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.

Program Name:	Social Media Management	**Program Code:**
Division and Department:	Business & Computer Technologies Business Department	**CTSMM**
Type of Award:	☐ AA ☐ AS ☐ AAS ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	**CIP Code:**
Effective Term/Year:	Fall 2024	52.0299
Initiator:	Anthony Terry	

Program Features 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.	The program aims to equip individuals with the necessary skills and knowledge to effectively use social media platforms for business or personal growth. Here are common features you might find in such a certificate program: Curriculum and Coursework: Core courses covering social media strategy, content creation, analytics, advertising, and community management. Elective courses allowing participants to focus on specific platforms (e.g., Facebook, X (formally known as Twitter), Instagram) or aspects of social media (e.g., influencer marketing, social media ethics). Practical Assignments and Projects: Hands-on projects and assignments that give participants real-world experience in creating and implementing social media strategies. Case studies based on successful and unsuccessful social media campaigns to analyze and learn from. Industry Expertise: Guest lectures or workshops by industry professionals and experts who share insights and best practices in the field of social media. Mentorship opportunities where participants can interact with experienced professionals and seek guidance. Workshops and Training Sessions: Practical workshops covering tools and software commonly used in social media management (e.g., Hootsuite, Buffer, Google Analytics). Training on effective social media copy, creating engaging visuals, and optimizing content for various platforms. Networking Opportunities: Networking events, seminars, or webinars where participants can connect with fellow learners, instructors, and industry professionals. Access to alumni networks or online communities for ongoing support and collaboration.

	Certification and Assessments: Evaluations and assessments to gauge participants' understanding and application of social media concepts. Awarding of a certificate upon successful completion of the program, demonstrating proficiency in social media management which will enhance a student's resume. Access to Resources: Access to a repository of resources, including reading materials, videos, and guides related to social media marketing and management. Program will be developed using OER materials. Online platforms for discussion, collaboration, and sharing resources with other participants. Flexible Learning Options: Flexibility in terms of delivery, allowing participants to choose between in-person classes or online courses. Career Development Support: Job placement assistance, resume workshops, and interview preparation to help participants transition into careers related to social media. These features collectively aim to provide participants with a comprehensive understanding of social media platforms, strategies, and tactics, enabling them to excel in the dynamic and evolving field of social media management. Admission criteria: BMG 204 requires Math Level 2 or higher.
Need Need for the program with evidence to support the stated need.	Creating a social media management certificate program at a community college can have several important rationales: Skill Development and Employability: Social media skills are in high demand across various industries. Providing a certificate program can equip students with the necessary skills to effectively manage and utilize social media platforms for business, marketing, communication, and more. This enhances their employability and prepares them for careers in an increasingly digital world. Industry Relevance and Alignment: Many businesses and organizations use social media as a key component of their marketing and communication strategies. By aligning the curriculum with industry needs and trends, the certificate program ensures that students are learning relevant skills that directly translate into job opportunities. Meet the Needs of Small Businesses and Entrepreneurs: Small businesses and entrepreneurs often lack the resources to hire dedicated social media professionals. A community college social media certificate program can help address this gap by training individuals to effectively manage social media for small businesses, enabling them to compete in the digital marketplace. Support for Non-Profit Organizations and Community Groups: Non-profit organizations and community groups can benefit from social media to raise awareness, fundraise, and connect with their target audience. Training individuals to manage social media for such organizations helps in amplifying their mission and impact. Digital Literacy Enhancement: Social media is an integral part of modern communication and information dissemination. Offering a certificate program promotes digital literacy and helps students understand the ethical, legal, and responsible use of social media, fostering a well-rounded and informed online presence. Pathway to Further Education:

The certificate program can serve as a stepping stone for students who want to pursue higher education in related fields like marketing, communications, public relations, or digital media. It provides a foundation and a clearer understanding of whether they want to pursue a more specialized degree.

