

**Programs Committee Agenda**  
**2.8.22**

**PROGRAM CHANGES**

NA

**NEW PROGRAMS/ CERTIFICATES**

**1. Scripps College of Communication**

Program Code: CTX28G

Program Name: Media Tools for Professional Communication

Department/School: Scripps School of Journalism

Contact: Beth Novak [novakb@ohio.edu](mailto:novakb@ohio.edu)

Desired Start Date: Fall 22/23

The Media Tools for Professional Communication certificate will introduce the technical elements of media production combined with strategies for storytelling. This 12-credit hour certificate consists of three courses:

MDIA 5705 Writing and Producing the Non-Fiction Podcast Series

COMM 5510 Short Form Video for Professional Communication (new)

COMM 5520 Motion Graphics Elements for Professional Communication (new)

Courses will run for 7 weeks online to accommodate professionals who cannot commit to a full semester. The courses do not need to be taken in sequence. Instruction will be provided by existing Tenure/Tenure Track or Instructional University faculty, and/or appropriate adjunct faculty. The target population is professionals in non-media industries, including small business owners, non-profit workers, and teachers, who want to add basic video, audio, and animation to their professional experience. This certificate will enable professionals to employ short-form storytelling in media production. This will enhance their digital media skills to advance a personal or professional brand. Resources include existing University technologies such as Blackboard; seminar space on/off main campus. The courses will focus on easily accessible production tools that are widely available.

**EXPEDITED**

**1. College of Business**

Program Code: BB6158

Program Name: Business Analytics

Department/School: Management Information Systems

Contact: Gabriel Giordano

Desired Start Date: Fall 2022

We are adding MIS 3200 Systems Development (3) as another business discipline-specific course option to our business analytics major. This one is tailored to the MIS discipline. This is an existing course. There is no change in required credit hours.

## **NOTIFICATIONS**

### **1. Honors Tutorial College:**

We plan to suspend admissions to the Tutorial programs in Neuroscience (BS1937), Spanish (BA1915), and Women, Gender, and Sexuality Studies (BA1945) effective academic year 2022-23. This “pause” comes at the request of the department director of studies. Due to losses in faculty lines, tutors, and especially HTC thesis mentors, has become increasingly problematic to locate in these programs. There are currently 10 students in Neuroscience, 4 students in Spanish, and 1 student in WGSS. Required courses will continue to be offered as a part of the non-Tutorial programs and faculty can complete tutorials for these 15 students. We would like to reserve the right to revisit these programs in 2025 as the university budget and workload stabilizes.

### **2. Program Expansion: BSN Program to OHIO-Lancaster Campus**