Recommendation

That the Board of Regents approve an Associate in Applied Science (AAS) in Instructional Design and Learning Technology with tracks in Instructional Design, eLearning Developer, Graphic Design for Instruction, as well as a Custom track; and certificates in Foundations of Instructional Design, Advanced Instructional Design, Instructional Facilitation, eLearning Developer, and Graphic Design of Instruction for Gateway Community and Technical College (GCTC) to be implemented in fall 2013.

Rationale

- The proposed AAS degree is consistent with the missions of the Kentucky Community and Technical College System (KCTCS) and Gateway Community and Technical College and supports the statewide postsecondary education strategic agenda and the statewide strategic implementation plan.
- According to the 2020 Jobs Outlook: A Regional Indicators Report, released in August 2012 for the Northern Kentucky/Greater Cincinnati region, the only major occupational groups that are projected to grow at a rate of more than two percent per year, have a median wage above $33,130, and have a significant number of jobs in 2020 are healthcare practitioners, education-related occupations, business and financial occupations, and computer and mathematical occupations. These four occupational groups represent one in every five jobs in the local Northern Kentucky/Greater Cincinnati region. More specifically, regional occupations in education and training held an annual median wage of $42,780 in 2010 and are projected to grow 13.1 percent by 2020, resulting in 62,947 jobs. The results of a local survey conducted with 10 regional employers support these labor statistics. Of those surveyed, 100 percent indicated that they would employ graduates of the Instructional Design and Learning Technology program.
- The 60 credit hour Instructional Design and Learning Technology program is designed to provide individuals with the knowledge and skills required to be successful in an entry-level instructional design position in any field.
- GCTC has the funding required to implement the AAS in Instructional Design and Learning Technology program. The implementation will be funded by the H-1B Technical Skills Training Grant through the U.S. Department of Labor and sustained primarily through tuition fees.

Background

According to the Kentucky Public Postsecondary Education Diversity Policy and Framework for Institution Diversity Plan Development, Gateway Community and Technical College has automatic eligibility.

An executive summary of the proposal is attached. A copy of the full proposal has been forwarded to each member of the Board’s Academic Affairs and Curriculum Committee.
EXECUTIVE SUMMARY

Associate in Applied Science in

Instructional Design and Learning Technology

Gateway Community and Technical College

A Proposal for Initiation of a New Degree Program

Centrality to the Institution’s Mission and Consistency with State’s Goals

The mission of Gateway Community and Technical College (GCTC) states that the college “provides high quality, affordable, accessible, and inclusive postsecondary education and training resulting in a positive contribution to the economic vitality of the region and enhanced quality of life for all citizens.” Through a variety of partnerships, the college provides a “seamless system of entrepreneurial-learning” that creates pathways to success through: certificate, diploma, associate degree and transfer programs; developmental, adult, and continuing education; workforce and customized training; and support services for the enhancement of student learning and success. The objectives of this program provide strong support for the mission of Gateway Community and Technical College.

The Gateway Community and Technical College 2010-16 Strategic Plan: Make Change Happen is built on a framework of three strategic focus areas: Pathways, Engagement, and Organizational Capacity. These focus areas align with the Kentucky Council on Postsecondary Education’s Strategic Agenda.

The Instructional Design and Learning Technology program will meet the dynamic needs of business and industry in the Northern Kentucky/Greater Cincinnati region as well as needs in Kentucky and across the nation for high-quality programming on the design, development, and delivery of training and instruction. Through the creation of a model program with a major industry partner, this program has the potential to set an example for how efficiency and innovation can be applied to postsecondary education.

Program Quality and Student Success

The Business, Design and Technology Division at Gateway Community and Technical College proposes to offer a program of study leading to the Associate in Applied Science in Instructional Design and Learning Technology. The Instructional Design and Learning Technology program is designed to provide individuals with the knowledge and skills required to be successful in an entry-level instructional design position in any field. The core curriculum is comprised of a general education component and a technical education component, including an introduction to productivity software, curriculum and training design, facilitation skills, multimedia design and development, and human performance consulting. Program participants can select career tracks that align with their
career goals and interests. Instructional Design, eLearning Developer, and Graphic Design for Instruction are available tracks for the program. Students may also choose to customize their track.

