

UNIVERSITY OF HAWAI'I
CODE REQUEST FORM FOR ACADEMIC PROGRAM CODES

REQUESTOR CONTACT INFORMATION	
Date: June 5, 2013	Effective term of request (Semester-Year): Fall 2013
Name: Ron Umehira	Title: Dean of Career & Technical Education
Campus: Leeward Community College	Office/Department: Office of the Vice Chancellor of Academic Affairs
Phone: 808-455-0321	Email: umehira@hawaii.edu

1. PROGRAM CODE, MAJOR CODE, CONCENTRATION CODE		Banner forms: SMAPRLE, SOACURR, STVMAJR	
Institution: Leeward CC (LEE)	College: Instructional	Department: Digital Media	
<input checked="" type="checkbox"/> New program code <input type="checkbox"/> Change/replace existing program code:			
Level: <input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/> First-Professional <input type="checkbox"/> Post-Baccalaureate <input type="checkbox"/> Other:			
Degree:		Certificate: CA Certificate of Achievement	
If requesting an existing Major code and/or Concentration code in Banner:			
Existing Major: DMED	Digital Media Production	Existing Concentration:	
<small>Code</small>	<small>Description</small>	<small>Code</small>	<small>Description</small>
If requesting a new <input type="checkbox"/> Major code or <input type="checkbox"/> Concentration code that does not exist in Banner:			
New Code [4 char/space limit]:		Description [30 char/space limit]:	
If a similar major/concentration code exists in Banner, please list the code:			
Is this major/concentration code being used the same way at other UH campuses?			
Is 50% or greater of the classes in this program offered at a location other than the Home Campus? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
<small>(Please consult your Financial Aid Officer on Program Participation Agreement impact)</small>			
Is this program/major/certificate financial aid eligible? <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No <small>(Financial Aid Officer consultation required for all new program codes)</small>			
Should this program be available for applicants to select as their planned course of study on the online application? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<small>(If yes, students may select the code as their <u>only</u> program of study.)</small>			

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Replacing or eliminating an existing program code:

If replacing an existing program code, are current students "grandfathered" under the old code? Yes No

Should the old program code be available for use in Banner? Yes No

Will the old program code be available for:	Banner Module	Yes	No	Ending Term (Semester-Year)
	Online Application	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Recruitment	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Admissions	<input type="checkbox"/>	<input type="checkbox"/>	_____
	General Student	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Academic History	<input type="checkbox"/>	<input type="checkbox"/>	_____

2. CERTIFICATES ONLY:

Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)? Yes No
(Please consult your Financial Aid Officer or see: <http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html>)

For new certificates approved by the Chancellor, the related BOR authorized academic program is:

3. NEW CAMPUS, COLLEGE, DIVISION, OR DEPARTMENT CODE		Banner forms: STVCAMP, STV_COLL, STVDIVS, STVDEPT
Campus code [3 char]:	Campus description [30 char/space limit]:	
College code [2 char]:	College description [30 char/space limit]:	
Division code [4 char/space limit]:	Division description [30 char/space limit]:	
Department code [4 char/space limit]:	Department description [30 char/space limit]:	

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4. NEW COURSE SUBJECT CODE (Subject Alpha)		Banner form: STVSUBJ
College:	Department:	
Subject code [4 char/space limit]:	Subject description [30 char/space limit]:	



5. NEW MINOR (Minor codes are listed on the Major code table)		Banner form: STVMAJR
Minor Code [4 char/space limit]:	Minor Description [30 char/space limit]:	

Please briefly describe your request and explain why you are requesting the code(s):

Request to create a new banner code for the Certificate of Achievement in Digital Media Production. The AS in Digital Media is financial aid eligible, but the new CA in Digital Media Production has not yet been submitted to USDOE for approval but will soon be.

SUPPORTING DOCUMENTATION
<p>Please see the Code Request Guide for the required supporting documents to be submitted. Documents submitted with this form:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Board of Regents meeting minutes and supporting documents provided to the BOR <input type="checkbox"/> Memo from UH President <input checked="" type="checkbox"/> Memo from Chancellor <input checked="" type="checkbox"/> Curriculum (required for requests for new programs/majors/minors/certificates) <input type="checkbox"/> Gainful Employment Program notification to the US Department of Education <input type="checkbox"/> Other: _____

