

NOTICE OF INTENT

Form No. BAAC-01

Section 1007.33(5)(d), Florida Statutes (F.S.), and Rule 6A-14.095, Florida Administrative Code (F.A.C.), outline the requirements for Florida College System baccalaureate program proposals. The completed Notice of Intent form, incorporated in Rule 6A-14.095, F.A.C., Site Determined Baccalaureate Access, shall be submitted by the college president to the chancellor of the Florida College System at ChancellorFCS@fldoe.org.

CHECKLIST

The notice of intent requires completion of the following components:

- Program summary
- Program description
- Workforce demand, supply, and unmet need
- Planning process

FLORIDA COLLEGE SYSTEM INSTITUTION INFORMATION

Institution Name:	St. Petersburg College
Institution President:	Tonjua Williams, Ph.D.

PROGRAM SUMMARY

1.1	Program name.	Bachelor of Applied Science in Digital Media
1.2	Degree type.	<input type="checkbox"/> Bachelor of Science <input checked="" type="checkbox"/> Bachelor of Applied Science
1.3	How will the proposed degree program be delivered? (check all that apply).	<input type="checkbox"/> Face-to-face (F2F) (Entire degree program delivered via F2F courses only) <input type="checkbox"/> Completely online (Entire degree program delivered via online courses only) <input checked="" type="checkbox"/> Combination of face-to-face/online (Entire degree program delivered via a combination of F2F and online courses)
1.4	Degree Classification of Instructional Program (CIP) code (6-Digit).	50.0602
1.5	Anticipated program implementation date.	August 2024
1.6	What are the primary pathways for admission to the program? Check all that apply.	<input checked="" type="checkbox"/> Associate in Arts (AA) <input checked="" type="checkbox"/> Associate in Science (AS) <input type="checkbox"/> Associate in Applied Science (AAS) If you selected AS/AAS, please specify the program: Digital Media
1.7	Is the degree program a STEM focus area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
1.8	List program concentration(s) or track(s) (if applicable).	Graphic Design Video Production

PROGRAM DESCRIPTION

2.1 This section is the **executive summary** of this notice of intent. We recommend providing an abbreviated program description including but not limited to: the program demand, current supply, and unmet need in the college's service district; primary pathways to program admission; overview of program curriculum; career path and potential employment opportunities; and average starting salary. We encourage approximately 300 words for a sufficient description.

Digital graphic design refers to work(s) created and produced for viewing on a screen or in digital form. Digital designs include content such as multimedia presentations, social media collateral, advertising and consumer campaigns, email and web content, e-Learning content, digital billboards and signage, pitch decks, 3D modeling and 2D animation. Due to the wider skill set needed to produce this work, graphic designers specializing in digital design are comfortable with standard industry tools (e.g., Adobe Creative Suite, 2D and 3D graphic software,) and computer-programming languages featured in digital assets (e.g., HTML5, JavaScript, and CSS3).

Those who work in **video production** or as camera operators must understand all aspects of narrative storytelling, sound recording and equipment operations. Video production includes lighting, script writing, post-production techniques, art direction, cinematography and production design. **Video-editing coursework** includes pre-production methods, media arts studies, multimedia studies, video production, audio recording, camera operations, film technology and motion graphics/animation. Standard industry tools (e.g., Adobe Creative Suite, 2D and 3D graphic software,) and computer-programming languages featured in digital assets (e.g., HTML5, JavaScript, and CSS3).

Digital designers and **videographers** perform visual storytelling, advertising content, editorial content (news), e-Learning content, live video production, and client-based assignments. A graphic designer creates images and manipulates them, while a video editor creates a story using images, titles, logo, graphs, charts, maps, etc., created by digital/graphic designers. Both professions utilize their knowledge and skills to expand and focus on digital applications.

The Bachelor of Applied Science in Digital Media at SPC provides in-state and national students the opportunity to earn a professional degree in Digital Media. This programming compliments the traditional workforce emphasis of baccalaureate programs at State colleges by offering upward mobility into leadership/management positions for two-year graduates who are working locally in fields such digital media, graphic design, video, and production.

Students seeking the BAS degree will be educated and trained to manage, oversee, evaluate and direct digital and video content as aforementioned. This degree is also available to A.A. students seeking a 4-year degree.

WORKFORCE DEMAND, SUPPLY, AND UNMET NEED

3.1 Describe the workforce demand, supply, and unmet need for graduates of the program that incorporates, at a minimum, the shaded information from Sections 3.1.1 to 3.1.4. For proposed programs without a listed Standard Occupational Classification (SOC) linkage, provide a rationale for the identified SOC code(s). If using a SOC that is not on the CIP to SOC crosswalk, please justify why the SOC aligns with the baccalaureate program.

