

STATE BOARD OF EDUCATION
Action Item
April 17, 2024

SUBJECT: New Bachelor Degree Program in the Florida College System

PROPOSED BOARD ACTION

For Approval

AUTHORITY FOR STATE BOARD ACTION

Section 1007.33, Florida Statutes

EXECUTIVE SUMMARY

St. Petersburg College (SPC) submitted a notice of intent followed by a proposal to the Department of Education to offer a Bachelor of Applied Science in Digital Media. Appropriate notification of intent was provided to the Board of Governors, Independent Colleges and Universities of Florida and the Commission for Independent Education, as required in section 1007.33, Florida Statutes.

The proposed baccalaureate degree program will prepare graduates to operate effectively in the technological areas of the digital media industry and lead to employment opportunities as graphic designers, digital videographers, digital media designers, animators, content and instructional designers, deposition video recorders, and gamification designers for educational, entertainment, and media applications.

Labor market projections indicate a projected demand of 200 annual job openings in SPC's service area. Currently, there are no other regionally accredited postsecondary institutions in the college's service district that offer the same or similar program. Statewide, two (2) Florida College System institutions and three (3) State University System institutions offer the same or similar programs.

Letters of support were provided by the University of South Florida as well as by the Pinellas County School District superintendent. The WEDU PBS television station and the Digital Media Advisory Board also provided letters of support. There were no letters of objection or alternative proposals for the proposed degree program.

An extensive review of criteria was conducted for the proposal submitted, and written comments and recommendations were provided to the college. The final proposal is being submitted to the State Board of Education for consideration.

Documentation Included: St. Petersburg College Proposal for a Bachelor of Applied Science in Digital Media (under separate cover)

Facilitators/Presenters: Chancellor Kathy Hebda, Florida College System, President Tonjua Williams, St. Petersburg College, and guests