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CAMPUS VERIFICATION		
Requestor Signature <u> <i>Pat Unehira</i> </u>	Date <u> June 5, 2013 </u>	
Registrar (If different from Requestor)		
Grant Helgeson _____	 _____	June 5, 2013 _____
Print name	Signature	Date
Email/memo in lieu of Registrar's signature may be attached		
Financial Aid Officer (Financial Aid Officer consultation required for all new program codes)		
Aileen Lum-Akana _____	 _____	June 5, 2013 _____
Print name	Signature	Date
Email/memo in lieu of Financial Aid Officer's signature may be attached		
For Community Colleges, verification of consultation with OVPCC Academic Affairs:		
Suzette Robinson _____	_____	June 7, 2013 _____
Print name	Signature	Date
Email/memo in lieu of signature may be attached		

Send completed form and supporting documentation to:

Institutional Research and Analysis Office (IRAO)
 1633 Bachman Place Email: iro-mail@lists.hawaii.edu
 Sinclair Annex 2, Room 4 Fax: 808-956-9870
 Honolulu, HI 96822 Phone: 808-956-7532

After all required forms and supporting documents have been submitted, please allow at least two weeks for processing by IRAO and Banner Central.

FOR INTERNAL USE ONLY	Date form/docs received:
Program code [12]:	Program Description [30]:
CIP code [6]:	CIP description [30]:




UNIVERSITY of HAWAII
LEEWARD
COMMUNITY COLLEGE

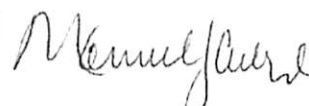
Office of the Chancellor

February 11, 2013

MEMORANDUM

TO: Linda Johnsrud
Office of the Executive Vice President for Academic Affairs/Provost

VIA: Michael Pecsok 
Vice Chancellor for Academic Affairs

FROM: Manuel J. Cabral 
Chancellor

SUBJECT: Curriculum Approval

I have approved the following new certificates on 2/6/13. These certificates are effective Fall 2013.
The approvals can be found at: <http://curriculumcentral.its.hawaii.edu:8080/central/core.cas.jsp>

Academic Subject Certificate (ASC) – Global Studies
Certificate of Achievement (CA) – Digital Media Production
Certificate of Competence (CCP) – Database Support
Certificate of Competence (CCP) – Information Security
Certificate of Competence (CCP) – Mobile Developer
Certificate of Competence (CCP) – Network Support
Certificate of Competence (CCP) – Software Developer

c Division Chairs
James Goodman
Ron Umehira
Della Anderson
Nancy Buchanan
Alicia Brown
Candy Hochstein
Michael Lane
Pearl Imada-Iboshi

96-045 Ala 'Ike
Pearl City, Hawai'i 96782-3393
Telephone: (808) 455-0215
Fax: (808) 455-0641

An Equal Opportunity/Affirmative Action Institution

Leeward Community College

Degree:	Certificate of Achievement
Division:	Professional Arts and Technology
Title:	Digital Media Production
Description:	The Certificate of Achievement in Digital Media Production is designed to provide the student with entry-level skills or job upgrading for positions under direct supervision in Multi-Media and Web Development. Student must earn a GPA of 2.0 or better for all courses required in this certificate.
Effective Date:	Fall 2013

1. Are the program outcomes appropriate functions of the college and University? (Relationship to University and campus mission and development plans, evidence of continuing need for the program, projections of career opportunities for graduates, etc.)

The Certificate of Achievement in Digital Media Production supports the Mission of Leeward Community College (2012/2013 College Catalog) in the following areas:

Vision: Leeward Community College is a learning-centered institution committed to student achievement.

Mission: At Leeward Community College, we work together to nurture and inspire all students. We help them attain their goals through high-quality liberal arts and career and technical education. We foster students to become responsible global citizens locally, nationally, and internationally. We advance the educational goals of all students with a special commitment to Native Hawaiians.

These core values shape Leeward Community College's mission:

Community: We value cooperation, collaboration, social responsibility, and concern for others as crucial elements in building a sense of community inside and outside of the institution.

Diversity and respect: We value individual differences and the contributions they bring to the learning process. We believe that our students are enriched through a diverse intellectual and social environment, where learning occurs through exposure to world cultures, and through interaction with peoples of diverse experiences, beliefs, and perspectives.

Integrity: We value personal and institutional integrity by fostering a culture of continuous improvement to open pathways to student success. We hold ourselves accountable for providing a high-quality academic experience.

Open access: We value all students. We seek to meet their needs, as well as those of the community, by offering a diversity of courses, degree and certificate programs, and training opportunities, through traditional and distance education modes of delivery.

