

Winthrop University Board of Trustees Program Development Quarterly Report: 25 Oct 2019

Current program development efforts build upon the **2016 Academic Program Mix Report**, which recommended exploration and development of ten programs (1-10 below). Eight of these programs have been acted upon and either 1) are in development; 2) are in internal preparation for BOT and/or CHE review; 3) are fully approved and actively enrolling or enrolled; or 4) were not developed based upon market data. Two programs have had no action taken: one already exists as a track (financial planning) and the other will be forwarded to the Academic Master Plan development group for consideration (fashion design).

| | Program Proposed | College | Degree(s) Proposed | Status |
|----|-----------------------------------|----------|----------------------------|----------------|
| 1 | Cybersecurity | CBA | Certificate, BS | Hiring to dev. |
| 2 | Data Analytics/Data Science | CAS/CBA | Certificate, minor, BA, MS | Internal BA |
| 3 | ESL Pathway | COE | Non-degree | Tabled |
| 4 | Fashion Design/ Merchandising | CVPA | BA, conc. in merchandising | No action |
| 5 | Financial Planning | CBA | Certificate, MS | No action |
| 6 | Hospitality Management | CBA | Track | Enrolled |
| | Craft Brewing Certificate | CAS/CBA | Certificate | Internal |
| 7 | Media and Digital Arts suite: | | | |
| | Film and Content Production | CAS/CVPA | minor | Enrolled |
| | Music Technology | CVPA | Concentration | Enrolled |
| 8 | RN-to-BSN | CAS/CBA | BSN | Not pursued |
| 9 | Adult Degree Completion | CAS | BPS | Enrolling |
| 10 | Online MBA | CBA | MBA 100% online | Enrolled |
| | | | | 8 of 10 |
| | Other programs since 2017: | | | |
| 11 | Online Arts Administration | CVPA | MAAA | Enrolled |
| 12 | Online Social Work | CAS | MSW | Enrolled |
| 13 | Online Special Ed Intervention | COE | MEd | Enrolled |
| 14 | Learning Design Technology | COE | MEd | Enrolled |
| 15 | Medical Lactation | CAS | Certificate | CHE review |
| 16 | Applied Software Dev. | CBA | BS | Internal |
| 17 | Social Inequalities | CAS | BA-Sociology | Internal |
| 18 | Educational Studies | COE | BA | Internal |

In addition to completing work on the initial 10 recommendations, we have identified and implemented four hybrid and/or online programs (11-14). One concentration is under review by CHE (15) and four programs are moving through internal approvals (2, 16-18) with a plan to send those requiring BOT/CHE approval to the Board of Trustees in January (special review) and to CHE in February.

Deans and the Winthrop Office of Online Learning are exploring programs for implementation in the second phase of our online program development efforts. Conversations are currently underway regarding which programs to launch independently and which to implement through partnership with Wiley.

Programs under discussion for new online development:

- CAS: Human Nutrition M.S. (existing campus-based program considering move to online)
- CBA: Accounting and Data Analytics M.S. (new program development)

Programs under discussion for additional Wiley supports:

- COE: Literacy M.Ed.
- COE: Sport and Fitness Administration M.S.

2019-2020 Additional program development proposals under discussion and program refreshes being implemented in the colleges include:

- CAS: Roll-out of program change proposals for BIOL and CHEM introductory major sequences
- CAS: Development and proposal of Digital Sport Production in Mass Communication
- CBA: Roll out the Business Acumen program (eight credits required in four years)
- CBA: Creating a Minor in Finance for a Fintech option
 - Option 1: BSBA in Finance concentration with a Minor in Computer Science; or
 - Option 2: BS in Computer Science with a Minor in Finance
- CBA: Explore MA in American Business Studies program for international partners
- CBA: Pursue hospitality/entertainment program growth options with community partners
- COE: Developing a teacher residency program for MAT students with additional tracks: Early Childhood Ed, Elementary Ed, Middle Level Ed, and Special Ed
- COE: Developing specialized tracks in the BS Exercise Science program with increased certification opportunities
- COE: Finalize preparations for innovative blended (3+2) MSAT (Athletic Training) program
- CVPA: Developing proposal for a BA in Integrated Arts
- CVPA: Converting BFA in Visual Communication to Bachelor of Design, and exploring addition of Apparel and Product Design
- CVPA: Complete program change proposal converting Master of Music from three-year to two-year program

Academic Master Plan 2020-2025:

Academic Affairs will launch an Academic Master Plan development process in Fall 2019 and prepare a set of new program recommendations, program refresh needs, and/or elimination options by Fall 2020 to see us through the next five years.

The Academic Master Plan will be developed through consultation with faculty and community partners and with support and inputs from Education Advisory Board market analyses, employer surveys, regional economic development planning, Access and Enrollment Management data, and student enrollment trends.

Submitted by Adrienne McCormick