

**BOARD OF HIGHER EDUCATION
REQUEST FOR COMMITTEE AND BOARD ACTION**

COMMITTEE: Academic Affairs

NO: AAC 18-18

COMMITTEE DATE: January 16, 2018

BOARD DATE: January 23, 2018

**APPLICATION OF NORTH SHORE COMMUNITY COLLEGE TO AWARD THE
SOCIAL MEDIA MARKETING CERTIFICATE**

MOVED: The Board of Higher Education hereby approves the application of **North Shore Community College** to award the **Social Media Marketing Certificate**

Upon graduating the first class for this program, the College shall submit to the Board a status report addressing its success in reaching program goals as stated in the application and in the areas of enrollment, curriculum, faculty resources, and program effectiveness.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b)

Contact: Winifred M. Hagan, Ed.D.,
Associate Commissioner for Academic Affairs and Student Success

BOARD OF HIGHER EDUCATION
January 2018
North Shore Community College
Social Media Marketing Certificate

INTENT AND MISSION

North Shore Community College (NSCC) plans that the proposed Social Media Marketing (SMM) Certificate program is in accordance with the college's mission to provide excellence in education and to be responsive to the changing needs of their communities. The proposal has been planned to align with the Board of Higher Education's goal to align opportunity oriented degrees and certificates programs with state, regional, and local employer needs. NSCC's intends that the program will serve to meet local employer needs for those that market through social media. In addition NSCC intends that the proposed SMM certificate program will provide current marketing professionals with the opportunity to learn the specific skills and enhance competencies in the social media domain. It is expected that this will increase employment opportunities within the emerging field in addition to other opportunities in related areas such as marketing, graphic design and business. NSCC intends that the proposed program will serve BHE's "Big Three" objectives by increasing access and success for adult learners and engaging students in opportunities that earn high wages and are in high demand.

The proposed program has obtained all necessary governance approvals on campus and was approved by the North Shore Community College Board of Trustees on February 7, 2017. The required letter of intent was circulated on March 7, 2017. No comments were received.

NEED AND DEMAND

National and State Labor Market Outlook

In 2015 NSCC's business advisory board indicated several employers in the region struggled to find qualified employees with the skill set required in the emerging field of social media marketing. This was followed by a meeting with the executives of the Lynn Area Chamber of Commerce for input on the need for the college to develop such a certificate. The group unanimously endorsed the concept and confirmed the current difficulties in filling emerging positions in the region.

NSCC labor market research for social media marketing occupations found it to be somewhat nuanced, as it currently does not have its own CIP code. The closest and most relevant labor market information identified by NSCC was in the marketing management. NSCC reports that the Bureau of Labor Statistics projects that employment for marketing managers will increase by 13% between 2012 and 2022. Using Indeed.com data marketing jobs posted, 46.7% were found to reference a need for skills in social media marketing. In addition, 19.5% of jobs also referenced the need for digital marketing skills.

Student Demand

NSCC currently has 35-45 students a year each, in the marketing and graphic design degree programs and has surveyed existing students in both programs, with 85% indicating interest in the SMM Certificate to improve their marketability. It is planned that these students will add the additional certificate courses to their program of study. NSCC plans to also target alumni from programs related to marketing and graphic design

OVERVIEW OF PROPOSED PROGRAM

The curriculum for this proposed certificate was designed in consultation with the NSCC business advisory board members to be a 30 credit certificate, including 6 credits of general education and 24 credits of a cross section of business, graphic arts, and marketing related required courses. The SMM certificate program is designed to create a stackable credential that can provide students the ability to transition into either NSCC's marketing degree or graphic design programs. It is also designed such that students enrolled in those programs can obtain the certificate as part of their course of study. This certificate program will be housed in the NSCC Business Department.

Duplication

NSCC reports that it is the only two year college in the state with a marketing certificate specifically focused on social media.

ACADEMIC AND RELATED MATTERS

Admission

NSCC's Associate in Science in Marketing program will augment course offerings for enrolled students to earn this additional proposed SMM Certificate. In addition, this certificate program is also expected to draw students who have an existing bachelor's degree, but who are returning to college seeking social media related skills to upgrade employment opportunities. All students enrolling in this Social Media Marketing Certificate program must assess as ready for CMP 101 or else must complete foundation literacy courses FFL 012 and FFL 014.

NSCC's Early College program with the Lynn Public Schools, and other area secondary school partners, offers a business pathway to secondary students and several of the courses for this degree are already part of this partnership and offered to early college students. NSCC has an articulation agreement with the Lynn Public Schools and area technical schools for both marketing courses and graphic design courses.

