ASU ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed.

The graduate certificate is a programmatic or linked series of courses in a single field or in one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree. The graduate certificate enables the university to respond to societal needs while promoting university cooperation with corporate, industrial, and professional communities.

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

GRADUATE CERTIFICATE

College/School: Walter Cronkite School of Journalism and Mass Communication

Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.

Department/Division/School: Walter Cronkite School of Journalism and Mass Communication

Proposing faculty group (if applicable)**:**   N/A

Name of proposed graduate certificate: Digital Audiences

Is a program fee required?   Yes, a program fee is required.

Note: for more information about program fee requests, visit https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees

Is the unit willing and able to implement the program if the fee is denied?   No, we are not able to implement the program.

Requested effective term and year: Fall   2018

(The first semester and year for which students may begin applying to the certificate)

Delivery method and campus or location options: *select all locations that apply*

☐ Downtown Phoenix   ☐ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☐ **Both** on-campus **and** ☐ ASU Online* **-** (check applicable campus(es) from options listed above)

☒ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

Do Not Fill in this information: <u>Office Use Only</u> **Plan Code:**	**CIP Code:**

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| PROPOSAL CONTACT			
Name:	Rebecca Blatt	**Title:**	Assistant Dean
Phone number:	919 428-1463	**Email:**	rebecca.blatt@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed certificate program.

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

College/School/Division Dean name: Dean Christopher Callahan
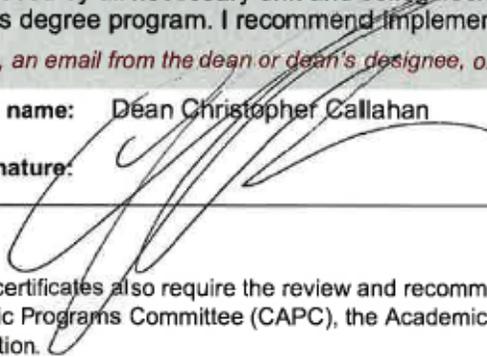
Signature: **Date:**

Please note: Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (two readings), and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

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1. **OVERVIEW**

   Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

   The Cronkite School's proposed graduate certificate in Digital Audiences prepares students for work in digital audience engagement through a data-driven, content-focused curriculum.

   Working hands on with current, industry-grade tools and practices, students discover how to create digital content and campaigns intended to reach target audiences. Students use audience data to identify target audiences and then formulate effective content across websites, search engines and social media. Students then track the impact of digital content, analyzing audience behavior and content performance. They put this knowledge to practice in real-time, tactical exercises using "live" tools such as Google Analytics and Facebook Audience Insights, as well as simulated environments. Students who earn this certificate will be ready to drive strategy execution and digital audience engagement, and be competitive in the fast-changing fields of social media, digital content and audience development.

   The certificate has far-reaching appeal and application. Corporations, advocacy groups, entrepreneurs, government agencies, community groups, news organizations and nonprofits all need professionals who can execute campaigns to reach large online audiences in order to increase sales, advertising, donations, political support and community cohesion. This certificate will prepare professionals to advance their own careers and advance the work of their employers by creating content to engage digital audiences.

   This graduate certificate differs from the Cronkite School's proposed Master of Science in Digital Audience Strategy in a few ways. First, this graduate certificate does not include the master's capstone course or additional coursework outside of the digital audiences core curriculum such as Media Law and Digital Media Entrepreneurship. This narrower scope allows students to focus on tactical skills needed to execute digital campaigns rather than preparing them to lead development and management of organization-wide digital strategy.

   Because we have already developed the graduate-level digital audience curriculum, it makes sense to offer prospective students these two options. For those looking to update their skills, take on new digital responsibilities or

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more effectively promote their work online, the graduate certificate may make the most sense. For those looking to manage digital audience strategy, the Master of Science degree program may be the best option.

2. ADMINISTRATION AND RESOURCES

A. Administration
How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staffing needs for this proposed certificate program be met?

