



## SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

### New Undergraduate Degree Program

Use this form to propose a new undergraduate degree program. An undergraduate degree program includes a new major, a new degree, or both. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Undergraduate Degree Program Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

<b>UNIVERSITY:</b>	BHSU
<b>MAJOR:</b>	Communication and Media
<b>EXISTING OR NEW MAJOR(S):</b>	New
<b>DEGREE:</b>	
<b>EXISTING OR NEW DEGREE(S):</b>	Existing –B.S. degree
<b>INTENDED DATE OF IMPLEMENTATION:</b>	Fall 2022
<b>PROPOSED CIP CODE:</b>	09.0199
<b>SPECIALIZATIONS:</b> <i>Note: If the new proposed program includes specific specializations within it, complete and submit a New Specialization Form for each proposed specialization and attach it to this form. Since specializations appear on transcripts, they require Board approval.</i>	none
<b>IS A SPECIALIZATION REQUIRED (Y/N):</b>	No
<b>DATE OF INTENT TO PLAN APPROVAL:</b>	10/15/2021
<b>UNIVERSITY DEPARTMENT:</b>	School of Arts and Humanities
<b>BANNER DEPARTMENT CODE:</b>	BSAH
<b>UNIVERSITY DIVISION:</b>	College of Liberal Arts
<b>BANNER DIVISION CODE:</b>	6A

☒ **Please check this box to confirm that:**

- The individual preparing this request has read [AAC Guideline 2:9](#), which pertains to new undergraduate degree program requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

#### University Approval

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

\_\_\_\_\_  
President of the University

Click here to enter a  
date.  
\_\_\_\_\_  
Date

**1. What is the nature/purpose of the proposed program? Please include a brief (1-2 sentence) description of the academic field in this program.**

*Note: a waiver for the Intent to Plan was granted on approximately the date provided above.*

This program will prepare students for careers in all areas of communication, including emerging and traditional forms of media. This new, single major will take the place of BHSU's current majors in Communication Studies, Corporate Communication, and Mass Communications. The goal is to create efficiency and provide a unified, highly effective, applied program that will attract and retain students. Students will be required to earn a minor.

**2. How does the proposed program relate to the university's mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020?**

*Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.*

BHSU:	<a href="#"><u>SDCL § 13-59</u></a>	<a href="#"><u>BOR Policy 1:10:4</u></a>
DSU:	<a href="#"><u>SDCL § 13-59</u></a>	<a href="#"><u>BOR Policy 1:10:5</u></a>
NSU:	<a href="#"><u>SDCL § 13-59</u></a>	<a href="#"><u>BOR Policy 1:10:6</u></a>
SDSMT:	<a href="#"><u>SDCL § 13-60</u></a>	<a href="#"><u>BOR Policy 1:10:3</u></a>
SDSU:	<a href="#"><u>SDCL § 13-58</u></a>	<a href="#"><u>BOR Policy 1:10:2</u></a>
USD:	<a href="#"><u>SDCL § 13-57</u></a>	<a href="#"><u>BOR Policy 1:10:1</u></a>
<a href="#"><u>Board of Regents Strategic Plan 2014-2020</u></a>		

The proposed program meets a number of goals in the current BOR Strategic Plan:

- Goal 1. It expands access by creating an innovative program “to attract and retain” students in and outside SD. Of particular note, student athletes from out of state are often interested in our communication programs. We are working with the athletics department as we create internships for this program to meet the needs of these students. Additionally, online options allow for recruitment out of state.
- Goal 3. The program will be aligned closely with workforce needs. We are collaborating with local businesses with focuses on communication to develop curriculum at the course level.
- Goal 4. This program eliminates the duplication that existed when we had three programs and many emphases in the field of communication.

This program supports the university's mission statement because it will allow graduates to “make significant contributions to the work force and public engagement. It will do so by providing students with skills needed for employment in any area in which connections to the public are needed.

Furthermore, the proposed program aligns with BHSU's current strategic plan, mainly goal #1: to “align degree programs with high priority, academic values including social responsibility, authentic learning, sustainability, diversity, critical thinking, and ethic behavior.” The Communication and Media major combines applied learning in all areas of communication (including writing, visual, digital, and audio communication) with a broader context in classes that emphasize ethics and current social concerns in the media.

**3. Describe the workforce demand for graduates of the program, including national demand and demand within South Dakota. Provide data and examples; data sources may include but**

*are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

Below is information taken verbatim from the US Bureau of Labor Statistics:

Employment in media and communication occupations is projected to grow 14 percent from 2020 to 2030, faster than the average for all occupations, and will result in about 151,500 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.