The Bachelor of Applied Science degree in Digital Media concentrates workforce preparedness in digital graphic design and digital video. The proposed BAS degree program focuses upon preparing students to operate effectively in the technological areas of the creative industry, and to have the ability to utilize emerging technologies and common industry practices within the curriculum and standardized career paths. Regional and national job trends in graphic design, digital videography and digital media design describe expanding growth for graduates in creative fields, particularly those holding a bachelor's degree.

Sectors such as content/commercial advertising, video production, narrative story-telling, and digital design anticipate consistent growth and demand over the next eight years, with salaries ranging in the low 30's to upwards of six figures.

Additionally, education, law, medicine, insurance, and business sectors are employing graphic design and videography graduates in new and innovative applications, ranging from web designers, animators, content and instructional designers to deposition video recorders and gamification designers for educational, entertainment, and media applications.

<https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm>

<https://www.raise.me/careers/media-and-communication/film-and-video-editors-and-camera-operators/videographers>

SUPPLY: NATIONAL CENTER FOR EDUCATION STATISTICS, IPEDS

3.1.3 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

CLICK [HERE](#) FOR INSTRUCTIONS FOR COMPLETING THE SUPPLY SECTION: If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

Program		Number of Degrees Awarded					
Institution Name	CIP Code	2021	2020	2019	2018	2017	5-year average or average of years available if less than 5-years
No other regionally accredited postsecondary institutions in the college’s service district under the same CIP code as the proposed program.							
FCS Statewide							
Sante Fe	50.0602	7	9	9	6	7	8
Miami Dade	50.0602	60	49	57	37	41	49
	Total	67	58	66	43	48	56

*Please replace the “Most Recent Year” through “Prior Year 4” headers with the corresponding years reported.

ESTIMATES OF UNMET NEED

3.1.4 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

CLICK [HERE](#) FOR INSTRUCTIONS FOR COMPLETING THE ESTIMATES OF UNMET NEED SECTION: If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

	Demand	Supply		Range of Estimated Unmet Need							
	(A)	(B)	(C)	(A-B)	(A-C)						
	Total Job Openings	Most Recent Year	5-year average or average of years available if less than 5 years	Difference	Difference						
DEO Total	200	67	56	133	144						
Other Totals				0	0						

3.2 Describe any other evidence of workforce demand and unmet need for graduates as selected by the institution, which may include qualitative or quantitative data and information not reflected in the data presented in Sections 3.1.1 to 3.1.4, such as local economic development initiatives, emerging industries in the area, or evidence of rapid growth.

The economic impact of the arts and cultural sector is important and unique, helping to attract and retain businesses and a talented workforce, supporting jobs, generating government revenue, serving as the cornerstone of tourism, inducing large amounts of related and ancillary spending by audiences, and helping local businesses thrive.

The population in Tampa Bay has grown 10.5% in the past 5 years (2013-2018) with a continued projected growth of 7.2% in the next 5 years (2020 - 2025). Broader scope employment industry data incorporating arts, entertainment and recreation is expected to grow by 2.4% with a 2023 annual private employment industry total of 39,710. Employment by occupation (Arts, Design, Entertainment, Sports and Media) increased by 1.2% employing 20,500 new jobs.

The U.S. Bureau of Labor Statistics (BLS), reports employment of graphic designers with a bachelor's degree is expected to increase 2% from 2021-2031. Nationally, as of 2023, graphic designers earned a median salary of \$50,710. The BLS also provides the following as job functions for videographers, art directors, and digital graphic designers:

- Meet with clients and management to discuss the scope of a project
- Create designs using digital illustration, photo editing software and layout software, camera capture, and editing techniques
- Create visual elements like logos, images and illustrations to help deliver a desired message
- Design layouts, selecting colors, images and typefaces to use
- Present video and design concepts to clients and management
- Incorporate changes recommended by clients and management into final designs
- Review designs for errors before printing, publishing, or final release

<https://www.bls.gov/ooh/arts-and-design/home.htm>

According to the recent Florida Department of Economic Opportunity and U.S. Bureau of Labor Statistics reports, the Tampa-St. Petersburg-Clearwater, (Greater Tampa-Bay Region) was the top metro area in the state of Florida for industry employment growth. Not only did the Tampa Bay area see the largest job gains, but it also had the most consistent across-the-board growth in five key industries:

Professional & Business Services, Wholesale Trade, Education & Health Services, Construction, and Leisure & Hospitality.

