

Program Information Report

**Broadcast, Communication, Visual, Digital & Fine Arts**

**Broadcast Media Arts (CTBCAC)  
Certificate**

**Program Effective Term: Fall 2019**

**High Wage Occupation**

The Broadcast Media Arts certificate gives students training in the realm of radio, including live production, editing, vocal delivery and scriptwriting. These skills set the groundwork for a career in radio and highlight training for other fields including voice-over work, broadcast journalism, public relations, marketing and promotions, advertising and media production. This certificate prepares students who are career-track minded and looking to go directly into the field, along with those who are planning to complete further studies.

<b>Major/Area Requirements</b>		<b>(12 credits)</b>
COM 150	Introduction to Radio Production	3
COM 155	Scriptwriting for Broadcast Arts	3
COM 160	Voice and Articulation	3
COM 170	Advanced Radio Production	3

**Minimum Credits Required for the Program: 12**

**PROGRAM PROPOSAL FORM**

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<p><b>Program Name:</b></p> <p><b>Division and Department:</b></p> <p><b>Type of Award:</b></p> <p><b>Effective Term/Year:</b></p> <p><b>Initiator:</b></p>	<p><u>Broadcast Media Arts</u></p> <p><u>Arts and Sciences/Humanities</u></p> <p> <input type="checkbox"/> AA   <input type="checkbox"/> AS   <input type="checkbox"/> AAS  <input checked="" type="checkbox"/> Cert.   <input type="checkbox"/> Adv. Cert.   <input type="checkbox"/> Post-Assoc. Cert.   <input type="checkbox"/> Cert. of Comp.         </p> <p><u>Fall 2019</u></p> <p><u>Dena Blair</u></p>	<p><b>Program Code:</b></p> <p style="font-size: 1.2em; color: blue;">CTBCAC</p> <p><b>CIP Code:</b></p> <p style="font-size: 1.2em; color: blue;">09.0402</p>
<p><b>Program Features</b>            Program's purpose and its goals.            Criteria for entry into the program, along with projected enrollment figures.            Connection to other WCC programs, as well as accrediting agencies or professional organizations.            Special features of the program.</p>	<p>The reasoning behind the creation of a certificate within Broadcast Media Arts has come about from insights gained through my winter 2018 sabbatical work. After interviewing several radio professionals, it became clear that there was a specific population of potential new hires that could use additional core training in the industry. Offering a certificate option for a currently-employed or career-changing professional will give an individual specific radio training, with documented certification at the end. This certification could give those potential radio employees a leg-up on other applicants, based on the strong writing, verbal and hands-on technical skills highlighted within the proposed course offerings within the certificate.</p> <p>The certificate would be embedded in Broadcast Media Arts program AA offering (four of the core courses make up the certificate). All students that are AABCA majors would be eligible to earn this certification.</p> <p>The Broadcast Media Arts program has been reviewed by the Michigan Association of Broadcasters (MAB) and, based on its merit, has been added to its scholarship recipient program. Adding in certificate with the program would allow additional students the opportunity to earn scholarship money from the MAB.</p>	
<p><b>Need</b>            Need for the program with evidence to support the stated need.</p>	<p>Based on the results of my sabbatical report, an overwhelming number of industry experts ranked the skill sets of writing, vocal communication skills, and hands-on technical skills a four or higher, on a five-point scale. An individual could have a degree in another field and still be eligible to work in radio, as long as these basic skill sets are met. Offering a certificate in Broadcast Media Arts will allow this population to be ready to make a career change, with just a few core courses.</p>	



Effectively read a script for an on-air production.	COM 160 Commercial Activity	Winter 2021	All sections	All students
Showcase hands-on technical skills through the conception and completion of an on-air production.	COM 170 Production Activity	Winter 2021	All sections	All students

**Scoring and analysis plan:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

Students will be scored and evaluated based on a department developed rubric for COM 160 Commercial Activity and the COM 170 Production Activity.

2. Indicate the standard of success to be used for this assessment.

70% of students will score 70% or higher for each of the outcomes listed above.

3. Indicate who will score and analyze the data.

Instructors within the department will analyze and score the rubrics for each outcome.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Allison Fournier	<i>Allison Fournier</i>	10/25/18
Dean	Kristin Grod	<i>Kristin Grod</i>	10/30/18
Curriculum Committee Chair	Lisa Veasey	<i>Lisa Veasey</i>	11/20/18
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Kimberly Huns	<i>Kimberly Huns</i>	11/20/18
President	Rose Bellanca	<i>Rose Bellanca</i>	1/3/19
Board Approval			3/26/19

*logged 2/5/19 px*