Graduate Certificate in Strategic Digital & Social Media

2 Graduate Certificate Create 2021-22

I. General Catalog Information

The faculty member originating this proposal is to complete sections I,II, and III.

TURN ON help text before starting this proposal by clicking 🛈 in the top right corner of the heading.

You will need to turn on help text again after any actions that refresh the page including after saving proposals, importing information, or running impact reports.

FILL IN ONLY fields required marked with an *. You will not be able to launch the proposal without completing the required fields.

Department* | Hank Greenspun School of Journalism and Media Studies

Degree Type* | Graduate and Advanced Graduate Certificate

Program Type* | Certificate

Certificate Name* Graduate Certificate in Strategic Digital & Social Media

Total Required Credits* 12

Term of First Enrollment* | Fall 2021

Graduate Coordinator for Proposed Certificate* Benjamin Burroughs

Certificate Type* ● Graduate (minimum bachelor's degree required for admission)
◯ Graduate Advanced (minimum master's degree required for admission)

How will this academic program be delivered when the program begins? ☐ 100% face-to-face courses
☑ Hybrid (some online courses, some face-to-face courses)

(mark all that apply) *	☐ 100% online courses

Typical Time to Degree *	two semester

Admission Term Deadlines:

Deadlines for each semester must be on or before: Fall - August 1st, Spring - December 1st, Summer - May 1st

Admission Terms *	☑ Fall
	☑ Spring
	☑ Summer

Application Deadlines *	May 1 fall; Dec. 1 spring; May 1 summer

Provide the proposed CIP code	09.0102

II. Certificate Information

Required Additional Documents

Please attach required documents by navigating to the Proposal Toolbox and clicking **in the top right corner.**

- **a. Certificate Financial Aid Reporting Form – Available on the [Graduate Curriculum](#) page**
- **b. Three Year Academic Assessment Plan – Available from [UNLV Office of Academic Assessment](#)**
- **c. Two (2) letters of support**

    - **i. Chair/Director of the academic unit that will offer the certificate**
    - **ii. Academic Dean**

        Each letter must verify that the proposed certificate has received faculty approval through the appropriate governance procedures, as well as the existence of necessary resources to support the Certificate as presented in the proposal.

- **d. Five Representative Course Syllabi (for certificates with fewer than 5 courses, provide all course syllabi)**

Documents Required for Submission to be Complete	☑ Certificate Financial Aid Reporting Form – Available on the Graduate Curriculum page
	☑ Three Year Academic Assessment Plan – Available from UNLV Office of Academic Assessment
	☑ Two (2) letters of support
	☑ Five Representative Course Syllabi (for certificates with fewer than 5 courses

☐ Five Representative Course Syllabi (for certificates with fewer than 5 courses, provide all course syllabi)

Executive summary describing the proposed certificate program*

The School of Journalism and Media Studies' Certificate in Strategic Digital & Social Media gives students applied knowledge for a digital-first world. Students will learn media fundamentals and apply them to digital fields to advance their current or future employment opportunities. People, businesses, and institutions around the world have increasingly moved their decision-making to the online sphere, rendering digital media expertise more valuable and in demand than ever. A Brookings Institution report found that jobs requiring a high level of digital skills have more than quadrupled in the twenty-first century, up from 5 to 23 percent of total employment. Another report found that 89 percent of businesses are adopting or plan to adopt a digital-first strategy. Organizations in both the public and private sector who cannot adapt their message to the digital world and connect with their customers and constituents will be outcompeted by those who do. The Certificate in Strategic Digital & Social Media is conducted mostly online, allowing students the flexibility to continue their current careers as they pursue an advanced degree. This delivery method affords individuals who are employed full time the opportunity to update their skillset, expand their network, and add value to their current employers. The certificate also benefits those entering the job market or searching for new opportunities in the digital sphere. It is designed to bolster in-demand skills, create valuable contacts, and expose students to a myriad of new opportunities.

Explanation of how the proposed certificate is related to existing undergraduate and/or graduate programs, and how this certificate will provide knowledge and skills not already available to current or potential UNLV students.*

While the School already has a concentration in digital and social media, it does not provide this kind of training at the graduate level. UNLV currently does not have a program that offers training in these particular skills. Twenty-first century issues have reinforced the value of digital skills and of online learning. Students today want more flexibility in their degree programs and an online certificate in Strategic Digital & Social Media would provide students with the freedom to expand their professional skill set, add value to their current employers, and maintain a career. This kind of flexibility will appeal to a large number of students seeking non-traditional media careers, particularly those who cannot stop working to pursue a value-adding degree.