These industries support creative services, with a small portion of creative deliverables through in-house employment, and the vast majority of creative services contracted through the freelance/gig economies. These occupations reflect a predominant 1099 annual taxable income, while a much smaller portion of the creative services industry are traditional W-2 reporting wage earners.

Annual average wages in 2023 for jobs centered in the Arts, Entertainment and Recreation industry in Pinellas County and Hillsborough counties was \$61,614 .00 These two counties reflected robust annual earnings in the Tampa Bay area when the median national wages are \$70,751.

The Tampa Bay creative employment projections include producers and directors, film and video editors, camera operators, graphic designers, production supervisors, art directors, and designers. Many of these creative producers will supervise industry talents catering to the needs of clients in both Pinellas and Hillsborough Counties, and beyond. The Bureau of Labor Statistics projects a 4 % employment growth for art directors between 2021 and 2031. An estimated 121,000 jobs should open up nationally for art directors and/or creative directors. These individuals produce artwork for advertising campaigns magazines, television shows, films, websites, and products.

Creative managers, possessing a bachelor's degree, who are equipped and proficient with digital technologies, will oversee, manage, and coordinate projects on behalf of their organizations, departments, and clients. These creative managers will hire, evaluate, and supervise freelance creatives to handle the majority of the available work. More than one-third of that total work is in film and media with 130,330 people employed. This total number of establishments for the creative industries does not include the self-employed in the greater Tampa Bay region.

<https://www.tbbsca.org/>

Florida Creative Industries Profile, 2010.

-Tampa Hillsborough Economic Development Corporation's latest Q4 2015

-Workforce Average Quarterly Update, 2015.

-Tampa Bay Businesses for Culture and the Arts, TBBCA, 2017.

-Tampa Bay Regional Competitiveness Report Overview and Review 2018 vs.201

3.3 If the education level for the occupation identified by the Florida Department of Economic Opportunity (DEO) or the Bureau of Labor Statistics (BLS) presented in Tables 3.1.1 and 3.1.2 is below or above the level of a baccalaureate degree, justify the inclusion of that occupation in the analysis.

The occupations listed by the State of Florida as: Camera Operators: Television, Video, and Motion Picture and Film and Video Editors requiring the minimum of an Associate's of Science degree are, in large part, attributable to proliferous opportunities in the video industry which are non-managerial, require no production supervision, or are self-promotional/YouTube content providers, on-line commerce or solo/entrepreneurial ventures.

Students with an A.S. degree provide professional support to Creative Managers, coordinate and produce content, and conduct basic troubleshooting of studio equipment for assigned projects. Access to manage projects, clients and budgetary responsibilities will be limited to students without additional educational degree and experience.

<http://www.fldoe.org/academics/career-adult-edu/career-technical-edu-agreements/industry-certification.stml#arts>

The A.S. degrees, in the various Information technology and digital media disciplines articulated into this BAS program, prepares and qualifies graduates with a bachelor's degree for entry-level employment into fields (indicated below). Nation-wide job projections reflecting the lucrative nature of the **GIG economy** as a free-market system where temporary positions are common, and organizations/individuals hire independent workers for short term commitments. The nature of the creative arts industry is foundationally rooted in this free market practice.

Gig workers are paid **based on the completion of jobs/tasks**, rather than on an hourly or salary basis. Gig workers are considered independent contractors and aren't subject to certain labor laws like minimum wage or sick leave.

These data indicate **national job projections/annual salary** as of 2023 for individuals with a bachelor's degree:

JOB TITLE	AVAILABILITY	AVERAGE SALARY	BACHELORS REQUIRED?
Video Editor	87,000	\$60,360.00	Yes
Videographer	119,900	\$48,790.00	Yes
Game /Special effects/Animation	58,900	\$78,790.00	Yes
Music Director	55,800	\$49,130.00	Yes
Web Designer/Digital Designers	197,000	\$78,300.00	Yes
Film/creative Producer	166,200	\$79,000.00	Yes
Art Director	121,500	100,890.00	yes

Total National Jobs:	806,300		

<https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>

3.4 Describe the career path and potential employment opportunities for graduates of the program.

Data from state-wide and counties in the greater Tampa-Bay are listed below reflecting a 50% growth from 2020-2028 in the creative arts and entertainment industries. Included are specific data (screen shots) showing employment growth projections for **statewide** and **central** Florida regions respectively in the areas pertaining to employment and growth in career paths for digital media.

