New Instructional Program Proposal

Phase 1 - Planning

Discipline: AMBA **Title:** Social Media Content: Certificate of Achievement

Award Type: ☐ AA/AS Degree ☐ AA-T/AS-T ☐ Cert. of Achieve (18+) ☑ Cert. of Achieve. (12-17) ☐ Cert. of Prof. ☐ Cert. of Comp.

Program Goal: ☐ Transfer Only ☑ CTE/Transfer ☐ Career Tech. Only ☐ Other (Local Need) ☐ Community Ed.

T.O.P Code (CB03) Click for TOP Codes T.O.P. Code 0602.00

SAM Code (CB09) ☐ E=Non-Occupational ☐ D=Possible Occupational ☑ C=Occupational ☐ B=Advance Occupational ☐ A=Apprenticeship

Justification/ Evidence of Need This is a growing industry with companies beyond journalism needing students who have these writing and technology skills to help promote their businesses and programs

How does this program meet the mission of the district? This certificate will help students gain success by training them on cutting edge technology and industry. This certificate gives them the tools to help them get promoted within their

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Description: In a world of a never-ending Twitter feed, this Certificate of Achievement helps students learn how to get themselves re-tweeted. Quality writing is the key to effective social media use and this series of courses will help

Courses (*List courses*): **Existing:** Certificate of Achievement in Social Media Content COMM100 **New:** None

Faculty: **Existing:** 2 **New (FTEF):** 0 **Special Minimum Quals:** None

Staff **Existing:** 0 **New (FTE):** 0 **Titles:** _____

Enrollment: **Expected:** 42 **FTES:** 20

Overlap (District): **Departments:** None

Outcome of Overlap Discussion: NA

Similar Programs in our Area: None. All national online programs. **Colleges where overlap may exist:** NA **Program Name:** NA

Requirements: **Classroom:** ☑ Lecture ☐ Lab **Space:** H105

IT **Computers Macs/PCs** MAC Software 0 Other Equipment ☐ Yes ☑ No

Outside Accreditation: _____ **Licensure:** _____ **CTE Regional Approval:** ☐ Yes ☑ No

Is this a General Education Program? (51% or more courses transfer) ☐ Yes ☑ No **Is this a Transfer Program?** ☐ Yes ☑ No

Funding: **General Fund:** 0 **Grant (Name):** 0 **Length of Grant:** 0

Resources: **Startup Costs:** 0 **Ongoing:** 0 **Service/Maintenance Agreements:** 0

Post Grant Funding Plans:

Phase 2 - Validity, Cost, Mission

Comments required *(Indicate support or potential problems/recommendations. Overlap should be considered.)*

Faculty (Originator) Erin Hiro

Dept. Chair

Articulation Officer

Dean

Instruct. Svcs. Rep

Overlap: ☐ Yes ☐ No

Recommendation: ☐ Move to IPC ☐ Return ☐ Not Viable at this Time

Phase 3 - Instructional Planning Council

The program addresses the District's global instructional and enrollment management needs: ☐ Yes ☐ No

The District has the resources to initiate and sustain the program: ☐ Yes ☐ No

Outside Funding and/or Institutionalization of Program's Budget into General Fund (Sustainability)

Feedback/Comments

Recommendation: ☐ Build in Curricunet ☐ Return **Reason**

Phase 4 - Curricunet Input and Pre--Launch

Curricunet --->Regional Dean Consortium (CTE only) --->Curriculum Committee --->Faculty Senate --->Governing Board --->Chancellor's Office