DMD & Comm.
PROPOSAL

Summary

The Digital Media & Design and Communication department would like to propose the need for a shared faculty member within the departments for the upcoming 2021-2022 school year and moving forward. The following are facts, figures, and suggestions to help support the request.

Metrics

The Digital Media & Design and Communication departments have both shown consistency and growth in majors and minors over the last four years. With additional resources, the department would be able to continue to grow, build new partners, complete more projects, improve collaboration, and experiment with new ambitions. The number of minors changes drastically with a shift of DMD majors towards multiple concentrations.

Year	Major (DMD/COM)	Minor (DMD/COM)	Total (DMD/COM)
2020	24/	5	29
2019	21/	10	31
2018	21/	13	34
2012	5	3	8

Partners & Projects

Both the Digital Media & Design and Communication department has a variety of partnerships with local businesses, entities, and individuals. As much as we hate to do it, recently, we have had to turn work away because faculty and students just don't have the capacity to allocate time to new projects. Below is a list of just some of the projects.

• **Corn Palace Murals** - Students are currently designing 9 Corn Palace Murals each year.
• **Mitchell Main Street** - Faculty and students have provided social media marketing training and services to main street businesses. Faculty helped Main Street apply for a grant to have students paint murals on the side of abandoned buildings on Main Street.
• **Trail King** - We have been approached a few times by Trail King to assist in creative development for their human resources department. Trail King is eager for help and we are eager for the partnership but we haven't been able to find resources (people) for their projects. Trail King has inquired about web design help.
• **DWU Marketing** - Faculty and students are helping with random marketing materials for the university (brochures, postcards, schedules, posters, etc.). We could and would like to be more involved but it would likely be at the cost of something else on this list.
• **Innovative Systems, Vantage Point, CHR Solutions** - Faculty and students have been partnered with Innovative Systems for about five years. While the current workload has lightened due to time allocation, there are more possibilities here. Vantage Point has hired a DMD graduate and seeks DMD summer interns. CHR Solutions regularly employs DMD interns.

The communication department has partnered with local businesses and entities for service learning such as **Edgewood Senior Living center**, **Cornerstones Career Learning Center**. Communication majors have interned with **DWU sports information**, **ESPN radio**, and other local businesses.

Collaboration

All students taking Digital Media & Design and Communication courses are told that, "regardless of your field of study, this content will be able to help you professionally. There is not a major on this campus that wouldn't benefit from learning how to create or improve communication." We welcome all and can make the experience relevant to all. Digital Media & Design courses have been built into the following programs and aside from Communication being built into the general education program, Communication courses are electives in the following programs:

Digital Media & Design
- **Communication**
- **Digital Communication**
- **Entrepreneurship**
- **Marketing**
- **Non-Profit Administration**
- **Sports Management**

Communication
- **Business**
- **Digital Media & Design**
- **Digital Communication**
- **Entrepreneurship**

Ambitions

Every department on campus has ambitions. With the overlapping skillsets in design, communication, and technology, things are changing each day and we need to stay relevant. Being able to divide the workload with others in the departments would allows us to devote more time towards the future. Here are a few initiatives we would like to pursue today (the list may be longer tomorrow):

- **Develop Additional Online Offerings**
- **Offer a Design Certification Program/Rural Initiative**
- **Expansion of Dark Lab Designs locally and on campus**
- **Virtual Reality**
- **Augmented Reality**
- **3D Printing**
- **Adobe XD**
- **Adobe After Effects**
- **Adobe Premier**
- **Public Relations writing & techniques**
- **Strategic communication**
- **New media/social media**
- **Mass media**

Financials

We all know, in the end, there is only one question left to answer. The Executive Vice President, estimates that a new hire will cost the university between $62,000 and $65,000 per year, with benefits. Please see scheduling on the following page for allocation of time.

Current Schedule

HERGES

Fall	Spring
(3) DMD 247	(3) DMD 200
(3) COM 205	(3) DMD 300
(3) DMD 203	(3) DMD 303
(3) DMD 310 or 315	(3) DMD 345
(3) DMD 215	(3) DMD 202 or 400
(1) DMD 456	(1) DMD 456
16 credits	**16 credits**

BELANGER

Fall	Spring
(3) COM 101	(3) COM 101
(3) COM 101	(3) COM 240
(3) COM 315 or 320	(3) COM 340 or 235
(3) COM 230 or 210	(3) COM 470
(3)	(3)
12 credits	**12 credits**

ADJUNCT

Fall	Spring
(3) DMD 101	(3) DMD 120
(3) DMD 205	(3) DMD 370
6 credits	**6 credits**

ADJUNCT

Fall	Spring
(3) COM 101	(3) COM 101
(3) COM 101	(3) COM 101
(3) COM 101	(3) COM 101
9 credits	**9 credits**

Proposed Schedule

HERGES

Fall	Spring
(3) COM 205	(3) DMD 200
(3) DMD 247	(3) DMD 300
(3) DMD 203	(3) DMD 303
(3) DMD 310 or 315	(3) DMD 345
(1) DMD 456	(1) DMD 456
13 credits	**13 credits**

BELANGER

Fall	Spring
(3) COM 101	(3) COM 101
(3) COM 101	(3) COM 240
(3) COM 315 or 320	(3) COM 340 or 235
(3) COM 230 or 210	(3) COM 470
(3)	(3)
12 credits	**12 credits**

OTHER

Fall	Spring
(3) DMD 101	(3) DMD 120
(3) DMD 205	(3) DMD 202 or 400
(3) COM 101	(3) COM 101
(3) COM 101	(3) COM
12 credits	**12 credits**