The median annual wage for media and communication workers (such as announcers, interpreters and translators, and technical writers) was \$61,310 in May 2020, which was higher than the median annual wage for all occupations of \$41,950.

Media and communication equipment workers (such as broadcast and sound engineering technicians, film and video editors, and photographers) had a median annual wage of \$50,870 in May 2020, higher than the median annual wage for all occupations in the economy.

<https://www.bls.gov/ooh/media-and-communication/home.htm>

The curriculum is designed to prepare graduates to work in small organizations in which they must communicate with internal and external stakeholders. It would also prepare them—through internships and hands-on learning—to enter a job in a which more specific skills are needed, as in larger organizations.

As articulated in [US News and World Report, July 16, 2019](#), “Common fields for a communications major to pursue include advertising, marketing, public relations, television, journalism, social media, graphic design, sales, event planning and translation.

Data related to the South Dakota labor market focus on specific jobs, and the proposed major would be related to many jobs in many settings. However, the related areas of management, marketing, and sales are listed as “hot jobs” in current projections for the state

[https://dlr.sd.gov/lmic/publications/labor\\_market\\_reports/workforce\\_report\\_2020.pdf](https://dlr.sd.gov/lmic/publications/labor_market_reports/workforce_report_2020.pdf)

#### **4. How will the proposed program benefit students?**

This program would provide preparation for students going into careers requiring broad skills in communication and media. The core of the program offers a foundation in oral, written, and visual communication across modalities as well as an understanding of the cultural and ethical contexts in the field. Graduates with this major would be prepared for work in journalism, social media, marketing, and other areas of the discipline where a broad variety of skills is needed.

#### **5. Program Proposal Rationale:**

- A. If a new degree is proposed, what is the rationale?** *This question refers to the type of degree, not the program. For example, if your university has authorization to offer the Bachelor of Science and the program requested is a Bachelor of Science, then the request is not for a new degree.*

This program will be an B.S. and not a new degree.

**B. What is the rationale for the curriculum?**

To provide a generalists program in the field of communication and media that has strong applied components. The proposed major combines three existing majors that will be terminated upon approval of this program.

The curriculum is designed to provide first a basic and then a more focused experience in all the major areas of communication in a business or public setting. Those preparing for work in this field must be able to write. They should be able to communicate through visual images (through classes in graphic design and photography). They should have an understanding of the every-changing technological tools of media. And, finally, they should have skills in interviewing as well as recording, using, and storing audio materials. With facility in these areas, our students will have the tools they need for their jobs. However, the program has two other essential components. The first is an understanding of the function of communication and of media in contemporary life. Courses listed under “cultural context” provide this background. The second is hands-on experience in the area or areas that are most interesting to the student. This focused work will occur in the media labs and internships. Besides providing invaluable, hands-on experience to all students, these applied courses will enable students to prepare for jobs in more specialized areas of the field according to their individual interests.

Our original objective—to create efficiency—also affected our rationale and, finally, our selection of courses. We cut courses from our existing majors in Mass Communication and Speech Communication that are often under-enrolled. Those courses will be eliminated from our rotation of courses unless they become critical to other program modifications, for example, in Business Administration.

- C. Demonstrate/provide evidence that the curriculum is consistent with current national standards.** *Complete the tables below and explain any unusual aspects of the proposed curriculum?*

Before creating the proposed curriculum, we conducted a study of similar programs at a variety of university and colleges, which showed that there are many kinds of majors within this field and curricula for programs in communication and media vary widely. Our study included several listed in the above-linked article in US News and World Report (The College of the Ozarks and High Point University) as well as programs in the South Dakota regental system, in Colorado, and in Wyoming.

There is no consensus on curriculum from among the institutions we studied. Most programs offer majors or emphases within the broad field of communication. Our smaller program needs to be less complex. Therefore, we have created our own curriculum to fit our specific needs while following the principles established by [Accrediting Council on Education in Journalism and Mass Communication](#).

Our proposed program aligns with the values articulated in this statement from the ACEJMC's mission: "The Council embraces the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for journalism and mass communications education."