**Program Demand/Unnecessary Duplication**

The Instructional Design and Learning Technology program was developed through a partnership with TiER1 Performance Solutions, a prominent and rapidly growing instructional design and development company in the Northern Kentucky/Greater Cincinnati region. After initially determining that there was a shortage of skilled workers to fill jobs in design and development within the region, GCTC and TiER1 developed a concept for a partnership and program that would not only provide an answer to the shortage of skilled workers in this field but would also allow TiER1 and GCTC to work closely together to provide students with a comprehensive experiential-learning platform for their studies. GCTC and TiER1 collaborated to develop a grant proposal to support the development of this partnership and program. In November 2011, GCTC was the recipient of a $4.9 million H-1B Technical Skills Training Grant through the U.S. Department of Labor for the *Innovative Pathways in Technology and eLearning Careers* project. The development and implementation of the Instructional Design and Learning Technology program is a critical component of this project. The curriculum was developed with input from numerous regional employers.

The occupational outlook for graduates of this program is substantially positive. Occupations such as distance learning coordinator, instructional designer and technologist, instructional coordinator, multimedia artist and animator, and training and development specialist are in high demand in Kentucky and across the nation. In 2008, there were 461,000 positions in these areas and projected openings by 2018 total more than 213,000. The median wage range for these positions in Kentucky is $45,000-$63,000.

According to the *2020 Jobs Outlook: A Regional Indicators Report*, released in August 2012 for the Northern Kentucky/Greater Cincinnati region, the only major occupational groups that are projected to grow at a rate of more than two percent per year, have a median wage above $33,130, and have a significant number of jobs in 2020 are healthcare practitioners, education-related occupations, business and financial occupations, and computer and mathematical occupations. These four occupational groups represent one in every five jobs in the local Northern Kentucky/Greater Cincinnati region. More specifically, regional occupations in education and training held an annual median wage of $42,780 in 2010 and are projected to grow 13.1 percent by 2020, resulting in 62,947 jobs.

The results of a local survey conducted with 10 regional employers support these labor statistics. Of those surveyed, 100 percent indicated that they would employ graduates of the Instructional Design and Learning Technology program. The majority of employers said certificate graduates would start around $30,000 and degree graduates would start around $35,000. Seventy percent of employers indicated an interest in offering program certificates to their current employees as professional development/skill upgrade, and 100 percent indicated that they were willing to allow students to do a practicum or co-op placement with their company.

**Cost and Funding of the Proposed Program**

The Instructional Design and Learning Technology program is a major component of Gateway’s *Innovative Pathways in Technology and eLearning Careers* grant project; all costs for initial supplies,
instructional materials, faculty, and faculty development are covered by the grant funds. Although the grant funding period ends in November 2015, it is expected that the program will be generating revenue to sustain all costs associated with operating the program. Much of the large, early expenses are associated with establishing the program as part of a technology innovation center through the lease of a facility, instructional design development work for the program curriculum, and the purchase of classroom and instructional supplies, equipment, and other materials.

**Program Review and Assessment**

All programs at GCTC have a standing program advisory committee which meets at least once per academic year. The standing committee is charged with studying issues and opportunities; keeping the college administration informed of new developments in business, industry, education and government; and providing feedback, suggestions, and guidance related to facilities, curriculum instruction, and student progress. Recommendations made by advisory committees may be included in the program’s Academic Program Review and/or the Annual Planning and Outcomes Assessment process.

Assessment of academic programming also occurs through the collection and analysis of quantitative data sets, institutional surveys, and benchmarking of GCTC performance against comparable institutions. The performance measures evaluated are directly tied to the Key Performance Indicators of the 2010-16 Strategic Plan and include enrollment, retention and persistence, completion, licensure/certification exam pass rates, transfer, and employment.

All program assessments are tied together in the Academic Program Review (APR) process. The APR is designed to improve the quality of educational programs by providing faculty and administration the opportunity to determine strengths and weaknesses of existing programs and ensure program priorities align with the college’s mission and strategic plan as well as to the needs of business and industry. All programs participate in the APR each year. The APR focuses on program efficiency and effectiveness through a review of applicable program statistics and program self-evaluation and includes five sections: program data elements, academic program profile, program outcomes assessment, reflection, and recommendations for improvement.

As a new associate degree program, the results of the college program review will also be forwarded to the Kentucky Council on Postsecondary Education (CPE) staff for review after three years. Upon a successful Council review, the program will be placed on the regular five year CPE institutional program review cycle.

**Conclusion**

The proposed AAS degree is consistent with the missions of KCTCS and Gateway Community and Technical College and supports the statewide postsecondary education strategic agenda and the statewide strategic implementation plan. There is an approved curriculum for the program. Local and regional employers support the approval and implementation of this innovative program which focuses on emerging-technology job trends. GCTC has the funds for implementation of this program.