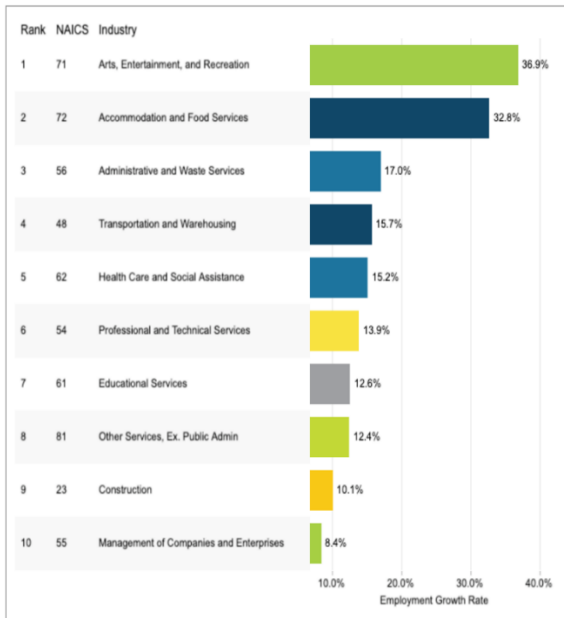
Fastest Growing Industries

Projections Home | Fastest Growing Industries / Occupations | Employment by Educational Attainment | About the Data

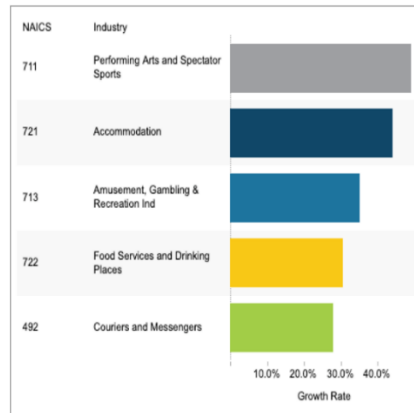
2020 - 2028 Top Industries by Projected Employment Growth Rate Region: Florida

Select Region

Florida



Subsectors Breakdown



Instructions

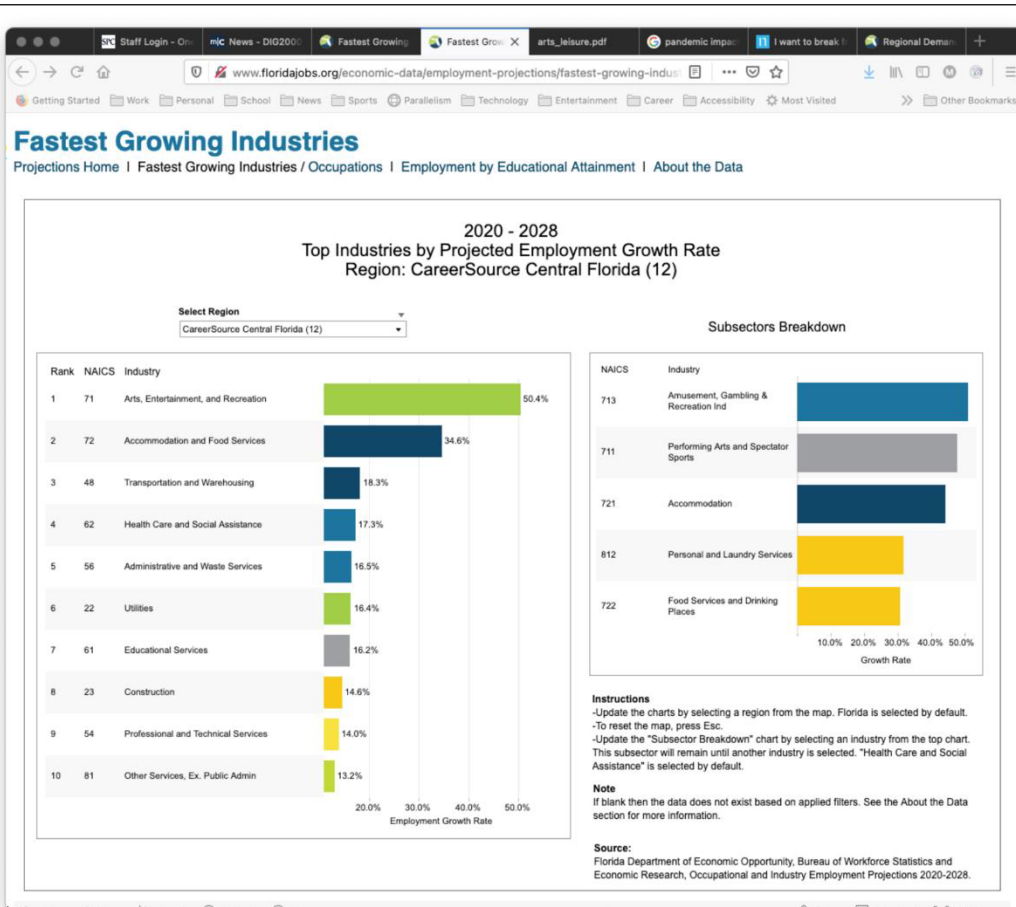
- Update the charts by selecting a region from the map. Florida is selected by default.
- To reset the map, press Esc.
- Update the "Subsector Breakdown" chart by selecting an industry from the top chart. This subsector will remain until another industry is selected. "Health Care and Social Assistance" is selected by default.