Address Rapidly Evolving Technology:
Social media platforms and technologies are constantly evolving. A certificate program can be more flexible and quickly adapt to these changes compared to traditional degree programs, ensuring that students are learning the most current and relevant skills.

Community Engagement and Branding:
By offering a social media management certificate, the community college can showcase its commitment to staying relevant and meeting the needs of the community and local businesses. It enhances the college's reputation as a hub for practical and modern education.

Customized Curriculum and Hands-On Learning:
This certificate program allows for a focused curriculum designed to provide hands-on, practical training in social media management, analytics, content creation, and strategy development. This approach ensures that graduates are job-ready and can immediately contribute to the workforce.

Overall, creating a social media management certificate program at a community college helps meet the demands of a digital age, support local businesses and non-profits, and provide students with valuable skills for today's job market.

Program Outcomes/Assessment	Outcomes	Assessment method
State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	1. Develop a basic understanding of various social media platforms and their unique features. 2. Develop a comprehensive social media strategy tailored to specific business or organizational objectives. 3. Identify and define key social media metrics such as engagement rate, reach, impressions, sentiment, and virality, and apply them to measure the effectiveness of social media campaigns.	1. **Outcome-related project** 2. **Outcome-related project** 3. **Outcome-related project**

Curriculum	
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list. Associate degree programs must provide a semester by semester program layout.	**BMG 202: Social Media Storytelling – 3 credits** **BMG 203: Social Media Management – 3 credits** **BMG 204: Social Media Analytics – 3 credits** **Three courses within the certificate program will also nest within the Management degree with entrepreneurship and innovation concentration.**

Budget		START-UP COSTS	ONGOING COSTS	
Specify program costs in the following areas, per academic year:	Faculty	$ 0 .	$ 0 .	
	Training/Travel	.	.	
	Materials/Resources	.	.	
	Facilities/Equipment	.	.	
	Other	.	.	
	TOTALS:	$.	$.	

Program Description for Catalog and Web site	The Social Media Management Certificate program provides an immersive and focused curriculum aimed at preparing individuals for a dynamic and rapidly evolving digital landscape. In this comprehensive program, students delve into the strategic and tactical aspects of social media management, gaining essential skills required to excel in the realm of online communication, branding, and marketing.
Program Information	**Accreditation/Licensure -** **Advisors – Anthony Terry** **Advisory Committee -** Existing Business Advisory Committee **Admission requirements -** **Articulation agreements -** In Development **Continuing eligibility requirements - None**

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Develop a basic understanding of various social media platforms and their unique features.	Outcome-related project	Fall 2025	BMG 202	All
2. Develop a comprehensive social media strategy tailored to specific business or organizational objectives.	Outcome-related project	Fall 2025	BMG 203	All
3. Identify and define key social media metrics such as engagement rate, reach, impressions, sentiment, and virality, and apply them to measure the effectiveness of social media campaigns.	Outcome-related project	Fall 2025	BMG 204	All

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.
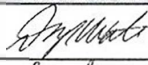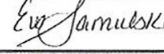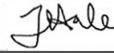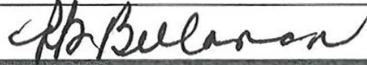
    Projects will be scored using a departmentally-developed rubric.

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

    70% of the students will score 70% or higher on the outcome-related questions and activities.

3. Indicate who will score and analyze the data.

    Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	*[signature]*	10/10/23
Dean	Eva Samulski	*[signature]*	10/10/23
Please return completed form to the Office of Curriculum and Assessment (SC 257) or by email to curriculum.assessment@wccnet.edu. **Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.**			
Curriculum Committee Chair	Randy Van Wagnen	*RVanWagnen*	1-7-24
Assessment Committee Chair	Jessica Hale	*[signature]*	1/8/24
Vice President for Instruction ☑ Approved for Development ☐ Final Approval	Brandon Tucker	*[signature]*	1/10/2024
President	Rose Bellanca	*[signature]*	1/16/2
Board Approval			2/27/24

Reviewed by C&A committees 11/30/23