Proposal:

It is proposed that UVU add the following programs: **BS in Entrepreneurship, BS in Mechatronics Engineering Technology, BS in Animation and Game Development, BS in Digital Audio, BS in Digital Cinema, BS in Web Design and Development** with emphases in **Web and App Development and Interaction and Design, BS in Information Management**, and a **Minor in Geography**. It is proposed that the **BS in Digital Media** with its five emphases be deleted contingent on the passing of the four new Digital Media BS degrees and the BS in Information Management. It is proposed that the Department of Basic Composition/ESL be split into two departments: **Department of English Language Learning, and Department of Basic Composition**. The **BS in Environmental Science and Management** was approved in March of 2011 by the State Board of Regents and is now being submitted for its three-year follow-up.

Background:

The **BS in Entrepreneurship** would replace the current Entrepreneurship emphasis in the Woodbury School’s General Business degree. This program builds on the Woodbury School’s current curricula, adding rigor by reducing the variance with which the new list of required specialty core classes are taken, providing better student outcomes by preparing all students in the major to complete projects in which they launch a new business and assist community-based small businesses solve problems.

Mechatronics Engineering Technology encompasses the fields of mechanics, electronics, and control of industrial processes. The **BS in Mechatronics Engineering Technology** program has been developed to train graduates to design and build industrial automation components and systems, upgrade automation systems, and develop electromechanical products using the principles of programmable logic controllers, sensors, pneumatics, actuators, industrial robots, and CAD. The program builds on the success of the existing AAS in Mechatronics Engineering Technology and allows for a seamless transition from the AAS degree to the BS degree. Graduates will realize productive employment in companies that produce automotive components, medical devices, semiconductors, food products, packaging, sporting goods, and raw materials throughout Utah and the United States.

A new **Bachelor of Science in Animation and Game Development** within the Digital Media Department would replace the existing emphasis and provide students with a much more targeted and efficient curriculum. This change is necessary in order to provide UVU graduates the depth and rigor they need to compete in the professional studio environment. The proposed BS degree in Animation and Game Development will focus on contemporary, industry-standard, and technology oriented processes and procedures. Employers are specifically looking for these areas of expertise.

In the Digital Audio emphasis, students are required to take classes in Internet Technologies, Digital Cinema, and Gaming and Animation, as well as classes in Audio itself. A new **Bachelor of Science in Digital Audio** within the Digital Media Department would replace the existing emphasis in Digital Audio and no longer require students to take classes in the other emphases. This change is necessary in order to provide UVU graduates the knowledge and skills they need to compete in the real world of professional
audio. The proposed BS in Digital Audio will allow students to study, without distraction, the physics and mathematics of audio engineering, basic audio-related electronics, recording tools and techniques, mixing tools and techniques, mastering tools and techniques, radio production, room acoustics and design, production sound for film and television, postproduction sound, audio restoration (archival, historical, and forensic), and the business and marketing practices of the audio industry.

A new Bachelor of Science in Digital Cinema within the Digital Media Department would replace the existing emphasis in Digital Cinema and allow students greater flexibility and depth within their course of study. It will also take full advantage of the collaboration that has been established between the School of Technology and Computing, School of the Arts, and the Entrepreneurship Department in the Woodbury School of Business. This collaboration will provide the addition of scriptwriting and business/finance courses to the Digital Cinema degree. (The addition of these areas to the degree were recommended by advisors from the digital cinema industry and a white paper created by the collaboration committee of the School of the Arts and the School of Technology and Computing.)

A new Bachelor of Science in Web Design and Development within the Digital Media department would replace the existing emphasis in Internet Technologies and no longer require students to take classes in the other emphases. The new Web Design and Development degree will have two emphases. One emphasis in Web and App Development, and a second in Interaction and Design. This change is necessary in order to provide UVU graduates the knowledge and skills they need to compete in the real world. The proposed BS degree will allow students to study app development for mobile devices, web design, and development for mobile friendly websites, digital magazine publishing, and user experience design. In order to be successful in these areas, students need skills in design and content creation.

The Bachelor of Science in Information Management consists of 123 credits designed to prepare students to supervise and manage the operations and personnel of business offices. Courses include instruction in employee supervision, budgeting, scheduling and coordination, office systems operation and maintenance, office records management, public relations, project management, accounting, decision making, and human resources. This program is designed to replace the Project and Information Management emphasis of the BS in Digital Media that the Digital Media Department is deleting due to the reorganization of the College of Technology and Computing. In this reorganization, the one-year Certificate, AS, and AAS degrees in Administrative Information Management (AIM) were moved to the Information Systems and Technology Department. The proposed replacement BS in Information Management degree is designed to stack on the Certificate and the AS and AAS degrees, and requires no new courses for implementation.

The Minor in Geography will allow students to focus on either of the major sub-disciplines of geography, namely physical geography or human geography, or to follow a broad curriculum in geography. The minor will also overlap with the coursework required of students seeking a Utah state teaching endorsement in geography. Graduates of the minor may follow a variety of career paths, including K-12 teaching and in industries that interface with the environment. A minor in geography in combination with a baccalaureate in any of a variety of allied fields should enhance a student’s employment opportunities. The minor also provides an excellent complement to the academic programs of students who have an interest in the natural world and are majoring in disciplines such as political science, business, and other fields.

The deletion of the BS in Digital Media is contingent on the approval of the Bachelor of Science degrees in Animation & Games, Digital Audio, Digital Cinema, Web Design and Development all of which will be
housed in the current Department of Digital Media. A new degree, the Bachelor of Science in Information Management, is also being proposed, which will be housed in the Information Systems and Technology (IST) department. Separate proposals for each of the five new degrees, being converted from these emphases, are being submitted in tandem with this request. The emphases in Digital Audio, Digital Cinema, Animation and Games, and Internet Technologies all share a common core which prepares graduates who are generalists with some expertise in a chosen emphasis. Graduates and advisory board members have provided feedback that more expertise is needed to compete for industry jobs. Classes taken in other emphasis areas are not helpful to graduates. Advisory board members are in full support of this change.

A department split into the **Department of Basic Composition and the Department of English Language Learning** is needed because under the current organizational paradigm, where a hard-funded program (BC) and a soft-funded program (ESL) are combined, the data collection process, employee reporting lines, and faculty and program assessments are skewed. In particular, according to current UVU policy, the department chair is required to evaluate all faculty and staff; however, the BC/ESL department chair will always be a content expert in one, but not both, disciplines in the joint department, making this person unsuitable to evaluate faculty within the other program. Thus the leadership of the department and University College feel that the best way to address these issues is to establish two completely separate departments. With UVU’s growing number of students needing English language training, the separation of departments will better serve UVU students in their language training and future academic goals.

The **BS in Environmental Science and Management** was approved in March of 2011 by the State Board of Regents. It is designed to prepare graduates who will be involved in preventing disease, controlling pollution, and protecting the environment. The program includes courses in environmental technology, environmental law, geology, hydrology, chemistry, and microbiology.

**Recommendation:**
The President and the Senior Vice President for Academic Affairs recommend that the Board of Trustees approve the proposed actions as summarized above and detailed in the attached documents.