

STATE BOARD OF COMMUNITY COLLEGES
Curriculum Program Application - New to the System

The State Board of Community Colleges is asked to approve the curriculum program at the listed college on the condition that equipment funds are available to the college and operating funds generated by the budget formula will permit the offering of the program without any special allocation of funds.

Gaston College
Sports Media Technology (A30170)
Effective Term: Fall 2023

Contact(s):

Michelle Lair
Director of Academic Programs

STATE BOARD OF COMMUNITY COLLEGES
Program Application
Summary Evaluation Report
Gaston College
Sports Media Technology (A30170)

Program Planning: Gaston College is seeking approval for the Sports Media Technology (A30170) program to begin Fall 2023. The planning area is defined as the college's service area of Gaston and Lincoln Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Gaston College on November 14, 2022. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Gaston College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

Program Rationale: Gaston College indicates the following:

- The intent of Sports Media Technology program is to prepare students with professional skills in sports media and related applications. Students will be provided with hands-on training to learn the mechanics of sports, media management, marketing, and problem solving. Graduates will qualify for employment with sports media organizations in a variety of occupations as well as entrepreneurial opportunities.
- Gaston College works closely with business and community partners to identify opportunities for academic and career pathways. The college has a strong relationship with local broadcasting industry and works to provide graduates for local organizations.
- Recently, the reintroduction of sports teams at Gaston College has provided increased opportunities for the college's Broadcasting and Production Technology (BPT) students. The BPT program has been working closely with the Athletics Department to film and broadcast numerous sporting events in 2021 and 2022. These experiences are beneficial for graduates due to the presence of numerous sports teams in the region. Currently, Gaston College students complete internships with these industry partners to gain experience beyond the campus environment. The specialized program for Sports

Media will provide in-depth knowledge and skills specific to sports media industry expectations.

- Currently, Gaston College has an active articulation agreement with Belmont Abbey College for graduates of the BPT program. Belmont Abbey College provided a letter of support that states, “The proposed courses and descriptions are much more in line with Belmont Abbey’s Sport Management degree and curriculum requirements for our minor in Digital Sport Media.” The new program will allow for more hours to be articulated for students that transfer to Belmont Abbey College.
- In addition, Belmont Abbey College explained, “The knowledge and skills taught in this program will be immediately utilized within the Gaston County community to promote and highlight our wonderful sport and recreational activities.”
- According to data released by the US Bureau of Labor Statistics in September 2022, the projected rate of growth for workers in broadcast, sound, and video production is 10% between 2021-2031, which is higher than average growth for other occupations. The Bureau of Labor Statistics indicated that the median salary in 2021 was \$48,790 per year or \$23.46 per hour.
- A job search for Sports Media on Indeed.com (February 2023), indicated that there were 136 job openings in Gaston and Lincoln counties. The proposed degree program will meet the growing industry need and will be the first Sports Media Technology program in the community college system.
- In October 2022, a new prefix, SMT, for Sports Media Technology and new courses were approved by the Curriculum Course Review Committee (CCRC). Courses in this proposed program are aligned to the existing Broadcasting and Production Technology program and includes Sports Media Technology (SMT)-specific courses as well. It is the intention of the college to propose additional SMT specific courses in the future.
- While this proposed program will help meet the needs of local employers to allow students to directly enter the workforce, the program also allows graduates to transfer to the Sports Management degree program at Belmont Abbey College, which is located in the Gaston College service area.
- Letters of support were received from Belmont Abbey College and the Director of Creative Services for the Charlotte Checkers.

Impact of the Proposed Program on Other Programs: The Sports Media Technology (A30170) degree is a new to the system degree. A planning notice was sent to all colleges. Impact assessments were sent to two colleges offering similar programs in contiguous service areas. ***No negative impact assessments were received.***

Implementation of Collaborative Plan: Not Applicable

Curriculum Design: The proposed program of study is in compliance with the State Board approved curriculum standard.

Curriculum Description as Designated on Curriculum Standard:

Students enrolled in the Sports Media Technology curriculum will develop professional skills in sports media and related applications. Training will emphasize announcing, script writing, livestreaming, videography, audio and postproduction. Students will also study the mechanics of sports, media management, marketing, and problem solving. Hands-on training and teamwork approaches are essential to the instructional process. Upon successful completion, students are prepared to work in a sports media organization in a variety of occupations.

Contact(s):

Dr. Mary Olvera
Program Administrator

CURRICULUM STANDARD

<i>Effective Term</i> <i>Fall 2023</i> <i>[2023*03]</i>

Curriculum Program Title	Sports Media Technology	Program Code	A30170
Concentration	(not applicable)	CIP Code	09.0906

Curriculum Description

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Curriculum Requirements*

[for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.10]

- I. **General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.
- II. **Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*
- II. **Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	64-76	36-48	12-18

Major Hours

- A. Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.
- B. Concentration** (if applicable). A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Audio and Video Production Technology A30120

	AAS	Diploma	Certificate
Minimum Major Hours Required	49 SHC	30 SHC	12 SHC
A. CORE <i>Courses required for the diploma are designated with *</i> Required Courses: BPT 110 Media Evolution 3 SHC BPT 121 Media Speech Techniques 3 SHC BPT 140 Intro to Media Production 3 SHC BPT 240 Sports Media 4 SHC * SMT 110 Play-by-Play 3 SHC * SMT 111 Sports Media Practicum I 3 SHC Required Subject Areas: None	19 SHC	19 SHC	
B. CONCENTRATION (Not applicable)			
C. OTHER MAJOR HOURS <i>To be selected from the following prefixes:</i> ACC, ART, BPT, BUS, CIS, COM, CSC, CTS, DBA, DME, DRA, ECO, FVP, GRD, HUM, JOU, MIT, MKT, NOS, PSY, PTE, SGD, SOC, WBL, and WEB <i>Up to two semester hour credits may be selected from ACA.</i> <i>Three semester hour credits may be selected from PTE.</i> <i>Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.</i>			