Cronkite School Assistant Dean Rebecca Blatt oversees operations of all Cronkite School online programs. Jessica Pucci, director of Cronkite School Digital Audience Programs, will work directly with instructors and students to develop and execute the curriculum for this certificate. Aric Johnson, Cronkite's graduate recruiter and adviser, will manage new applications and advising students in the program. We anticipate growth in additional support staff commensurate with enrollment growth. We will work with EdPlus and Pearson to manage marketing and inquiries about the program.

B. Resource requirements needed to launch and sustain the program
Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc. If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate program.

This program requires constant attention to new tools, techniques and methodologies. Instructors have to continually anticipate trends and keep up with new tools to effectively teach courses such as social media, digital media literacy and digital audience analysis on current and emerging platforms. The program fee will support continuing education and experimentation, some of which require additional software subscription and association fees beyond what are typical for faculty members. Students will benefit by access to up-to-the-minute instruction and materials that will make them competitive in a fast-changing 21st century digital landscape. The proposed program fee reflects fairly the uniqueness, caliber, and anticipated demand of the program.

C. Projected Enrollment:
How many new students do you anticipate enrolling in this program each year for the next three years?

3-YEAR PROJECTED ANNUAL ENROLLMENT			
Please utilize the following tabular format	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of students in certificate (Headcount)	12	25	50

3. STUDENT LEARNING OUTCOMES AND ASSESSMENT

A. List the knowledge, competencies and skills students should have attained by graduation from the proposed degree program. (Examples of program Learning Outcomes can be found at https://uoeee.asu.edu/. Go to the Assessment accordion dropdown and select Assessment Plan to view sample outcomes.)

Outcome 1: Graduates of the program will be able to analyze quantitative digital audience data to evaluate performance of digital content.

Outcome 2: Graduates of the program will be able to use research to identify and reach target audiences.

Outcome 3: Graduates of the program will be able to create, test and distribute digital content that has an intended impact on a target audience.

B. Describe the plans and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes listed above. Please list measures and scales for each outcome. (You can find examples of assessment methods at https://uoeee.asu.edu/. Go to the Assessment accordion dropdown and select Assessment Plan to view sample measures.)

Outcome 1: Graduates of the program will be able to analyze quantitative digital audience data to evaluate performance of digital content.

> Measure 1.1　　In MCO 565 Digital Audience Analytics, students must pass the Google Analytics certification exam, a credential recognized across the communications industry as evidence of ability to use digital performance data to analyze audience behavior.

> Criterion:　　At least 90 percent of graduates of the graduate certificate program will earn Google Analytics certification.

> Measure 1.2　　In MCO 565 Digital Audience Analytics, students will complete five written assignments that require calculations and analysis of real audience behavior data to track performance of digital content. Student work will be graded against a rubric of professional standards of performance analysis.

> Criterion:　　At least 80 percent of graduates of the graduate certificate program will demonstrate professional-level performance analysis.

Outcome 2: Graduates of the program will be able to use research to identify and reach target audiences.

> Measure 2.1　　In MCO 562 Search Engine Strategy for Digital Audience Acquisition, students must complete Google AdWords Professional certification, a credential recognized across the communications industry as evidence of professional ability to identify and reach target audiences using digital advertising research.

> Criterion:　　At least 90 percent of graduates of the graduate certificate program will earn Google AdWords Professional certification.

> Measure 2.2　　In MCO 564 Digital Audience Research and Behavior, students will complete five written assignments that require graduate-level analysis of quantitative and qualitative audience behavior data to identify target audiences. Student work will be evaluated using a rubric of professional standards for digital audience research analysis.

> Criterion:　　At least 80 percent of graduates of the graduate certificate program will demonstrate professional-level digital audience research analysis.

Graduate College
Version 3/6/18

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Outcome 3: Graduates of the program will be able to create, test and distribute digital content that has an intended impact on a target audience.

Measure 3.1   In MCO 563 Social Media Campaigns and Engagement, students will earn Hootsuite Platform Certification, a credential recognized across the communications industry as evidence of professional ability to use the Hootsuite platform to produce and distribute social media content across social networks.

Criterion: At least 90 percent of graduates of the graduate certificate program will earn Hootsuite Platform certification.