Note

If blank then the data does not exist based on applied filters. See the About the Data section for more information.

Source:

Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research, Occupational and Industry Employment Projections 2020-2028.



Florida Department of Economic and Employment Projections/Florida Insight linked below. This data is specific to career paths and employment available to BAS graduates in the digital graphic and digital video industries.

<http://www.floridajobs.org/economic-data/employment-projections>

The **Bachelor of Applied Science degree in Digital Media** is a *professional workforce degree program*, serving multiple technological and arts focus areas. It is focused on teaching “real world” entrepreneurial skills through high quality practical curriculum, and flexible project-based collaborative experiences. With an Associate of Science degree in Music Industry and Recording Arts, the BAS degree will bring together a diverse, multi-campus set of college programs into a single cooperative arts educational model.

WHY THIS PROGRAM DISTINCTIVE:

- 1) **“Focus on Employability”:** By infusing an arts and entertainment application with workforce learning strategies, heretofore used primarily in more traditional (non-Arts) programs, we solidify the concept that combining art, technology, and common business systems can be interwoven seamlessly into an educational structure focused on job creation and employability. Our model incorporates an ever-evolving

framework that responds to the daily changes in all aspects of the industry. We accomplish this by engaging with **partners** serving as connective conduits to manufacturers, service providers, and all functionaries within the industry. **PARTNERSHIP CONNECTIONS: Please see attachments in Appendix: letters from partners: USF, Alive Tech.**

2) Placements and SPC workforce partnership collaborations:

- Video healthcare simulations. Training actors as patients for healthcare video simulations.
- Working with USF-WEDU. Creating video content for arts and education purposes; video enrichment programming; community spotlights.
- Video coursework/credit can be offered to other students partnering with Pinellas County Schools, USF, Eckerd, and University of Tampa. **Appendix: letters Ogle**
- A published study released in October 2021 reported Hillsborough County has no large-scale studios. Since then, Diamond View Studios constructed 10,000 square feet inside the former University Mall, now **Rithm at Uptown**.

According to the study, large-scale studios should measure greater than 10,000 square feet. Miami-Dade County has “at least eight” such studios, the study indicates; Orange County has “at least five” and Pinellas County has one (Bluewater Media’s 34,000 square foot studio in Clearwater). Using a county incentive that provides 10% return on local expenditures and is capped at \$500,000, Hillsborough has become a destination for productions with six and seven figure budgets. Hillsborough County owns the 70-acre MOSI campus on Fowler Avenue which includes the 400,000-square-foot hall. The County Commission has [set aside \\$2 million from the county’s BP Oil Spill Settlement funds](#) for a possible studio project there.

- 3) **Project-based Experiential Learning:** One essential need in most creative learning environments is the incorporation of “skill-based” portfolio building into the educational construct. The SPC approach emphasizes this requirement and uses “*Experiential Learning*” to facilitate it. There are many benefits for the students by working in a cooperative creative environment, and the end result is a tangible artifact that demonstrates each person’s capabilities. This will afford our graduates a “leg up” in the job market by demonstrating their capabilities in a real way.
- 4) **Management and Art Direction:** A major component of the 4-year B.A.S. curriculum requirement includes coursework in art direction, management, and project production. Assignments and projects will culminate in student digital portfolios which graduates may present to potential employers or clients. This 4-year degree will also provide graduates with expanded regional and national employment opportunities in addition to those at local creative venues and industries.
- 5) **Entrepreneurial Studies Requirements:** A required entrepreneurial component, as part of the core curriculum across all focus areas, prepares each student for the realities of life in the digital media and video production industry. A large percentage of industry professionals function as freelance/gig economy employees. Our students will be

prepared for the overriding employment structure and protocols of life in the creative economy/industry.

- 6) **Serving the Artist as well as the Technologist:** After extensive research, we have concluded that the best type of digital graphic and video programs must focus on both the artist *and* the technologist by facilitating interaction between two related, yet very different educational regimens. This proposed BAS degree serves this concept through a common curriculum construct allowing each focus area to fully prepare students while introducing them to cooperative education outside their specialty.