The program supports the development of Hawaii's Educational Capital in the UHCC's Strategic Plan, 2008-2015 to:

- Increase the educational capital of the state by increasing the participation and completion of students.
- Address critical workforce shortages and prepare students for effective engagement and leadership in a global environment.

According to the Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, there is a projected growth rate on job openings between 2010 and 2020 of 3% to 9% in Multi-Media Artists and Animators and 20% to 28% in Web Developer.

<http://www.onetonline.org/find/quick?s=web+Developer>

2. What are the outcomes of the program? (outcomes should be stated in terms of meeting student, community or State needs. Also includes Program Learning Outcomes.)

The overall objective of the Certificate of Achievement in Digital Media Production is to prepare students for entry-level jobs in Digital Media.

Upon completion of the certificate, the student will be able to:

1. Apply critical thinking and aesthetic judgments in creating collaborative Digital Media projects.
 2. Demonstrate proficient-level skills in design software necessary to gain entry-level employment in Digital Media.
 3. Communicate clearly, concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.
 4. Compile a portfolio of projects at the conclusion of the Certificate of Achievement program.
- 3. How is the program organized to meet its outcomes? (Description of curriculum organization, requirements, admission policies, advising and counseling, and other aspects of the program, with reference to its outcomes.)**

The program consists of general education courses, including oral and written communications, as well as courses in Arts and Digital Media to provide a basic foundation for entry-level jobs in Multi-Media and Web Development. Admission and counseling are consistent with other programs at the college. There are no special admission requirements.

Requirements (30 credits):

Course Alpha	Course Title	Credits
ART 112	Digital Art	3
DMED 150	Film Analysis and Storytelling	3
DMED 140	Principles of Animation	3
ENG 100 or higher	Composition I	3
MATH 100 or higher	Survey of Mathematics	3
or		
PHIL 110	Introduction to Logic	3
ART 113D	Introduction to Computer Drawing	3
DMED 121	NetPrep Web Site Design	3
ART 107D	Introduction to Digital Photography	3
DMED 131	Introduction to Digital Video	3
DMED 200	Electronic Portfolio	3
	Total Credits	30

- 4. Who will enroll in the program? (Special target groups, if any; number of majors expected by year for first five years; expected service to non-majors; evidence of student interest.)**

Special target groups: The target group is students who are interested in entry-level skills or job upgrading in Digital Media technology.

Number of majors expected by year for the first five years: According to the University of Hawaii Community Colleges Annual Report of Instructional Program Data, the Associate in Science in Digital Media Production has 153 majors in academic year 2011-2012. Based on this data, we should have at least 80 majors per year for the Certificate of Achievement in Digital Media Production.

Expected service to non-majors: This program is useful to non-majors who would like to supplement their major with entry-level Digital Media skills.

Evidence of student interest: According to the Second Decade Project, 2012 Analysis which examined the higher education needs of the state for the next decade, the highest need in the

state for post-secondary education is on the Leeward Coast. This area of Oahu contains 30% of the island's population and is expected to have a high population growth rate. This degree will serve the needs of Leeward Coast students interested in entry-level Digital Media skills.

<http://www.hawaii.edu/offices/app/seconddecade/>

- 5. What resources are required for program implementation and first five-year cycle operation? (Number, source, and cost of faculty; library requirements; support personnel; estimated cost of supplies, equipment and CIP; facilities to be utilized; total funds required for program implementation and operation; expected source of funds, including sources of reallocated funds.)**

The program can be done with the use of existing resources. No new classes need to be offered. All courses within the program are presently offered by the DMED and DART disciplines.

- 6. How efficient will the program be? (Compare anticipated cost per SSH, cost per major, SSH/faculty, average class size or other quantitative measures with other programs in the college and similar programs on other UH campuses.)**

The availability of this certificate will provide an additional incentive for DMED students who want to eventually earn an AS degree in Digital Media Production. The high level of student interest in the certificate is likely to increase enrollment in the courses included in the certificate. Thus, this program should improve the fill rate and the efficiency of these courses.

- 7. How will effectiveness of the program be demonstrated? (Projected number of graduates yearly; placement of graduates; special accreditation; student satisfaction; career and employer satisfaction, etc.)**

Effectiveness will be demonstrated through the number of students who complete the certificate, improved student retention rates, improved class enrollment for DMED and DART classes, student feedback, and employer feedback.

Campus: LEE
Updated By: MLANE
Updated Date: 11/27/2012 12:42 PM