PROGRAM ENROLLMENT

	Year 1	Year 2	Year 3	Year 4
New Full-Time	5	5	5	5
Continuing Full-Time	0	4	8	11
New Part-Time	10	10	10	10
Continuing Part-Time	0	8	17	24
Total	15	27	40	50

Curriculum (Attachment A)

All of the courses that comprise this proposed certificate are currently offered as existing courses at NSCC. They fulfill other degree and certificate requirements or electives. Faculty with extensive industry experience designed the curriculum in consultation with advisory board members who also have expertise in social media marketing. It is expected that the proposed SMM program will offer day and evening courses including online, hybrid, and accelerated courses to provide flexibility to meet the needs of students. This certificate also includes several general education courses that are also offered in a variety of modalities to best fit students' schedules. NSCC plans that courses within this certificate also fulfill requirements and electives in other certificate and degree programs. Each course will be offered in the fall and spring semesters but may vary based by delivery mode.

Internships or Field Studies

There are no internships or field studies planned for the proposed program.

RESOURCES AND BUDGET

Fiscal (Attachment B)

Faculty and Administration (Attachment C)

This program will be offering additional sections of required courses but because many of them are required courses for other degrees, no additional full-time faculty will be hired to support this program.

Facilities, Library and Information Technologies

NSCC existing facilities meet the technological and instructional needs of the curriculum, including designated space and computers for courses with a GRA (Graphic Design) prefix.

NSCC has adequate library, information technology, facilities, academic and student support services to support this new certificate within current services and classroom space.

Affiliations and Partnerships

An advisory body to NSCC’s Business Department includes faculty from the Business Department and partners from Eastern Bank, Essex Capital Management, Gerardi & Associates, McDougall Interactive, North Shore Rudym Interiors, the Phyllis A. Marine Association, Salem Five Bank, S.C.O.R.E., and Steward Partners Global Advisory. A full list of individuals was included in the proposal submitted to BHE staff for review.

The proposed certificate program has been designed for the workforce and no existing articulation agreements have been arranged. NSCC works collaboratively with regional four-year institutions for the traditional marketing degree and expects to develop a crosswalk of equivalent courses for transferability of the curriculum.

PROGRAM EFFECTIVENESS

This certificate program will be added to NSCC’s program review cycle and is expected to undergo the first program review in 2023.

Goal	Measurable Objective	Strategy for Achievement	Timetable
Job placement	95% of recent graduates from the new certificate in Social Media Marketing are placed into related jobs	Work with business advisory board, local businesses, College’s career counselor and local workforce center to promote our program and graduates skills and knowledge	Begin tracking in 2021 with first groups of graduates
Enrollment	By year 4 of the program’s implementation the college has 40 students enrolled	Work with Admissions Office and Student Support and Advising Center to populate the program through the use of our CRM	Begin tracking in 2021
Graduation	By year three of the program, the college has a minimum of 10 graduates	Work with Faculty Advising on enrolled students mapping course taking patterns based on Guided Pathways and two-year schedule to create their educational plan	Begin tracking in 2020

EXTERNAL REVIEW AND INSTITUTIONAL RESPONSE

The proposed Social Media Marketing Certificate program was reviewed by Tom Dempsey, Multi-Platform Account Executive at WCVB, ABC Channel 5 Boston in Needham MA and Allana DaGraca, Ph.D., independent New Media and Communication Instructional Design expert in e-learning and Hybrid learning experience and *Turning on the Global Lights* Instruction Consultant in the greater Boston area.

The review team found the proposal to reflect a thorough and comprehensive sequence of courses that are rigorous and resourceful with substantial evidence of applied learning. The team found that course content includes both hands-on learning activities allowing them to integrate theoretical application into specific course projects. They noted that a program strength is that it allows learners to discover the social media landscape where the discipline is continuously evolving. The team found that as a result, students will be prepared to address new solutions to new challenges as creative and insightful problem-solvers. The reviewers recommended monitoring assignments such that students who may not be familiar with basic foundations of social media can scaffold their learning. They recommended faculty adjust syllabi if students are overwhelmed by the depth of assignments for the social media course. In addition the external review team noted that a plan for ongoing professional development for faculty would help ensure courses stay up-to-date. The reviewers found the program to have sufficient support from NSCC leadership as well as strong peer reviewed resources and student access to 'top-notch' tools.

NSCC responded positively to the reviewers' suggestions and noted that in terms of modifying depth of assignments that their advisory and employers have underscored that they are looking for employees who can 'write the post, take the photos, edit the photos, create and place the video and implement the communication in real time'. NSCC holds that this depth of knowledge is what will help the non-graphic designer to be prepared for employment and capable to use the tools on 'day one'.

STAFF ANALYSIS AND RECOMMENDATION

Staff thoroughly reviewed all documentation submitted by North Shore Community College and the external reviewers. Staff recommendation is for approval of the proposed **Social Media Marketing Certificate**.