Measure 3.2:   In MCO 563 Social Media Campaigns and Engagement, students will complete five content creation assignments that require both creativity and synthesis of audience data. Student work will be evaluated using rubrics based on professional standards and a performance simulation tool that provides feedback from real audience data on all major social networks.

Criterion: At least 80 percent of graduates of the graduate certificate program will demonstrate professional-level social media content.

Measure 3.3:   In MCO 562 Search Engine Strategy for Digital Audience Acquisition, students will complete five content creation and optimization assignments that require both creativity and synthesis of audience data. Student work will be evaluated using rubrics based on professional standards and a performance simulation tool that uses real Google Search data.

Criterion: At least 80 percent of graduates of the graduate certificate program will demonstrate professional-level content optimization skills.

(Assessment Plan approved by UOEE. PDF is attached.)

4. **ACADEMIC REQUIREMENTS**

    A. **Minimum credit hours required for certificate** (15 credit hour minimum)

       15

    B. **As applicable, please describe culminating experience if required** (e.g., applied project, portfolio, capstone course, etc.)

       N/A

    C. **Please state the satisfactory student academic progress standards and** guidelines (including any time limits for completion). All coursework used to complete an ASU graduate certificate must be completed within a six-year time limit, maintaining continuous enrollment.

       Same as Graduate College policy.

    D. **Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program?** (Please note that a maximum of 12 graduate-level credit hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU. No more than 40% of coursework towards the requirements of a graduate certificate can be completed prior to admission to the certificate program.)

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Students who take the required courses for the graduate certificate while enrolled in our proposed MS in Digital Audience Strategy program could apply up to 12 credits to this graduate certificate if they choose not to pursue the MS degree. Students will not be able to double count credits to receive both a graduate certificate an a master's degree.

E. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all *new core* course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas.

Note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

Required Core Courses for the Certificate			
Prefix and Number	**Course Title**	**New Course?**	**Credit Hours**
MCO 561	Defining the Digital Audience	Yes	3
MCO 562	Search Engine Strategy for Digital Audience Acquisition	Yes	3
MCO 563	Social Media Campaigns and Engagement	Yes	3
MCO 564	Digital Audience Research and Behavior	Yes	3
MCO 565	Digital Audience Analytics	Yes	3
		(Select Yes/No)	
		Section sub-total:	15
Total required credit hours			15

1. List all required core courses and total credit hours for the core (required courses other than internships, capstone course, etc.)**.**
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

F. Current Faculty: Complete the table below for all current faculty members who will teach in the program.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Jessica Pucci	Prof. of Practice	MA	Digital Audience Strategy and Analytics	50% FTE
Hazel Kwon	Assistant Professor	PhD	Social Network Analysis and Mixed Methods Research	50% FTE
Jacob Nelson	Assistant Professor	PhD	Digital Audience Engagement	100%
Syed Ali Hussain	Assistant Professor	PhD	Public Information Campaign Design, Digital Audience Impact	100%

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The sequence of courses in this program is based on an undergraduate minor in digital audiences that we launched in Fall 2017. The graduate courses will be separate – not cross-listed – and we have deepened the syllabi to reflect higher standards for graduate students and greater depth of learning. However, a lot of the development work that served as the foundation for the curriculum was completed by a committee of eight faculty members and in consultation with many leaders in the industry. While those faculty are not listed here, since they will not be teaching the courses, we'd like to recognize their contributions to this proposal.

Given the depth of this foundational work, we are confident that the four faculty members listed are well-positioned to teach the courses in this certificate. All four are full-time faculty. Three are tenure-track, and one is a professor of practice. The two faculty members listed as 50% time will teach one digital audience course each semester, and the other two will each teach two digital audience courses per semester. We will gladly hire additional faculty members as the program grows!

5. COURSES

   A. **New Courses Required for Proposed Certificate:** Provide course prefix, number, title, credit hours and brief description for any new courses required for this certificate program.

   The following courses are new but also part of our proposal for an MS in Digital Audience Strategy. If that proposal is approved before this one, these will be existing courses.