**D. Summary of the degree program (complete the following tables):**

Communication & Media	Credit Hours	Credit Hours	Percent
System General Education Requirements	30	30	25%
Subtotal, Degree Requirements	30	30	25%
Required Support Courses (not included above)	0	0	0%
Major Requirements	15	15	13%
Major Electives	24	24	20%
Subtotal, Program Requirements	39	39	33%
Free Electives		51	42%
<b>Degree Total</b> <i>Board Policy 2:29 requires each baccalaureate level degree program to require 120 credit hours and each associate degree program to require 60 credit hours. Exceptions to this policy require documentation that programs must comply with specific standards established by external accreditation, licensure, or regulatory bodies or for other compelling reasons, and must receive approval by the Executive Director in consultation with the President of the Board of Regents.</i>		120	100%

**Major Requirements (core requirements)**

Prefix	Number	Course Title (add or delete rows as needed)	Credit Hours	New (yes, no)
ART	161	Graphic Communication	3	No
CMST	201	Interpersonal Communication	3	No
MCOM	210	Basic Media Writing	3	No
MCOM	458 or 459	Integrated Media Production Lab I or II	3	No
MCOM	494	Internship	3	No
Subtotal			15	

**Major Electives: List courses available as electives in the program. Indicate any proposed new courses added specifically for the major. Note: historically these courses have strong enrollment.**

Courses without strong enrollment (none of which are included here) have been removed from our course rotation. The current schedule of offerings is provided below in parentheses.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
		<b>Textual Communication: take one of the following</b>		
MCOM	330	Writing for Digital Media (every fall)	3	No
ENGL	379	Technical Communication (every fall)	3	No
MCOM	317	Multi-media Reporting (even springs)	3	No
BADM	344	Managerial Communication (all semesters)	3	No
		<b>Visual Communication: Take One</b>		
ART	265	Basic Photography (all semesters)	3	No
ART	266	Photojournalism (all spring)	3	No
MCOM	331	Video Production (all spring)	3	No
ART	328	Advertising Media Communication (all fall)	3	No
		<b>Digital Communication: Take One</b>		
MCOM	220	Intro to Digital Media (all spring)	3	No
MCOM	235	Social Media Survey (odd spring)	3	No
MCOM	351	Web Design (all spring)	3	No
MCOM	458 or 459	Integrated Media Production Lab I or II (not redundant with course taken as part of the core) (all fall)	3	No
		<b>Audio Communication and Performance: Take One</b>		
MCOM	221	Audio Production (all fall)	3	No
CMST	222	Argumentation and Debate (all semesters)	3	No
CMST	215	Public Speaking (all)	3	No
THEA	131	Introduction to Acting (all)	3	No
CMST	434	Small Group Communication (even fall)	3	No
MCOM	305	Sports Broadcasting (even fall)	3	No
		<b>Cultural Context: Take One</b>		
MCOM	430	Media Law (odd spring)	3	No
MCOM	452	Mass Media Issues (odd fall)	3	No
MCOM	475	Public Relations (evenfall)	3	No
CMST	410	Organizational Communication (even fall)	3	No
		<b>Take three additional courses from the above list and from any courses offered with the MCOM or CMST prefix.<sup>1</sup></b>	9	No
Subtotal			24	

## 6. Student Outcomes and Demonstration of Individual Achievement

**A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? The knowledge and competencies should**

<sup>1</sup> Electives have been chosen exclusively from courses already offered.

*be specific to the program and not routinely expected of all university graduates, and must relate to the proposed assessments in B and C below. Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (\*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.*

Individual Student Outcome	ART 161*	CMST 201*	MCO C 210*	MCO M 458/9*	MCO M 494*	ART 265, 266, 328; MCO M 331	MCO M 220, 235, 351, 458/459	MCO M 221, 305; CMS T 222, 215, 434; THE A 131	MCO M 430, 452, 475; CMST 410	
Demonstrate basic understanding of principles of visual design	x					x	x			
Demonstrate understanding of effective auditory communication		x						x		
Demonstrate ability to write news for various media			x	x						
Demonstrate understanding of issues related to use of major forms of emerging media							x		x	
Articulate an understanding of the social, legal, political, and cultural ramifications of forms of communication.							x		x	
Demonstrate the skill to create and assess work of professional quality suitable for the marketplace				x	x					
Demonstrate ability to work and communicate effectively with others in a work setting.		x		x	x					

*Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.*

**B. Are national instruments (i.e., examinations) available to measure individual student achievement in this field? If so, list them.**

There are not any appropriate national instruments for this program.

