IBHE SHORT PROGRESS REPORT
Bachelor of Science in Digital Media Technology

1. **Reporting Institution:** **Eastern Illinois University**

2. **Reporting Program:** **Bachelor of Science in Digital Media Technology**

3. **Date:** **October 1, 2020**

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5. **Summary of Program Goals and Objectives and Progress at Meeting Them**

I. Introduction:

An initial discussion was started in 2015-16 to create a new bachelor's degree program in Digital Media Technology. On April 28, 2017 Provost Blair Lord submitted a request for approval for the Board of Trustees for the Bachelor of Science in Digital Media Technology. The Digital Media Technology program was based on the idea of preparing professionals to function as effective technically oriented digital media professionals in a variety of public or private agencies and organizations. The initial graduating class of Spring 2020 had two (2) students complete the Bachelor of Science in Digital Media Technology.

The Bachelor of Science in Digital Media Technology has become an essential program within the School of Technology. The Bachelor of Science in Digital Media Technology has been made available to students via multiple modes of delivery including, face-to-face, hybrid and online. Through the Bachelor of Science in Digital Media Technology, students have the potential to complete coursework in both the School of Technology and the College of Liberal Arts and Sciences. Students in this program could participate in an academic atmosphere that provides an interdisciplinary, technical, and hands on structure designed to prepare graduates to understand and apply the sciences, art and technology related to the digital media practice.

II. Objective Alignment:

The mission of the Bachelor of Science in Digital Media Technology program is to prepare technical or technical management-oriented professionals for employment in creative, advertising, educational, and other commercial environments. Upon completion of the degree program, students will be able to:

1. Demonstrate effective communication skills for the digital media technology industry using written, oral, and technological formats.
    I. Write critically and effectively in the discipline of digital media technology by developing an argument and evaluating evidence, issues, ideas, and problems from multiple perspectives.
    II. Present information using a technological tools, engage in discussion of digital media concepts, explain the ideas of others, and express their own ideas with clarity.
2. Analyze problems and apply digital media technology solutions utilizing quantitative reasoning and critical thinking skills.

I. Produce, analyze, interpret, and evaluate estimating and costing systems used in digital media environments.
II. Apply critical thinking skills to interpret digital media trends.
III. Apply critical thinking skills to design and manage digital media production environments.
IV. Create and justify cost effective digital media campaigns using various technological tools.

3. Develop an awareness of ethical values and social responsibility in a multicultural environment.
   I. Interact sensitively and ethically with people from diverse backgrounds and demonstrate understanding of the sociocultural contexts that influence individual differences in digital media studio and professional environments.
   II. Implement values and systems in production environments that will lead to positive outcomes in digital media environments and a society responsive to multicultural and global concerns.
4. Demonstrate functional and operational skills relevant to the digital media technology industry.
   I. Apply digital media knowledge and technical skills in the content areas of digital media technology.

II.1 Demonstrate effective communication skills for the digital media technology industry using written, oral, and technological formats.

Students are assessed during oral presentations, written assignments and virtual presentations, which is a partial requirement for both coursework within the program.

II.2 Analyze problems and apply digital media technology solutions utilizing quantitative reasoning and critical thinking skills.

Required coursework are specifically designed to provide students with the tools to analyze problems and develop solutions while applying quantitative reasoning and critical thinking skills in Digital Media Technology. Students complete assignments and projects in courses directly requiring application of these skills.

II.3 Develop an awareness of ethical values and social responsibility in a multicultural environment.

Core courses in Digital Media Technology emphasize ethical considerations within a variety of contexts as well as educate students of their role in an environment filled with persons of diverse backgrounds and talents. Students submit assignments where they must analyze the implications of trends on society and must practice in teamwork key concepts of cultural inclusivity and responsible interaction.

II.4 Demonstrate functional and operational skills relevant to the digital media technology industry.

Students learn and apply the tools and operations of various technological tools and design concepts as applied to real-world situations in business and industry. Students are required to complete comprehensive projects to demonstrate their knowledge of strategies, principles, and tools for Digital Media Technology.

III. Participation

The enrollment of the program has been healthy and on target. The following table illustrates the graduation data for the Digital Media Technology program since Fall 2018.

Table 1: Enrollment and Graduation trend for the Digital Media Technology Program

Semester	Fall 2018	Spring 2018	Fall 2019	Spring 2020	Fall 2020
Enrolled	25	29	49	51	83
Graduates	-	-	-	2	-

The demand and interest for the Digital Media Technology program has been increasing since its inception. The program meets the needs of students from a wide variety of career interests including Animation, Web Development, Game Development, Audio Technology, Media Communication and Digital Art and Design. The interest has been very positive from both current undergraduate EIU and transfer students. A recruitment plan was developed for the Digital Media Technology program including faculty involvement and leadership, and student diversity for the program.

IV. Assessment of Unit Outcomes

Program assessment has been an ongoing effort for both the Digital Media Technology program. Based upon the learning goals for graduate education at EIU, an assessment plan has been developed and data have been collected for the program by faculty members in charge of course instruction and by the Program Coordinator. A combination of direct and indirect assessment measures serves to provide the necessary data to enhance our academic programs, as well as contribute to the overall quality functioning of the Digital Media Technology program.

V. Conclusion

The Digital Media Technology program has been on strong footing. The vision of a "digital media" program enabled us to enact a mission on preparing leaders for the field of digital media technology. Thanks to the vision and focus on leadership, the program sets itself apart from other programs in the State of Illinois.

We know that student's objectives will be assessed within each course with the use of hands-on projects to measure outcomes. Overall program outcomes have been measured through the collection of course outcome data. Data was then used to determine necessary changes to course materials and offerings. This has resulted in continuous adjustment of instruction and curricular improvement to benefit the graduates of the program.

The collaboration among faculty in the School of Technology and College of Liberal Arts and Sciences made it possible for a high-quality delivery of the undergraduate program. Student interests have been strong, and the enrollment is on target. Students are actively engaged in the learning process through course work, research, and professional interactions.

6.1 Decision

__**X**__ Program in Good Standing

_____ Program flagged for Priority Review

_____ Program Enrollment Suspended

6.2 Explanation

The program enrollments already exceed IBHE minima and total graduates will soon exceed the required benchmark. The program's assessment framework and student learning objectives are detailed and impressive. As such, the Office of Academic Affairs looks forward to learning more about student learning in future reports. The program is in "good standing"—and the faculty commitment to the program and our students is much appreciated. Finally, the Office of Academic Affairs recognizes the unique and collaborative leadership of the program director as effective program leadership is necessary for any inter-disciplinary program to thrive.

Jay Gatrell
Provost & VPAA