   MCO 561 - Defining the Digital Audience (3 credits): This course introduces students to the very essence of the digital audience, exploring how community, consumer and social psychology and theory converge on digital platforms and social networks. Through case-study analyses, students learn how audiences differ across industries and platforms, what elements engage or dissuade users, and how organizations use audience data to manipulate growth strategies. Students also will learn about ethics and security concerns of digital data acquisition and application. Students will create a digital audience strategy and calendar across social platforms

   MCO 562 – Search Engine Strategy for Digital Audience Acquisition (3 credits): In this course, students will learn to attract and grow audiences through strategic use of search engines. This includes user search behavior, SEO (search engine optimization), tagging and coding as it relates to on-page SEO, SEM (search engine marketing), keyword research, competitive analysis, domain authority and PPC ad creation.

   MCO 563 - Social Media Campaigns and Engagement (3 credits): Students develop skills in planning and executing organic and paid social media campaigns. Topics include audience conversation research, audience targeting, content creation across all major social networks, campaign strategy/creation/execution/measurement, A/B testing, audience outreach, community management, and social media management. Students will earn Hootsuite certification during the course.

   MCO 564 - Digital Audience Research and Behavior (3 credits): This course will prepare students to manage research on customers, employees, readers, viewers, influencers and others with whom an organization seeks to communicate or build relationships. Digital data has profoundly reshaped how organizations mine and interpret audience data, so the course will introduce new techniques and tools for developing audience insights, as well as traditional qualitative and quantitative research methods.

   MCO 565 - Digital Audience Analytics (3 credits): In this course, students will learn how to access, manipulate and translate audience data, including how to mine data from websites, social networks, apps, email campaigns and video platforms. They will also learn to use analytics tools and techniques to translate metrics into

valuable, actionable insights that drive engagement strategies and business decisions. By working with real audience data, students will receive hands-on analysis and reporting experience.

6. REQUIRED SUPPORTING DOCUMENTS
(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:

A. Statements of support from all deans

B. Impact statements of heads of impacted academic units (programs with similar names/content, utilizing courses, faculty, etc.) – Please see Appendix II.

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APPENDIX I

OPERATIONAL INFORMATION FOR GRADUATE CERTIFICATES

(This information is used to populate the Graduate Programs Search website.)

1. **Proposed name of certificate:** Digital Audiences

2. **Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*

   N/A

3. **Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*

   The Graduate Certificate in Digital Audiences prepares students to execute digital audience strategy in any industry. Students learn to measure and analyze how consumers interact with content online, on social media and on mobile devices. Using those measurement skills, students develop strategies and tactics to grow audiences through search engine optimization, search engine marketing, paid and organic social media campaigns, and digital content creation. This program is designed for professionals who want to develop new skills, take on new responsibilities or more effectively promote their work.

4. **Delivery/Campus Information Options:** ASU Online only

5. **Campus(es) where program will be offered:**

   ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content
   Note: Office of the Provost approval is needed for ASU Online campus options.

   ☒   ASU Online only (all courses online and managed by ASU Online)

   All other campus or location options (please select all that apply):

   ☐   Downtown Phoenix   ☐   Polytechnic   ☐   Tempe   ☐   West   ☐   Other: _____

   ☐   **Both** on-campus **and** ☐ ASU Online* **-** (check applicable campus(es) from options listed above)

   *Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process

   If the certificate program is ground only, it will only be open to international students who are already enrolled in a degree program at ASU and they must complete the certificate before the degree is awarded. If this certificate is ground only, please indicate this in the additional application information below.

6. **Admission Requirements**

   An applicant must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

   Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in communications, political science, business or related field, from a regionally accredited institution.

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Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. professional resume
4. proof of English proficiency

Additional Application Information

Applicants whose native language is not English (regardless of current residency) must provide proof of English proficiency. TOEFL scores must be at least 100 for the Internet-based TOEFL iBT.

7. **Application Review Terms (if applicable session):**

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

Note: It is the academic unit's responsibility to display program deadline dates on their website.

Terms	Years	University Late Fee Deadline
☒ Fall (regular) ☐ Session B	(year): 2018 (year):	July 1st October 1st
☒ Spring (regular) ☐ Session B	(year): 2019 (year):	December 1st February 8th
☒ Summer (regular) ☐ Summer B	(year): 2019 (year):	May 14th May 14th
Note: Session B is only available for approved online programs.		