A statement describing the profile of potential certificate students and market demand for the certificate program, including, related occupations, job placement opportunities and market trend data when available.*

In the past few years, despite the upheaval and transformation in media fields such as print and broadcast journalism, graduate students continue to show interest in digital & social media skills. Schools such as Arizona State University, Northeastern University, University of Florida, University of Southern California, New York University and more have recently added professional master's degree programs in digital and/or social media to fulfill this swelling demand. Many of these new programs are conducted online.

Description of the academic unit's capability for offering this certificate; including administration of the program, faculty resources and expertise, and other required resources.*

The JMS graduate program will offer the certificate through a combination of new courses and exisiting courses, the latter consisting of 600-level courses offered through undergraduate sections. JMS grad faculty consists of researchers and trained professionals who can meet the demands of students seeking a certificate.

Description of the administration of the certificate, including:

Number of students anticipated to be enrolled and strategies for recruitment: *	30; consisting of the combination of existing master's students and new students coming from the professional fields (local); recruitment from undergraduate programs that do not have master's program; promotion in organizations (SPJ, PRSA); promote certificate via high school teachers who specialize in teaching journalism

Submission of new courses (if necessary for certificate program) to the Graduate Course Review Committee. *	- Media Innovation and Society, JMS 650 (currently listed as JOUR 450; grad component described in attached syllabus with JMS 650 pending approval) - Entrepreneurial Media, JMS 688 (currently listed as JOUR 488; grad component described in attached syllabus with JMS 688 pending approval) - Strategic Digital Storytelling, JMS 789 (currently special topics, will need new course number, suggesting JMS 740, as the number is currently NOT listed in the catalogue) - Advanced Content Creation, JMS 789 (currently special topics, will need new course number, suggesting JMS 742, as the number is currently NOT listed in the catalogue)

A detailed budget for the establishment and administration of proposed certificate program, including acknowledgement of what additional resources (if any) are required in order to offer proposed certificate. *	The certificate will be implemented through the existing budget of the School of Journalism and Media Studies. We are also exploring the establishment of an advisory board for the purpose of staffing and a professionally oriented curriculum.

Description of any accreditation requirements, off-campus partnerships or other details involving campus-wide and/or external partnerships or affiliations. *	NA

Please list the number, names and rank of faculty who will be supporting the instruction for this proposed program *	10 faculty Stephen Bates, professor Gregory Borchard, professor Benjamin Burroughs, assistant professor Linda Dam, assistant professor Michael Easter, visiting lecturer Julian Kilker, associate professor Gary Larson, associate professor in residence Dave Nourse, administrative faculty Kevin Stoker, professor (director) Olesya Venger, associate professor

Student Authentication – Federal guidelines require that distance education and correspondence programs utilize mechanisms that verify student identity. UNLV strives to insure that this is done with all programs, not

just those delivered via distance education. Describe how this program will verify student identity. (for more information on student authentication see the UNLV [Office of Online Education](#) and [WICHE](#))

Describe how this program will verify student identity.*	In keeping with the Office of Online Education's recommended best practices, JMS Strategic Digital and Social Media instructors will employ the following tactics to ensure student authentication: • The Program will verify Student Authentication by first addressing academic integrity within course syllabi and explaining the subtleties in academic dishonesty, such as plagiarism, fabrication, and facilitation, as well as the policies and consequences. • Instructors and syllabi will let students know at the start of the semester that there may be online projects that may require proctoring, and syllabi for each course will describe how this proctoring will be handled. • Instructors will also implement pedagogical strategies as alternatives to high-stakes projects. They will implement anti-plagiarism software such as TurnItIn to verify the originality of students' written work, and they will verify the originality of written work submitted. • Instructors will also work with the university library to provide plagiarism, citation, and bibliography resources for students to refer to and use; and instructors will ensure that students are able to access course assignments in a safe, password-protected environment such as WebCampus. • The JMS program will ensure that students are able to access course assignments within the university's Learning Management System.

Learning Outcomes*	Students will be able to: 1) use digital media skills and media theory to solve practical problems; 2) apply these skills for digital media specialization within professional organizations; 3) demonstrate skills in advanced research, including using audience tracking metrics, using innovative audience acquisition and engagement strategies to reach new audiences, and honing writing to leverage the foundations of storytelling and copywriting; 4) apply these skills to email marketing campaigns, social media posts, and website copy.