Close Integration into Community-based Initiatives: By fostering the metamorphosis of the St. Petersburg area into an arts-centric community, we will be able to attract and support the industries that create an important source of employment for our students. An example provided is the partnership between SPC and WEDU. This partnership has been fostered between students in the SPC Advanced Videography course and **WEDU Arts Plus** local and national segments.

PARTNERSHIP CONNECTIONS: Please see attachments in Appendix: letter from WEDU.

PLANNING PROCESS

4.1 Summarize the internal planning process. In timeline format, please describe the steps your institution took in completing the internal review and approval of the baccalaureate program. For example, summarize actions taken by the academic department proposing the degree, any non-academic departments, the college-wide curriculum committee, the college president, the Board of Trustees, and any other areas.

St. Petersburg College has a strategic priority to meet the baccalaureate workforce needs of the surrounding communities by providing strong workforce programs. Pinellas County is the most densely populated county in the state, home to 971,875 residents as of 2023.

December 2001

St. Petersburg College had the privilege of being the first of the state's community colleges to begin to offering baccalaureate degrees. The college was accredited as a Level II institution by the Southern Association of Colleges and Schools to offer four-year degrees in (Supplemental Materials – SACS – Level II status letter).

Since that time, the ability to offer 4-year higher-level degrees has been a critical part of the college's mission. It has been an on-going strategic priority to provide workforce programs at the baccalaureate level in order to meet the needs of the local community. The baccalaureate program enrollment at the college has grown dramatically since its inception.

While currently the largest of the 28 state colleges in terms of baccalaureate enrollment and graduates, this new baccalaureate proposal represents the college's second proposal in the last nine years.

2012-2013

Initial investigation and research: Faculty meetings included a focused effort on preparing a bachelor's degree proposal for a BAS in Digital Media. Various faculty members reported findings from individual research, identifying the workforce need, and studying similar successful programs.

March 2013

SPC held an initial meeting to identify potential areas for program development at the college. During the meeting, academic areas discussed community's needs and proposed various baccalaureate programs. After numerous follow-up meetings with various college stakeholder groups (e.g., Academic Deans, Campus Provosts, etc.), one area that rose to the top was Digital Media. Additional discussions with members of the community along with an in-depth workforce analysis of the area confirmed this community's need.

St. Petersburg College has had a strong tradition of programs in the arts, including music, theater, studio art, digital and graphic arts, and digital photography. The Digital Media A.S. degree at St. Petersburg College has been in place for over 10 years. Existing and prospective students expressed strong interest in the creation of a Bachelor of Applied Sciences program to provide additional skill development and preparation for careers. Discussions with members of the business and arts community and advisory committee members, many of them employers, confirmed the need for such a program.

September 2013

As part of the discussion phase in the internal baccalaureate program selection process, input was sought from the advisory committees during their meetings and all members indicated their support. SPC's Career Pathways office, along with career and outreach specialists, provided research data including confirmation of the minimum requirement for a bachelor's degree in a significant number of fields within the arts technology area. Local and nearby institutions were contacted, and the University of South Florida, Eckerd College and University of Tampa all provided letters of no objection.

October 2013

Design a Curriculum (DACUM) was conducted and the qualitative, narrative data from organizations and enterprises, such as HSN, Creative Loafing, and ABC Studios suggested current labor market needs in the Arts technology areas were not currently being met due to the compartmentalization of creative technologies into separate competency cores. These employers provided feedback suggesting a BAS degree is needed which can produce graduates who are skilled in creative services and business enterprises who can collaborate with others in work teams. These were key features in developing our proposed program.

January 2014

SPC tabled the BAS proposal for further study.

December 2018

The Dean of Fine Arts, and the Academic Department Chair of Digital Media and Humanities met with the Vice President for Academic Affairs to review and renew the BAS in Digital Media. Meetings via Skype were conducted with several members of our academic teams to discuss and develop.

January 2019

The Dean of Fine Arts and Chair of Digital Media met with the College-wide A.S. Arts program faculty to receive input and exchange ideas. From that point forward there have been weekly or bi-weekly planning meetings with our office of New Program Development, to begin putting together a proposal to submit for approval.

May 2019

Our internal proposal was presented to the Provost/Dean's Council meeting for

evaluation and approval. Internal approvals, including Academic Affairs Committee, Executive Council, and Board of Trustees were also granted.