Program admission deadlines website address: cronkite.asu.edu/grad

8. **Curricular Requirements:**

Curricular Structure Breakdown for the Academic Catalog:
(To be completed by the Graduate College)

15 credit hours

Required Core (15credit hours)
MCO 561 Defining the Digital Audience (3)

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MCO 562 Search Engine Strategy for Digital Audience Acquisition (3)
MCO 563 Social Media Campaigns and Engagement (3)
MCO 564 Digital Audience Research and Behavior (3)
MCO 565 Digital Audience Analytics (3)

9. **Keywords**: List all keywords that could be used to search for this certificate. Keywords should be specific to the proposed certificate – limit 10 keywords.

   social, social media, SEO, SEM, analytics, digital strategy, audience research, audience growth, marketing, journalism

10. **Area(s) of Interest**

   A. Select **one (1)** primary area of interest from the list below that applies to this program.

☐	Architecture & Construction	☐	Interdisciplinary Studies
☐	Arts	☐	Law & Justice
☐	Business	☐	Mathematics
☒	Communication & Media	☐	Psychology
☐	Education & Teaching	☐	STEM
☐	Engineering & Technology	☐	Science
☐	Entrepreneurship	☐	Social and Behavioral Sciences
☐	Health & Wellness	☐	Sustainability
☐	Humanities		

   B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐	Architecture & Construction	☐	Interdisciplinary Studies
☐	Arts	☐	Law & Justice
☒	Business	☐	Mathematics
☐	Communications & Media	☐	Psychology
☐	Education & Teaching	☐	STEM
☐	Engineering & Technology	☐	Science
☐	Entrepreneurship	☐	Social and Behavioral Sciences
☐	Health & Wellness	☐	Sustainability
☐	Humanities		

11. **Contact and Support Information:**

Office Location - Building Code & Room: *(Search ASU map)*	555 N. Central Ave. Suite 302 Phoenix, AZ 85004
Campus Telephone Number: (may not be an individual's number)	602 496-5055
Program Email Address: (may not be an individual's email)	cronkitegrad@asu.edu
Program Website Address: (if one is not yet created, use unit website until one can be established)	cronkite.asu.edu/grad
Program Director (Name):	Jessica Pucci
Program Director (ASURITE):	jepucci

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Program Support Staff (Name):	Aric Johnson
Program Support Staff (ASURITE):	anjohn10
Admissions Contact (Name):	Aric Johnson
Admissions Contact (ASURITE):	anjohn10

12. Application and iPOS Recommendations: List the Faculty and Staff that will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Aric Johnson	anjohn10	X	X
Alexis Weiler	asweile	x	x

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APPENDIX II

Letters of Support

Walter Cronkite School of Journalism and Mass Communication – Official Submission

From: Rebecca Blatt
Sent: Friday, February 23, 2018 10:01 AM
To: Curriculum Planning <CurriculumPlanning@exchange.asu.edu>
Subject: FW: Walter Cronkite School of Journalism and Mass Communication Academic Plan Updates

HI Curriculum team,

I'm attaching the Cronkite School's full proposal for a Graduate Certificate in Digital Audiences to launch Fall 2018. Please let me know if you need anything else from us.

Best,

Rebecca

Rebecca Blatt

Assistant Dean

Walter Cronkite School of Journalism and Mass Communication

Arizona State University

Direct: 602 496-2443

Mobile: 919 428-1463

@reblatt

rebecca.blatt@asu.edu

![ASU Arizona State University logo]

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

W. P. Carey School of Business

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>

Date: February 28, 2018 at 8:01:51 AM MST

To: Christopher Callahan <Christopher.Callahan@asu.edu>

Subject: Re: Impact Statement

Hello Chris,

I have reviewed the graduate certificate proposal in "Digital Audiences" and the W. P. Carey School of Business has no objections/is supportive of the proposal.

