Credential Adoption Information Form

1. Credential Title — Information Management and Design Digital Video Certificate

2. Credential Type (check all that apply)

   ☐ Associate Degree, Specify Click here to enter text.

   ☐ Degree Option

   ☒ Certificate

   ☐ Diploma

3. Proposed Implementation Date — Pilot: Spring 2013; Full: Fall 2013

4. Estimate number of students earning this credential over the next 5 years

Year	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Students Earning Credential	2	5	10	15	20

How were these estimates calculated?

This credential is tied to the new AFA in Cinematic Arts curriculum that is currently going through the approval process at the same time as this one. We expect the majority of the students interested in the new IMD Digital Video Certificate to come from this Cinematic Arts program. Those students would be taking our courses as a track within the AFA to specialize in digital video. Since this curriculum is new, we do not expect a large number of majors in this track right away. As the estimates reflect, it should start slowly and gradually increase.

5. Will adoption of this credential increase enrollment within the area/program?

   Yes

X No

If yes, provide estimates of enrollment increases over the next 5 years

Year	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Full Time	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Part Time	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

How were these estimates calculated?
If no, explain.

We do not expect that this new certificate will increase Information Management & Design Program Majors over the next few years. It will slightly increase the number of students taking IMD courses though. Most of the students in this certificate are expected to come from the Cinematic Arts program, specializing in digital video through our courses. These majors would not count as IMD. We may have some IMD students specializing in web/graphic design who choose to also obtain our new video certificate, but the enrollment numbers for majors would not be affected since those students would already be counted. In a few years after these new credentials are established, we may see some students who decide to obtain only this certificate and not a two-year degree. These students would increase the enrollment for our program.

6. Will adoption of this credential increase personnel requirements? X Yes

No

If yes, provide estimates of changes to personnel requirements over the next 5 years

Year	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Full Time Faculty	No	No	No	No	No
Adjunct Faculty	0	0	1	2	2
Support Staff	No	No	No	No	No

How were these estimates calculated?

During the first few years as we begin to offer these courses there will be few sections to staff. We will be able to have full-time instructors cover the new courses. As enrollment picks up, we will need to add one or two new adjunct faculty. We are only anticipating

offering two courses total each semester for the first few years, so adjunct needs will be light.

If no, explain how personnel requirements will be met.

Click here to enter text.

7. Will adoption of this credential require additional classroom/laboratory space or facilities?

   ○ Yes

   X No

   If yes, provide estimates of changes to classroom/laboratory space or facilities requirements over the next 5 years

Year	Click here to enter text.		Click here to enter text.		Click here to enter text.		Click here to enter text.		Click here to enter text.	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Classrooms Required	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Laboratories Required	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Total Seats Required	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

Can the space requirements be met with existing space? X Yes

○ No

If no, explain how space needs will be met?

Click here to enter text.

8. Will adoption of this credential result in increased expense requirements?

   X Yes

If yes, estimate additional expense requirements for the next 5 years?

Year	2012-2013	2012-2013	2012-2013	2012-2013	2012-2013
Faculty	0	0	2175	2175	4350
Supplies/Materials	0	0	0	0	0
Travel	0	0	0	0	0
Equipment/Furnishings	0	0	0	0	0
Professional Development	0	0	0	0	0
Accreditation Support	0	0	0	0	0
TOTAL	0	0	2175	2175	4350

Identify sources of financial support, including BCTC funds, advisory committee contributions, grants, and other external funders.

We do not anticipate many additional expenses needed to offer these courses. We already have upgraded, or will be upgrading to the required software. Our program also has equipment in place such as digital video cameras to loan to students for use in the new classes. Additional equipment or software will be requested through Perkins if needed. As mentioned in item number six on this form, we may hire an additional adjunct instructor after a couple years to teach a course within this certificate. This expense has been reflected on the chart above.

If no, explain.

9. Describe the need for this program/credential. Include information on graduate demand on a local, state, and national level.

Our new certificate has been recommended by both the college's administration and the existing Film Studies–Script to Screen program. The Film Studies program is submitting a new AFA in Cinematic Arts proposal. Our new digital video certificate is designed to fit into this AFA as one option for students to specialize in. The Digital Video certificate can stand alone, but we expect the majority of our students to come from the new AFA in Cinematic Arts degree. Since our new certificate will be tied to the AFA in Cinematic Arts, here is some information from that program:

It is well-known that the motion picture industry is growing beyond the traditional boundaries of the major studios. Opportunities for employment and invention exist in Kentucky and indeed, around the world. Four-year academic institutions in Kentucky and nationwide are responding with new offerings specific to filmmaking. This AFA program proposal has evolved over the past 5 years at the request of Kentucky's growing film industry and to serve students interested in furthering their education in the cinematic arts.

The IMD Digital Video certificate will exist as a track within this AFA program, and also as a stand-alone certificate for any student needing these specific hands-on skills.

10. Are there additional circumstances that justify adopting this program/credential, such as grants, government mandates, or industry requests?

    During our last IMD program advisory board meeting, it was recommended that we include more multimedia and digital video editing courses to accompany the web/graphic design courses. This need reflects the increase in streaming video deployed through the Internet and the need for employees skilled in this area. Our board has been looking for the skills to shoot, edit, and produce video for the web from our students.