[Click here](#) **to view the Graduate Catalog (for Reference)**

III. Graduate Catalog Content and Degrees Directory

Follow these steps to build the new certificate curriculum:

1. Click on ☰ "View Curriculum Schema." Click 'Add Core' and name your core (please use a comparable degree program in the current graduate catalog as a template). Add any descriptive text (do not add courses until Step 2). Descriptive text is generally used in the following cores: Plan Description, Plan Admission Requirements, Plan Requirements, Plan Certificate Completion Requirements.

2. There are two options for adding courses: "Add Course" and "Import Course." For courses already in the catalog, click on "Import Course" and find the courses needed. For new classes going through a Curriculog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.

3. Click on ☰ "View Curriculum Schema." Click on the area/header of the program where you would like to add courses. When you click on "Add Courses" it will bring up the list of courses available from Step 2. Select the courses you wish to add. For removing courses click on the ✖ and proceed.

Prospective Curriculum *

Plan Description

The School of Journalism and Media Studies' Certificate in Strategic Digital & Social Media gives students applied knowledge for a digital-first world. Students will learn media fundamentals and apply them to digital fields to advance their current or future employment opportunities. People, businesses, and institutions around the world have increasingly moved their decision-making to the online sphere, rendering digital media expertise more valuable and in demand than ever. The Certificate in Strategic Digital & Social Media is conducted mostly online, allowing students the flexibility to continue their current careers as they pursue an advanced degree. This delivery method affords individuals who are employed full time the opportunity to update their skillset, expand their network, and add value to their current employers. The certificate also benefits those entering the job market or searching for new opportunities in the digital sphere. It is designed to bolster in-demand skills, create valuable contacts, and expose students to a myriad of new opportunities.

Plan Admission Requirements

Application Deadlines Refer to the Graduate College website for specific deadlines. All applicants must review and follow the Graduate College Admission and Registration Requirements. The following information to be submitted electronically to the Graduate College with your application: 1. Curriculum Vitae (CV) with employer references. The CV should clearly indicate job titles, place and date of employment and specific job responsibilities, as well as include 2 former employer contacts. 2. A brief essay of approximately 500 words outlining your career goals and how your employment background has prepared you for graduate study. 3. Two letters of recommendation from 2 current or former employers. All required documentation and application materials must be received by the UNLV Graduate College by the listed deadline for the application to be considered. Students are accepted into a certificate program as described in the Graduate Catalog. The faculty and corresponding sub-disciplines and sub-plans within the described programs are subject to change at any time.

Plan Requirements

Total Credits Required - 12

Course Requirements

Journalism & Media Courses - Credits: 6

Complete 6 credits by completing 2 courses from the following list:

[After] JMS 650, Media Innovation and Society	
[After] JMS 688, Entrepreneurial Media	
JMS 712 Quantitative Research Methods	3
[Before]JMS 789 is available only upon advisor approval:	
JMS 789 Selected Topics in Journalism and Media Studies	3

Strategy & Social Media Courses - Credits: 6

Complete 6 credits by completing 2 courses from the following list.

JMS 760 Social Influence of the Media	3
[After] JMS 740, Strategic Digital Storytelling	3
[After] JMS 742, Advanced Content Creation	3
[Before]JMS 789 is available only upon advisor approval:	
JMS 789 Selected Topics in Journalism and Media Studies	3

Certificate Completion Requirements

The student must submit all required forms to the Graduate College as well as apply for graduation up to two semesters prior to completing their certificate requirements.

The Degrees Directory provides current and consistent degree information. Submission of this form indicates acknowledgment and understanding that every department is responsible for creating and maintaining accurate and updated program information on the UNLV Degrees Directory.

Degrees Directory Program Entry*   ☑ Check this box to acknowledge the above statement.

Sample program of study*	**Journalism and Media Courses**

Two of the following three:

JMS 650, Media Innovation and Society
JMS 688, Entrepreneurial Media
JMS 712, Research Methods

Strategy & Social Media Courses

Two of the following three:

JMS 760, Social Influence of Media
JMS 740, Strategic Digital Storytelling
JMS 742, Advanced Content Creation

3. LAUNCH proposal by clicking ▶ in the top left corner.

4. Finish the launch of your proposal by clicking the icon ✅ located in the Proposal Toolbox on left side at top. Make your decision, comment is optional, and click on "Make decision".

You can check the status of the proposal by clicking ☰ in Proposal Toolbox to verify that the proposal has gone to the next step.

IV. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.

2. Fill in vote information.

3. Then go to the proposal toolbox at the top right side. Click on ✅ and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking ☰ in Proposal Toolbox to verify that the proposal has gone to the next step.