**C. How will individual students demonstrate mastery? Describe the specific examinations and/or processes used, including any external measures (including**



**national exams, externally evaluated portfolios, or student activities, etc.). What are the consequences for students who do not demonstrate mastery?**

Annual assessment of the program will require a thorough assessment of the level of mastery of each graduating student. As appropriate to the discipline, mastery will be measured by an examination of each students' portfolio of work. This material will include graphic design, writing samples, audio samples and other materials relevant to the students' coursework. Currently our Mass Communication program follows this model, and the specific requirements for the portfolios will simply be adjusted to match the new coursework. While portfolios are created from work conducted in any previous coursework, they will be completed and given a preliminary assessment in the lab classes (MCOM 458 / 459). Students who do not submit completed portfolios by the deadline of the semester in which they graduate are not allowed to graduate. However, there is no direct consequence for upcoming graduates for sub-standard submissions provided they have provided appropriate materials. However, because portfolio materials were at least presented in draft state for coursework, the negative consequences for the student of poor work will be poor grades. For the program the consequence will be a reexamination of particular areas of instruction.

**7. What instructional approaches and technologies will instructors use to teach courses in the program?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Instructional approaches and technologies will include but not be limited to the following:

- Lectures
- Small group discussion
- Individual assistance as needed
- Demonstrations of use of all equipment—for recording, designing, composing, and storing.
- Direct use of equipment for video production, audio production, design and layout.
- Hands-on work with campus media
- Internships—supported by faculty mentors
- Faculty assisted small group and team projects
- Presentations using relevant software
- Guidance on the use of research tools appropriate to the field

**8. Did the University engage any developmental consultants to assist with the development of the curriculum? Did the University consult any professional or accrediting associations during the development of the curriculum? What were the contributions of the consultants and associations to the development of curriculum?** *(Developmental consultants are experts in the discipline hired by the university to assist with the development of a new program, including content, courses, and experiences, etc. Universities are encouraged to discuss the selection of developmental consultants with Board staff.)*

No professional consultants were employed. This program is based independent research of related programs at many universities and colleges—public and private, as well as flagship institutions and regional universities in South Dakota, the region, and the nation as a whole.

9. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*). If question 12 includes a request for authorization for off-campus or distance delivery, add lines to the table for off-campus/distance students, credit hours, and graduates.

	Fiscal Years*			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<i>Estimates</i>	FY 22	FY 23	FY 24	FY 25
Students new to the university	22	22	23	24
Students from other university programs	10	5	2	2
Continuing students	--	32	49	59
=Total students in the program (fall)	33	59	74	85
Program credit hours (major courses)**	322	575	722	829
Graduates	--	10	13	15

\*Do not include current fiscal year.

\*\*This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

Notes:

1. The proposed program consolidates three existing programs: Mass Communications, Corporate Communications, and Communication Studies. Currently there are 67 students enrolled across these three programs. We project that at least some of these students would elect to change programs to become Communication and Media majors. The remaining students in those three majors would continue toward degree completion through a teach-out process. Those students would be taking the same classes as those listed in the proposed program, supplementing course enrollment and offsetting the cost of the proposed Communication and Media program.
2. Students from other university programs would be those who change majors (primarily from Mass Communications, Corporate Communications, or Communications Studies) because of the appeal of the new program.
3. The number of graduates assumes that no one will graduate under the 2022 catalogue. A few students who switch majors will graduate in FY 2023. It also assumes each class of students is roughly the same size and that 70% will graduate.
4. We believe these estimates are achievable based on the growth of our BFA programs, launched in 2017. Between 2020 and 2021, the BFA in graphic design increased from 38 to 43 students, in photography from 32 to 35, and in studio art from 18 to 25. The steady growth of those programs also depended on movement of students from existing programs as well as recruitment of first-year students. Our records show that on average 22 students in the incoming fall class major in Mass Communications, Corporate Communications, or

Communications Studies. Starting FY22 those incoming students will major in Communication and Media.

**10. Is program accreditation available? If so, identify the accrediting organization and explain whether accreditation is required or optional, the resources required, and the University's plans concerning the accreditation of this program.**

No accreditation will be involved.

