Ms. Christine L. Mee  
Executive Director, Institutional Research, Assessment and Analysis  
Coastal Carolina University  
P. O. Box 261954  
Conway, SC 29528

Dear Ms. Mee:

Thank you for your letter and prospectus of April 14, 2015, notifying SACSOC of your intention to implement a new Bachelor of Arts in Digital Culture and Design degree program, effective fall 2015.

The Coastal Carolina University (CCU) 2008-2013 Strategic Plan calls for “an increase in academic majors, minors, specializations, and emphases at both the undergraduate and graduate levels.” The plan also calls for “interdisciplinary cooperation in developing new academic programs at the undergraduate and graduate levels.” Thus, the B.A. in Digital Culture and Design adds an innovative, interdisciplinary program within the College of Humanities and Fine Arts (COHFA) that includes all the departments of COHFA and promotes cooperation in different areas of specialization. Students will be trained to develop an understanding of digital editing, interactive project development, the cultural impact of social media, the intersections of “analog” and electronic communication, and the theories and practices of digital visual culture and digital research methods. The degree program can lead to employment in media industries, museum design, multimedia art and design, web design, and entertainment technology or to further graduate study.

Based on six learning objectives, the degree program core requires the completion of 66 credit hours. The curriculum requires 18 credit hours in foundational courses, 15 credit hours in digital humanities, 15 credit hours in a methods sequence, three credit hours in a practicum or internship, 12 credit hours in humanities content courses, and a three credit hour capstone course. Anticipated enrollment is 20 students per academic year. The coursework will be taught in the traditional, blended, and distance learning formats.

The Faculty Roster Form submitted describes nine full-time faculty members to implement the degree program. All have doctoral or terminal degrees in English, Art History, History, Art Studio/Graphic Design, Geography (digital cartography), and Computer-Mediated Communication. All appear to be qualified to teach the coursework assigned. A second new hire is planned for year two and a third new hire is planned for year three. The digital specialist planned for year three will teach half-time and assist faculty and students in COHFA with digital humanities projects for the remainder of his or her workload. If the program grows as expected, a fourth new faculty member will be added in year four.

Library and learning resources appear to be adequate for the degree program. Standard library resources include adequate library staff, print and electronic materials, computer equipment, instructional services, and library consortia agreements. A substantial listing of print and electronic resources to support the degree program was provided.

Student support services also appear to be adequate. Along with standard academic support services, these include disability services, career services, counseling services, distance learning services, computing services, health services, and veteran’s services.
Physical resources and financial support for the degree program also appear to be adequate. The program will be housed in the Edwards Building which contains 110,000 square feet of classroom, faculty, and other office space. As part of the online learning initiative, a Digital Production Studio is being built in the building. In addition to serving as a lecture capture facility, the studio will support professional video production, digital media composition, lighting design, and acting for the camera courses. An extensive range of equipment will be housed in the facility. Also, a Digital Humanities Hub is being designed for the building which is complete with computer workstations, an Ashes2Art modeling area, and video conferencing capabilities. The five year budget projects revenues to exceed expenditures for the program. Also, the University has a contingency plan in place should lower than expected revenues occur.

CCU has a standard process in place for the evaluation and assessment of all of its programs and services. The basic cycle follows four steps: establish student learning outcomes and goals; provide learning opportunities; assess student learning; and use the results to modify and improve programs. A Student Learning Outcomes matrix was provided for the six student learning outcomes of the Digital Culture and Design program. The matrix provides outcomes, assessment courses/projects, and means of assessment (significant use of portfolios).

The Board of Trustees of the Southern Association of Colleges and Schools Commission on Colleges reviewed the materials seeking approval of the B.A. in Digital Culture and Design degree program. It was the decision of the Board to approve the program and include it in the scope of the current accreditation.

Enclosed is an invoice for $500 to help defray the cost of reviewing the prospectus.

The Commission wishes you success in this endeavor.

Best regards,

Belle S. Wheelan, Ph.D.
President

BSW/LCS:iy

Enclosure

cc:  Dr. David A. DeCenzo, President
     Dr. John S. Hardt
May 18, 2015

President David A. DeCenzo
Coastal Carolina University
PO Box 261954
Conway, South Carolina 29528-6054

Dear President DeCenzo:

This letter is to confirm that at its meeting on May 7, 2015, the Commission approved the Bachelor of Arts degree in Digital Culture and Design at Coastal Carolina University to be implemented in Fall 2015.

The following table lists the chronology of the program approval process.

<table>
<thead>
<tr>
<th>Program Planning Summary Received</th>
<th>10-15-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAP Electronic Review</td>
<td>12-2-13</td>
</tr>
<tr>
<td>Program Proposal Received</td>
<td>1-5-15</td>
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<tr>
<td>ACAP Consideration</td>
<td>2-12-15</td>
</tr>
<tr>
<td>CAAL Consideration</td>
<td>4-8-15</td>
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<tr>
<td>CHE Consideration</td>
<td>5-7-15</td>
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</table>

The program will be noted in the Commission’s Inventory of Approved Programs with the following information.

<table>
<thead>
<tr>
<th>Degree Designation</th>
<th>Title of Program</th>
<th>CIP Code</th>
<th>Site Identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.A.</td>
<td>Digital Culture and Design</td>
<td>240103</td>
<td>51001 Coastal Carolina University (Main Campus)</td>
</tr>
</tbody>
</table>

Please do not hesitate to contact me should you have any questions about the Commission’s action.

Sincerely,

Julie J. Carullo
Interim Executive Director

cc: Dr. Ralph Byington
    Dr. John Beard
    Inventory file
    MIS file
    Program file