheless, the two divisions continue to examine the curriculum collaboratively. The degree launched in fall 2018.

## INTERVENTION

Professor of Speech and Mass Communication, Courtney Lewis was chosen as the Program Chair for the New Media Communication A.S. degree, and he worked closely with *Valencia Voice* advisors Rob McCaffrey (SAE) and Rebecca Newman (COM) to launch the new degree program through the following steps:

- Complete curriculum development for four new courses
  - MMC 2122 – Media Convergence
  - MMC 2212 – Communication Law and Ethics
  - MMC 2450 – Data Literacy for Communicators
  - MMC 2126C – Radio and Podcasting
- Implement marketing plan
  - Email campaign – used Mail Chimp to email students who had completed three of four core classes
  - Social media accounts – created social media accounts for Twitter, Facebook, Instagram, LinkedIn, and YouTube
  - Facebook Ads, Insta-Stories
  - Brochures and Banners – worked with Valencia Marketing and Workforce departments to design a single sheet flyer and pull up banner to use at recruiting events
  - Events Calendar – established a calendar of dates for year one:
    1. Communications Tabling Event, September 13, 2018 – A.S. program, Valencia Voice, Debate Team set up a table in building 5 to disseminate information about programs.
    2. A.S. Kickoff Event, October 3, 2018 – Hosted an evening event for faculty, staff and students to promote the new A.S. degree. The keynote was given by WKMG anchor, Matt Austin. T-shirts, pens, phone wallets were given away.
    3. Career Con, September 20, 2018 – Offered breakout Information session and table at the event. Contact was made with several potential students with two back-to-back sessions.
    4. OCPS Career Technical Expo Camps, February 1, 2019 – Anatomy of a Meme Workshop.

5. Orlando City Soccer Speaker, Ryan Martinez, February 5, 2019 – Social Media Manager conducted social media workshop for faculty and students.
  6. Meta-Majors Fair, February 26, 2019
  7. Valencia AS Programs Open House, April 18, 2019
- Develop Advisory Council:
    - First meeting was held April 5th; chairperson elected
    - Second meeting will be held July 26th.
  - Assess enrollment in certificate and degree program
  - Advise faculty from other Valencia campuses in preparation for adding the degree to their programs

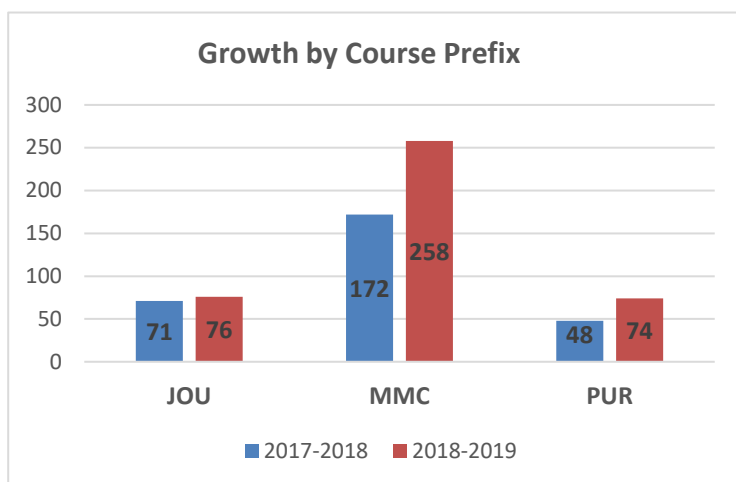
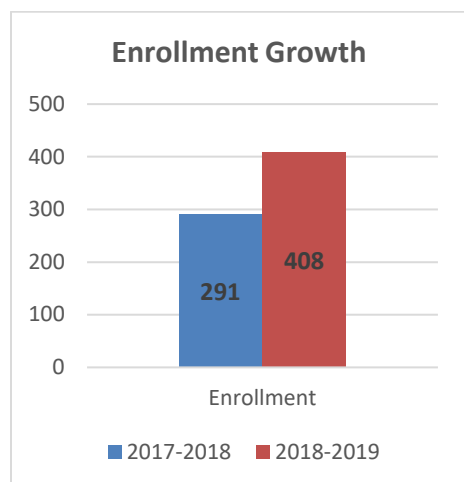
## STRATEGIC RESULTS

Communications faculty, in conjunction with SAE faculty, developed curriculum for four new courses included in the New Media Communication A.S. degree. All four courses were offered this year:

- MMC 2122 – Media Convergence (fall 2018 & spring 2019)
- MMC 2212 – Communication Law and Ethics (spring 2019)
- MMC 2450 – Data Literacy for Communicators (spring 2019)
- MMC 2126C – Radio Podcasting (spring 2019)

### Enrollment:

- 36 students are enrolled in the New Media Communication degree program.
- 7 students completed the Social Media Communication Support technical certificate.
- JOU/MMC/PUR Course enrollment increased from 291 students in 2017-2018 to 412 students in 2018-2019.