**11. Does the University request any exceptions to any Board policy for this program? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."**

None

**12. Delivery Location**

*Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.*

**A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., USD Community Center for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

	Yes/No	Intended Start Date
<b>On campus</b>	Yes	Choose an item. 2022

	Yes/No	If Yes, list location(s)	Intended Start Date
<b>Off campus</b>	No		Fall 2022
	Yes/No	If Yes, identify delivery methods Delivery methods are defined in <a href="#">AAC Guideline 5.5.</a>	Intended Start Date
<b>Distance Delivery (online/other distance delivery methods)</b>	Yes	By D2L using both standard online classes and synchronous courses. Note: the Corporate Communication major, to be replaced by the proposed major, is approved for online delivery.	Choose an item. 2022
<b>Does another BOR institution already have authorization to offer the program online?</b>	No	<b>If yes, identify institutions:</b>	

**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the program through distance learning (e.g., as an online program)? This question responds to HLC definitions for distance delivery.**

	<b>Yes/No</b>	<b>If Yes, identify delivery methods</b>	<b>Intended Start Date</b>
<b>Distance Delivery (online/other distance delivery methods)</b>	Yes	By D2L using both standard online classes and asynchronous courses. Note: The Corporate Communication major, to be replaced by the proposed major, is approved for online delivery.	<b>Fall 2022</b>

**13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed major. Address off-campus or distance delivery separately. Complete Appendix B – Budget and briefly summarize to support Board staff analysis.**

This program will combine three existing majors and use existing faculty. Therefore, there are no, new costs or other resources required for this major.

**14. Is the university requesting or intending to request permission for a new fee or to attach an existing fee to the program (place an “X” in the appropriate box)? If yes, explain.**

☐ Yes      ☒ No

*Explanation (if applicable):*

**15. New Course Approval: New courses required to implement the new undergraduate degree program may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement:**

- ☐ YES,  
the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 5D.
- ☒ NO,  
the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

**16. Additional Information:** *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*

Request to terminate existing program (contingent upon approval of this program) will accompany this document. The programs to terminate are as follows: Mass Communications, Speech Communication, and Corporate Communication. Corporate Communication is currently offered online.

Appendix B  
Budget & Resources

Black Hills State University, B.S. in Communication and Media

**1. Assumptions***Headcount & hours from proposal*

Fall headcount (see table in proposal)

Program FY cr hrs, On-Campus

Program FY cr hrs, Off-Campus

1st FY17	2nd FY18	3rd FY19	4th FY20
33	59	74	85
215	383	481	553
107	192	241	553

Faculty, Regular FTE

See p. 3

Faculty Salary &amp; Benefits, average

See p. 3

2.00	2.00	2.00	2.00
\$77,254	\$77,254	\$77,254	\$77,254

Faculty, Adjunct - number of courses

See p. 3

Faculty, Adjunct - per course

See p. 3

2	2	2	2
\$3,228	\$3,228	\$3,228	\$3,228

Other FTE (see next page)

See p. 3

Other Salary &amp; Benefits, average

See p. 3

0.00	0.00	0.00	0.00
\$0	\$0	\$0	\$0

**2. Budget***Salary & Benefits*

Faculty, Regular

\$154,508

\$154,508

\$154,508

\$154,508

Faculty, Adjunct (rate x number of courses)

\$6,456

\$6,456

\$6,456

\$6,456

Other FTE

\$0

\$0

\$0

\$0

S&amp;B Subtotal

\$160,964

\$160,964

\$160,964

\$160,964

*Operating Expenses*

Travel

\$0

\$0

\$0

\$0

Contractual Services

\$0

\$0

\$0

\$0

Supplies &amp; materials

\$45,000

\$45,000

\$45,000

\$45,000

Capital equipment

\$0

\$0

\$0

\$0

OE Subtotal

\$45,000

\$45,000

\$45,000

\$45,000

**Total****\$205,964****\$205,964****\$205,964****\$205,964****3. Program Resources**

Off-campus support tuition/hr, HEFF net

UG

\$300.94

\$300.94

\$300.94

\$300.94

Off-campus tuition revenue

hrs x amt

\$32,201

\$57,780

\$72,527

\$166,420

On-campus support tuition/hr, HEFF net

UG

\$224.97

\$224.97

\$224.97

\$224.97

On-campus tuition revenue

hrs x amt

\$48,369

\$86,164

\$108,211

\$124,408

Program fee, per cr hr (if any)

\$0.00

\$0

\$0

\$0

\$0

Delivery fee, per cr hr (if any)

\$0.00

\$0

\$0

\$0

\$0

University redirections

\$0

\$0

\$0

\$0

Community/Employers

\$0

\$0

\$0

\$0

Grants/Donations/Other

\$0

\$0

\$0

\$0

**Total Resources****\$80,569****\$143,944****\$180,737****\$290,828**

Appendix B  
Budget & Resources

Black Hills State University, B.S. in Communication and Media

**Resources Over (Under) Budget** **(\$125,395)** **(\$62,020)** **(\$25,227)** **\$84,864**

*Provide a summary of the program costs and resources in the new program proposal.*

Appendix B  
Budget & Resources

Black Hills State University, B.S. in Communication and Media

Estimated Salary & Benefits per FTE	Faculty	Other
Estimated salary (average) - explain below	\$60,000	\$0
University's variable benefits rate (see below)	0.1464	0.1464
Variable benefits	\$8,784	\$0
Health insurance/FTE, FY18	\$8,470	\$0
<i>Average S&amp;B</i>	\$77,254	\$0

Explain faculty used to develop the average salary & fiscal year salaries used. Enter amount above.