ATTACHMENT A: CURRICULUM

Required (Core) Courses in the Major (Total # courses required = 0)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
BUS 100	Introduction to Business	3
GRA 130	Introduction to Digital Photography	3
GRA 140	Introduction to Design Principles	3
MKT 101	Marketing	3
CMP 101	Composition I	3
GRA 116	Electronic Imaging	3
MKT 204	Advertising	3
MKT 210	Social Media Marketing Strategies	3
SPE 102	Speech	3
MKT 216	E-Marketing	3
	Sub Total Required Credits	30
Elective Courses (Total # courses required = 0) (attach list of choices if needed)		
	Sub Total Elective Credits	[0]
Distribution of General Education Requirements		# of Gen Ed Credits
Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		6
CMP 101-Composition I-3 credits		
SPE 102- Speech- 3 credits		
Arts and Humanities, including Literature and Foreign Languages		6
Mathematics and the Natural and Physical Sciences		[0]
Social Sciences		[0]
Sub Total General Education Credits		6
Curriculum Summary		
Total number of courses required for the degree		10
Total credit hours required for degree		30
Prerequisite, Concentration or Other Requirements:		

ATTACHMENT B: BUDGET

One Time/ Start Up Costs		Annual Expenses			
		Year 1	Year 2	Year 3	Year 4
	Cost Categories				
	Full Time Faculty (Salary & Fringe)	69,247	70,631	89,702	113,922
	Part Time/Adjunct Faculty (Salary & Fringe)	12,000	12,000	24,000	24,000
	Staff				
	General Administrative Costs	7,521	7,821	8,134	8,460
	Instructional Materials, Library Acquisitions	150	150	150	150
	Facilities/Space/Equipment	N/A	N/A	N/A	N/A
	Field & Clinical Resources	N/A	N/A	N/A	N/A
	Marketing	300	300	300	300
	Other (Specify)	N/A	N/A	N/A	N/A
	TOTALS	89,218	90,902	122,286	125,232

One Time/Start- Up Support		Annual Income			
		Year 1	Year 2	Year 3	Year 4
	Revenue Sources				
	Grants	N/A	N/A	N/A	N/A
	Tuition	7,500	9,400	29,520	30,000
	Fees	54,300	97,740	144,261	217,200
	Departmental	450	450	450	450
	Reallocated Funds	26,968	N/A	N/A	N/A
	Other (specify)	N/A	N/A	N/A	N/A
	TOTALS	89,218	107,590	174,231	247,650

ATTACHMENT C: FACULTY

Summary of Faculty Who Will Teach in Proposed Program							
Please list full-time faculty first, alphabetically by last name. Add additional rows as necessary.							
• Name of faculty member (Name, Degree and Field, Title)	• Checked	• Courses Taught • Put (C) to indicate core course. Put (OL) next to any course currently taught online.	Number of sections	Division of College of Employment	Full- or Part- time in Program	Full- or part-time in other department or program (Please specify)	Sites where individual will teach program courses
• Example:	• <input type="checkbox"/>	•					
• Apple, Thomas • Ph.D. in Criminal Justice • Assistant Professor	• <input type="checkbox"/>	• Intro to Bus (C,OL) • Management (C) • Research Methods (C)	(2) (3) (3)	Evening	Full-time	No	• Main Campus • Quincy campus
Fuhs, Sandra MS in Graphic Communications Professor	X <input type="checkbox"/>	• Graphics Production • Electronic Imaging (C) • Digital Page	• 1 • 1 • 2	Day, CTE & Business	Full Time	Yes, FT Graphic Design	Lynn Campus and online

		<ul style="list-style-type: none"> Layout • Integrated Design Principles (C) • Digital Illustration • Small Business Management (OL) 	<ul style="list-style-type: none"> • 1 • 1 • 1 				
McDermott-Cerasuolo, Dianne MSW in Social Work Instructor	<input type="checkbox"/>	<ul style="list-style-type: none"> • Intro to Business (C) • Marketing (OL) • Advertising (OL) • Social Media (OL) • Internet Mktg (OL) 	<ul style="list-style-type: none"> • 1 • 5 • 2 • 2 • 2 	Day, CTE & Business	Full Time	Yes Business, Marketing, Management	<ul style="list-style-type: none"> • Danvers Campus • Online
Nedrow-Counihan, Jodi MBA in Marketing Instructor	<input type="checkbox"/>	<ul style="list-style-type: none"> • Intro to business (C) • Principles of Mgmt 	<ul style="list-style-type: none"> • 3 • 1 	DCE	Part time	Yes, Business	• Danvers
Sappia, Luciano MBA in Business Administration Associate Professor	<input type="checkbox"/>	<ul style="list-style-type: none"> • Intro to business (C, OL) • Math for business and finance • Marketing (C) 	<ul style="list-style-type: none"> • 7 • 2 • 4 	Day, CTE & Business	Full Time	Yes Business, Marketing, Management	<ul style="list-style-type: none"> • Lynn Campus • Online