Amy

Amy Hillman, PhD

Dean and Rusty Lyon Chair of Strategy   Arizona State University

W. P. Carey School of Business   amy.hillman@asu.edu | Ph: 480.965.3402

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

New College of Interdisciplinary Arts and Sciences

From: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Date: Tuesday, March 6, 2018 at 1:30 PM
To: Rebecca Blatt <Rebecca.Blatt@asu.edu>
Cc: Christopher Callahan <Christopher.Callahan@asu.edu>, Todd Sandrin <Todd.Sandrin@asu.edu>
Subject: Re: Impact Statement Request

Dear Rebecca:

Thank you so much for your patience regarding the impact statement for the Certificate in Digital Audiences. We have now consulted the School of Social and Behavioral Sciences, whose programs more closely overlap with this offering, and its faculty are in support of the certificate, wanting simply to highlight the same elements that they mentioned for the MS, among which are the need for coordination between this offering and our MA in Social Technology, a look to develop further programs together that rely on our synergies, and reciprocity when it comes to the possibility of development of undergraduate offerings in social technology by New College.

While we believe that there is potential impact for our graduate offerings, especially in Social Technology, we also believe that through collaboration and conversation we can address any issues that may arise.

Good luck with the certificate,

Patty

Patricia Friedrich, PhD

Associate Dean for Academic Programs,

New College of Interdisciplinary Arts and Sciences

Professor of Linguistics/Rhetoric and Composition,

School of Humanities, Arts, and Cultural Studies

Arizona State University P. O. Box 37100

4701 W. Thunderbird Rd. Mail Code 3051

Phoenix, AZ, USA 85069-7100

voice 602 543-6046

From: Rebecca Blatt
Sent: Friday, February 23, 2018 4:28 PM
To: Christopher Callahan <Christopher.Callahan@asu.edu>; Todd Sandrin <Todd.Sandrin@asu.edu>
Subject: Impact Statement Request

Dear Todd,

ARIZONA STATE UNIVERSITY

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Thank you again for your support of our proposed BS and MS degrees in digital audiences. Those proposals are moving right along!

Chris and I are reaching back out because the Provost has just given approval to move forward with a related proposal for Graduate Certificate in Digital Audiences. Grad College is requesting impact statements that specifically mention support for the graduate certificate rather than the MS.

The graduate certificate has the same core courses that were included in the MS proposal. We just stripped out other courses for students who don't need or want a graduate degree.

Our deadline for impact statements is March 7. Would you be able to review this before then? I'm attaching the proposal here, and your original impact statement is below. I'm happy to talk more if you have any questions!

Best,
Rebecca

Rebecca Blatt

Assistant Dean

Walter Cronkite School of Journalism and Mass Communication

Arizona State University

Direct: 602 496-2443

Mobile: 919 428-1463

@reblatt

rebecca.blatt@asu.edu

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

College of Integrative Sciences and Arts

Rebecca and Chri,

CISA is delighted to support your proposal for a graduate certificate in Digital Audiences.

Please let me know what else we can do to help.

Best,

Duane

Duane Roen

Vice Provost, Polytechnic campus

Dean, College of Integrative Sciences and Arts

Dean, University College

Arizona State University

Mail Code: 2780

7271 E Sonoran Arroyo Mall

Mesa, AZ 85212-6415

P: 480-727-6513

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PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

College of Liberal Arts and Sciences

Dear Rebecca,

If the courses involved in the Graduate Certificate are the same for those in the MS program, then CLAS shares the same evaluation as for the Digital Audience Strategy MS.

Best wishes,

Kenro Kusumi

From: Rebecca Blatt <Rebecca.Blatt@asu.edu>
Date: Friday, February 23, 2018 at 12:22 PM
To: Kenro Kusumi <Kenro.Kusumi@asu.edu>
Cc: Kyle Rader <kwrader@asu.edu>
Subject: Re: Request for impact statement

Dear Kenro,

Thank you again for your support in our proposed MS in Digital Audience Strategy.

I'm reaching back out because the Provost has just given approval to move forward a related proposal to create a Graduate Certificate in Digital Audiences, and Grad College is requesting impact statements that specifically address support for the graduate certificate.