The FY22 salaries of 5 people in the Speech Communication and Mass Communication (proposed new name Communication & Media) department were averaged as \$60,000.

Explain adjunct faculty costs used in table:

2 courses per year to be taught by adjuncts at \$3,228 per course (at the master's degree rate). As we implement the new program and therefore are able to cut some existing courses no longer required (and often low-enrolled), the cost for adjuncts will be modestly reduced even as the number of students increases.

Explain other [for example, CSA or exempt] salary & benefits. Enter amount above.

*There are no support staff for this program.*

Summarize the operating expenses shown in the table:

*The expenses listed are the combined budgets for the newspaper, radio, tv, and forensics team. The Mass Comm*

Summarize resources available to support the new program (redirection, donations, grants, etc).

The funds currently used to support Mass Communications and Speech Communications will now be used for Co



Appendix B  
Budget & Resources

Black Hills State University, B.S. in Communication and Media

*State-support: Change cell on page 1 to use the UG or GR net amount.*

<b>Off-Campus Tuition, HEFF &amp; Net</b>	<b>FY19 Rate</b>	<b>HEFF</b>	<b>Net</b>	
Undergraduate	\$340.05	\$39.11	<b>\$300.94</b>	<i>Change cell on page 1</i>
Graduate	\$450.90	\$51.85	<b>\$399.05</b>	<i>to point to your net</i>
Externally Supported	\$40.00			

*State-support: Change cell on page 1 to use the UG or GR net amount for your university.*

<b>On-Campus Tuition, HEFF &amp; Net</b>	<b>FY19 Rate</b>	<b>HEFF</b>	<b>Net</b>	
UG Resident - DSU, NSU	\$243.30	\$27.98	<b>\$215.32</b>	<i>Change cell on page 1</i>
UG Resident - SDSU, USD	\$248.35	\$28.56	<b>\$219.79</b>	
UG Resident - BHSU	\$254.20	\$29.23	<b>\$224.97</b>	<i>to point to your net</i>
UG Resident - SDSMT	\$249.70	\$28.72	<b>\$220.98</b>	
GR Resident - DSU, NSU	\$319.40	\$36.73	<b>\$282.67</b>	<i>Change cell on page 1</i>
GR Resident - SDSU, USD	\$326.05	\$37.50	<b>\$288.55</b>	
GR Resident - BHSU	\$328.20	\$37.74	<b>\$290.46</b>	<i>to point to your net</i>
GR Resident - SDSMT	\$324.85	\$37.36	<b>\$287.49</b>	
UG Nonresident - DSU, NSU	\$342.40	\$39.38	<b>\$303.02</b>	<i>Change cell on page 1</i>
UG Nonresident - BHSU	\$355.70	\$40.91	<b>\$314.79</b>	<i>to point to your net</i>
UG Nonresident - SDSU, USD	\$360.50	\$41.46	<b>\$319.04</b>	
UG Nonresident - SDSMT	\$391.10	\$44.98	<b>\$346.12</b>	
x GR Nonresident - DSU, NSU	\$596.30	\$68.57	<b>\$527.73</b>	<i>Change cell on page 1</i>
x GR Nonresident - BHSU	\$612.40	\$70.43	<b>\$541.97</b>	<i>to point to your net</i>
x GR Nonresident - SDSU, USD	\$626.85	\$72.09	<b>\$554.76</b>	
x GR Nonresident - SDSMT	\$652.00	\$74.98	<b>\$577.02</b>	
UG Sioux Falls Associate Degree	\$275.40	\$31.67	<b>\$243.73</b>	<i>Change cell on page 1 to point to your net</i>

**Variable Benefits Rates**

<b>University</b>	<b>FY19</b>	
BHSU	14.64%	<i>Change the benefits rate cell in the table on page 2 to point to the rate for your university.</i>
DSU	14.36%	
NSU	14.31%	
SDSM&T	14.20%	
SDSU	14.38%	
USD	14.34%	