July 2019

The newly appointed Dean of Fine Arts, formerly Chair of Digital Media, met with the College-wide leadership to present CORE courses and curriculum for the BAS degree in two distinct tracks: Digital Graphic Design and Digital Video

November 2019

Local nearby institutions were contacted, and the University of South Florida provided a letter of no objection.

August 2019

St. Petersburg College conducted a DACUM (Develop-A- Curriculum) session to survey and receive current input from industry professionals regarding the specific course development needs for a bachelor's program such as the BAS degree proposed.

August 2020 – May 2021

Advisory Committee recommendation consisted of revamping the curriculum to meet industry needs and concentrating on the development of tracks focused on graphic design and video.

The Digital Media Advisory Board met in both fall (2020) and spring (2021) with all members unanimously supporting efforts to expand the A.S. into a B.A.S degree. Contributing to this effort was the need for more management positions filled with qualified applicants in the creative arts industry. The current SPC A.S. degree in digital media does not include upper division coursework to meet this impending need.

August- May 2021

The Digital Media Advisory Board met in both fall (2021) and spring (2022) with all members unanimously supporting efforts to expand the A.S. into a B.A.S degree. Contributing to this effort was the need for more management positions filled with qualified applicants in the creative arts industry. The current SPC A.S. degree in digital media does not include upper division coursework to meet this impending need.

August 2022-May 2023

The Digital Media Advisory Board met in both fall (2022) and spring (2023) with all members unanimously supporting efforts to expand the A.S. into a B.A.S degree. Contributing to this effort was the need for more management positions filled with qualified applicants in the creative arts industry. The current SPC A.S. degree in digital media does not include upper division coursework to meet this growing need.

4.2 Summarize the external planning process with the business and industry community. In timeline format, please describe your institution's interactions and engagements with external stakeholders, including but not limited to industry advisory board meetings, discussions with advisory committees, briefings from local businesses, consultations with employers, and conducting paper and online surveys.

St. Petersburg College has strong working relationships with arts organizations in the Tampa Bay Area. The College has been a leader in the revitalization of the cultural community surrounding the greater St. Petersburg area and throughout Pinellas County. These relationships include the following:

The **Leepa-Rattner Museum of Art** was established at the Tarpon Springs Campus in 2002 to house the collections of artist Abraham Rattner and Allen Leepa.

The **Palladium Theater** in St. Petersburg, founded in 1998, became a part of St. Petersburg College in 2007 and continues to serve the community as a professional venue for performing arts as well as an important training site for students in our Music Industry Recording Arts (MIRA) program.

The **American Stage Theater Company**, a respected professional equity theater, moved to St. Petersburg College's Downtown Center location in 2009 and serves as an internship site for SPC Theater students and collaborations.

The Florida Orchestra, a college partner since 2007, maintains its administrative offices in our Downtown Center as well. In 2012, the administration of Ruth Eckerd Hall approached SPC arts faculty and administrators requesting assistance in establishing an accredited program or credential that would provide a pathway for students who desire a career in one of the many technical support positions that surround and are required for professional public artistic performances such as take place at their hall.

Creative Pinellas

The creative industries and arts businesses in Pinellas County range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative individuals they employ stimulate innovation, strengthen national competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy in the region and state.

The Creative Industries in Pinellas County, FL

Pinellas County, FL is home to 2,779 arts-related businesses that employ 12,179 people. Creative industries account for 4 %of the total number of businesses located in Pinellas County, FL and 2% of the people they employ. These creative industries are categorized by the following descriptors:

Arts-Related Businesses
Arts Schools/Services

Design/Publishing
Film, Radio, TV
Museum/Collections
Performing Arts
Visual/Photography

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4% of all U.S. businesses and 2% of all U.S. employees—demonstrating statistically that the arts have a formidable business presence and are broadly distributed across our communities. The source for these data was obtained by a study conducted by Americans for the Arts and Dun & Bradstreet. These data are current as of April 2017.

<https://creativepinellas.org/wp-content/uploads/2021/10/FinalArt-Summit-Report-Pinellas-County.pdf>
www.AmericansForTheArts.org/CreativeIndustries

These aforementioned partnerships, in a growing Creative Arts industry, have provided a strong base of support for developing additional degrees and certificates including the proposed BAS in Digital Media and Video Production Technology.

September 2009

The concept of a bachelor's program in Digital Media has been discussed at SPC. College program managers met with representatives of **Eckerd College's Program** for Experienced Learners (PEL) to discuss a four-year degree (2+2) program for SPC Fine Arts undergraduates to complete their education and receive a Fine Arts bachelor's degree from Eckerd College. Several options were presented for review and consideration. Due to administrative changes at Eckerd College no further steps were taken and currently the Eckerd College Fine Arts program remains offered only as a minor for bachelor's degree seeking students.