I wouldn't expect any additional impact from this certificate program. It's the same core courses that were included in our MS proposal. We've just stripped everything else out for students who don't need a degree.

I really apologize for reaching out twice in one month! The grad certificate had been put on hold in the fall ago, so we were not actively moving through the process when I contacted you before.

Our deadline for impact statements is March 7. Would you be able to review this before then? I'm attaching the proposal here, and I'm pasting your last impact statement (1/30) below…

Best,

Rebecca

ASU | ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

College of Public Service and Community Solutions

From: Cynthia Lietz <clietz@asu.edu>
Date: Thursday, March 1, 2018 at 1:53 PM
To: Rebecca Blatt <Rebecca.Blatt@asu.edu>
Subject: Re: Request for Impact Statement

Hi Rebecca, thanks for checking in, we support this program. Let me know if you need anything else, Cindy

Get Outlook for iOS

_____

From: Rebecca Blatt
Sent: Thursday, March 1, 2018 12:28:02 PM
To: Cynthia Lietz
Subject: Request for Impact Statement

Hi Cynthia,

I am an assistant dean in the Cronkite School, and I'm reaching out to you with a request for an impact statement on our proposed Graduate Certificate in Digital Audiences. Grad College has asked us to obtain a statement of impact/support from COPSCS because we mention in the proposal that skill in reaching audiences online would be helpful for government agencies and nonprofit organizations.

Our deadline for turning in impact statements is Wednesday, March 7. I apologize for short notice. Would you be able to review the proposals before then? I'm happy to walk across the street to talk through them if that would be helpful!

Best,

Rebecca

Rebecca Blatt

Assistant Dean

Walter Cronkite School of Journalism and Mass Communication

Arizona State University

Direct: 602 496-2443

Mobile: 919 428-1463

@reblatt

rebecca.blatt@asu.edu

ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

Sandra Day O'Connor College of Law

Hi Rebecca.

No worries about a second request. Below is a statement from the College of Law. If something further is needed please let me know.

Please accept this as a statement of support from the Sandra Day O'Connor College of Law. The course requirements for the proposed certificate in Digital Audiences should not affect the degree programs/curriculum of the law school.

Best,

Leslie

Leslie Mamaghani

Assistant Dean of Educational Programs

Sandra Day O'Connor College of Law

Arizona State University

480-965-9042

PROPOSAL TO ESTABLISH A NEW GRADUATE CERTIFICATE

ASU Online/EdPlus – Support

ASU EdPlus

ARIZONA STATE UNIVERSITY

MEMORANDUM

To: Rebecca Blatt
From: Casey Evans
Date: February 26, 2018
Subject: Graduate Certificate Digital Audiences

Dear Rebecca,

Congratulations!

The Graduate Certificate in Digital Audiences has received preliminary support from Dean Philip Regier to be offered through ASU Online. This program must complete university governance reviews for formal approval. Please include this support memo along with your proposal submission when it is submitted formally to the university (to curriculumplanning@asu.edu) by your dean or their designee.

Please note that in order to proceed with implementation you must receive final approval to launch an online program from the University Provost, and submit an ASU Online Offering form in Curriculum Changemaker to gain documented approvals from Dean Regier and Provost Searle.

Once again, congratulations! We are excited to work with you on your new program.

Thank you!

Casey Evans

Director, Academic Program Management
EdPlus at ASU
Arizona State University
Phone: (480) 884-1631
Casey.l.evans@asu.edu

(NEW GRADUATE INITIATIVES)

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

☒ **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: https://provost.asu.edu/curriculum-development.**

☒ **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: Courses link
- For questions regarding proposing new courses, send an email to: courses@asu.edu

☒ **Prepare the applicable proposal template and operational appendix for the proposed initiative.**

☒ **Obtain letters or memos of support or collaboration (if applicable).**

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request
- if the program will have an online delivery option support will be required from the Provost's office and ASU Online. (*Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*)

☒ **Obtain the internal reviews/approvals of the academic unit.**

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations

All new graduate programs require specific processes and procedures to maintain a successful program. Below are items that Graduate College strongly recommends that academic units establish after the program is approved for implementation.

☐ **Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

☐ **Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.