Date faculty voted on proposal	1/29/2021

Result of Vote	9-0

Manner of vote	Teleconference

V. College Vote Information

Note: This section is to be filled out by the College Committee Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.

2. Fill in vote information.

3. Then go to the proposal toolbox at the top right side. Click on ✔ and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking ≡ in Proposal Toolbox to verify that the proposal has gone to the next step.

Date faculty voted on proposal	3/17/2021

Result of Vote	5-0 "Yes"

Manner of vote	online

VI. Processing Notes (Graduate College/Registrar Use Only)

Program Alerts (E.g. **View Program Disclaimer)**	

PS Processing Notes	

PS Processing Date		**Initials**

Acalog Processing Notes	

Acalog Processing Date		**Initials**

Comments for Graduate Certificate in Strategic Digital & Social Media

Curriculog   4/7/2021 5:18 pm **Reply**

Emily Lin has approved this proposal on Graduate Dean.

Gregory Moody   4/7/2021 11:50 am **Reply**

Vote in approval, WebEx meeting. 16-0

Curriculog   4/7/2021 11:50 am **Reply**

Gregory Moody has approved this proposal on Graduate Programs Committee.

Curriculog   4/7/2021 10:19 am **Reply**

Graduate Curriculum has approved this proposal on Graduate Programs Committee.

Curriculog   3/18/2021 7:55 am **Reply**

Tara Emmers-Sommer has approved this proposal on School/College Associate Dean / Dean.

Tara Emmers-Sommer   3/18/2021 7:55 am **Reply**

GCUA Graduate Committee votes 5-0 "Yes" in approval

Curriculog   3/18/2021 7:55 am **Reply**

Tara Emmers-Sommer has approved this proposal on School/College Committee.

Curriculog   3/10/2021 3:42 pm **Reply**

JMS Chair has approved this proposal on Department Chair.

Curriculog   3/10/2021 10:12 am **Reply**

JMS Graduate Coordinator has approved this proposal on Graduate Coordinator.

Curriculog   3/9/2021 1:53 pm **Reply**

Graduate Curriculum has approved this proposal on Technical Review.

Curriculog   2/25/2021 8:40 am **Reply**

Emily Lin has approved this proposal on VPAP Step/ Graduate College Dean Review

Step.

Curriculog	2/25/2021 8:26 am **Reply**

Graduate Curriculum has approved this proposal on VPAP Step/ Graduate College Dean Review Step.

Curriculog	2/5/2021 2:42 pm **Reply**

EVP Academic Assessment has approved this proposal on VPAP Step/ Graduate College Dean Review Step.

Curriculog	2/5/2021 2:42 pm **Reply**

EVP VPAP has approved this proposal on VPAP Step/ Graduate College Dean Review Step.

Curriculog	2/4/2021 9:43 am **Reply**

Gregory Borchard has approved this proposal on Originator.

Curriculog	2/2/2021 2:28 pm **Reply**

Graduate Curriculum has force rejected this proposal.

Emily Lin	2/2/2021 2:27 pm **Reply**

Please address feedback.

Curriculog	2/2/2021 2:27 pm **Reply**

Emily Lin has rejected this proposal on VPAP Step/ Graduate College Dean Review Step.

EVP VPAP	2/1/2021 1:36 pm **Reply**

See Lindsay's comments.

Curriculog	2/1/2021 1:36 pm **Reply**

EVP VPAP has rejected this proposal on VPAP Step/ Graduate College Dean Review Step.

EVP Academic Assessment

There are a couple of issues to address:

First- Gail Griffin and I both had difficulty understanding the sequence of courses, particularly the courses that list "[after]" in front of the course names. Which courses are supposed to be taken first?

Second- the learning outcomes need to be revised. These are my suggestions; please feel free to email me at lindsay.couzens@unlv.edu if you wish to discuss further:

Students will be able to:

1. use digital media skills and media theory to solve practical problems;

2. apply these skills for digital media specialization within professional organizations;

3. demonstrate skills in advanced research, including using audience tracking metrics, using innovative audience acquisition and engagement strategies to reach new audiences, and honing writing to leverage the foundations of storytelling and copywriting;

4. apply these skills to email marketing campaigns, social media posts, and website copy.

Curriculog

EVP Academic Assessment has rejected this proposal on VPAP Step/ Graduate College Dean Review Step.

Curriculog

Gregory Borchard has approved this proposal on Originator.

Curriculog

Gregory Borchard has launched this proposal.