### Radio Podcasting:

Originally offered for three semesters as a combined JOU/DIG/MUM2930, Radio Podcasting, MMC2126C was approved by the CCC in fall 2018; this is the first podcasting course designed

for A.A. and A.S. students in the state of Florida. Projects created in this class include the weekly [Valencia Voice News Minute](#) podcast and interviews of visiting authors.

In addition, Linda Freeman, Professor of Psychology and Kate O'Neal, Professor of Speech teamed up to launch a one hour educational talk radio show on Thursday nights talking about interpersonal/life issues and taking questions online; they produced 17 shows to date. Other faculty around the campus are also discussing podcasting ideas for next year.

### **Student Successes**

The program has already produced collaboration with major community partners such as Orlando City Soccer Club to form the Orlando City Social Media Ambassador program. This ambassador program is a preamble to paid internship opportunities for Valencia students. In addition, several students were awarded future opportunities based on their work in the courses:

- JOU1100 student, Nelly Ontiveros, was selected as one of the seven Central Florida mentees for the Next Generation [Pop-Up Digital Journalism training program](#) at WMFE later this April.
- Former radio/podcasting student, Ellis Munoz, was also selected as the audio-engineer apprentice.
- After submitting his interview with one of our visiting authors, Jay Serrano was selected as a finalist in the [WMFE Next Generation Radio Project](#).

### **Program Growth**

- We collaborated with the Executive Dean of the Downtown Campus, Eugene Jones to schedule the requested face-to-face courses on the downtown campus since the degree will be offered there in fall 2019.
- A second A.S. degree currently being offered by the School of Arts and Entertainment, Mobile Journalism, along with the related technical certificates, has been moved to a track within the New Media Communication degree as of fall 2019.
- We have begun talking with the Business Division to develop a certificate which includes some of the courses previously developed for this degree while other courses have already been accepted as electives within the Paralegal degree.
- The team received the Valencia College 2019 Innovation of the Year Award.

### **REFLECTION**

This program prepares students for jobs that did not exist ten years ago and will meet the needs of industry partners and community organizations by providing a workforce that understands the intersection of media and messaging. Consequently, although we have made connections with significant community partners, there is much more work to be done in this area.

Since this is the first A.S. degree offered by the Communications Division, we have sometimes been overwhelmed by all that we have needed to learn and still do not know how much we do

not know about the requirements of offering an A.S. degree. In addition, although we made some initial request for Perkins funds, we have already realized there were other items we didn't know we would need and therefore did not consider in the budget proposal. We've also had to learn about program assessment and how to ensure the integrity of a program when the courses/program are offered on additional campuses. In short, we have much to learn from our partners in the School of Arts & Entertainment.

Meanwhile we will be reviewing the curriculum and making changes as needed. For example, we have already changed JOU1100 to JOU2100C so it better aligns with UCF, and we agreed to substitute a new math course to align with the math pathways curriculum changes and the UCF Journalism B.A.

#### **NEXT STEPS:**

In addition to increasing our connection to potential community partners for the advisory board and internship opportunities for students in the degree program, we will be looking for an opportunity to develop a pathway into the degree program for students at an area high school; we will also offer the #NewsCamp next summer.

As we expand the degree program by incorporating the Mobile Journalism track and related technical certificates, we will review and revise the Mobile Journalism program coursework and develop additional courses as needed; for example, we may develop an advanced Journalism course where students will be creating feature stories. We will also be developing the lab curriculum for JOU2100C and MMC2126C, reviewing the best way to offer media production courses JOU1030L, JOU1031L & JOU1032L, and hiring more part-time faculty with industry experience. Finally, we will investigate additional technical certificate opportunities, including a TC in Mobile Journalism itself and another with the Business Division.