September 2012

St. Petersburg College hosted a strategic planning session in the Collaborative Lab including representatives from **Pinellas County Schools**, private schools, **Ruth Eckerd Hall**, **University of Tampa**, **Eckerd College**, professional arts venues and College arts faculty.

The event underscored the large opportunity for technical work in the arts and the need for programs to provide development of required skills. It became evident during this meeting that the area Colleges and Universities were primarily interested in maintaining quality in their existing programs in arts, fine arts, or arts education and were not interested in developing a new program focused on the technology in the Arts. SPC was prepared and willing to work on this challenge.

February 2013 - December 2023

SPC had a discussion with the **University of South Florida** regarding the development of a Media Technology program as part of the internal proposal process. The University of South Florida is an important educational partner as it is the college's closest state university and has the highest number of the college's AA and AS transfers. After discussing the heavy technology and workforce focus of the proposed program, the University of South Florida provided a letter of no objection to include as part of the letter of intent process.

St. Petersburg College values its educational partnerships and understands the importance of being part of an educational ecosystem within the community. This proposed BAS Degree in Digital Media will provide students with employment opportunity and integration of creative services and management with our educational partners.

4.3 List external engagement activities with public and nonpublic postsecondary institutions. This list shall include meetings and other forms of communication among external postsecondary institutions regarding evidence of need, demand, and economic impact.

4.3.1 Public Universities in College's Service District

Institution(s): University of South Florida

Activity Descriptions and Outcomes:

Letter of Support obtained from the former President of the University of South Florida.

4.3.2 Regionally Accredited Institutions in College's Service District

Institution(s): Eckerd College

Activity Descriptions and Outcomes:

Program proposal shared with President – Eckerd College is supportive of SPC's decision to move forward with application process; no objections

4.3.3 Institutions outside of College's Service District (If applicable)



UNIVERSITY OF SOUTH FLORIDA
Office of the President

January 18, 2023

Dr. Tonjua Williams
President, St. Petersburg College
PO Box 13489
St. Petersburg, FL 33733

Dear President Williams,

Thank you for your support regarding additional areas of workforce needs in Pinellas County and how St. Petersburg College (SPC) and the University of South Florida (USF) can work together to support the educational opportunities of the Tampa Bay region. At USF, we are thrilled to have SPC as our partner as we work with local business and industry to improve the lives of those we serve.

I am pleased to give you USF's approval and continued support, as SPC begins the process for new and expanded baccalaureate program development in the areas of Human Services, Cardiopulmonary Science, Digital Media Technology, English Education, and Social Science Education. USF is supportive of SPC and your efforts to expand in these directions.

I look forward to continuing our strong relationship and thank you President Williams for your continued leadership.

Sincerely,

A handwritten signature in blue ink that reads "Rhea F. Law".

Rhea F. Law
President



A Preeminent Research University

February 6, 2019

Dr. Tonjua Williams
President, St Petersburg College
PO Box 13489
St. Petersburg, FL 33733-3489

Dear President Williams,

Thank you for your letter dated January 25, 2019 regarding additional areas of workforce needs in Pinellas County and how SPC and USF can work together to support the educational opportunities of the Tampa Bay region. At USF, we are thrilled to have SPC as our partner as we work with local business and industry to improve the lives of those we serve.

I am pleased give you USF's approval and continued support, as SPC begins the State of Florida's process for baccalaureate program development in the areas of:

- Cybersecurity
- Human Services
- Respiratory Care
- Digital Media Technology

I look forward to continuing our strong relationship, and thank you, President Williams, for your continued leadership.

Regards,

Judy Genshaft
USF System President

May 10, 2021

Barbara Hubbard, PhD
Dean, Humanities & Fine Arts
St. Petersburg College
2465 Drew Street
Clearwater, FL 33765

Dear Dr. Hubbard:

I'm writing in support of the Bachelor of Applied Science in Digital Media Graphic Design and Digital Video four-year degree program.

Over the years, we have seen tremendous growth in online teaching and learning. This has been further substantiated by the pandemic and the need to shift to remote training, teaching, and learning. When developing content for online learning, training, and professional development, graphic designers and videographers/editors bring a wealth of knowledge and skills. They have expert knowledge of digital media and design thinking with considerable experience using Adobe Creative Suite software. Using this knowledge and expertise, they help instructional designers to develop solid courses and trainings while enlivening the learning experiences of the participants.

I recognize the tremendous value graphic designers and videographers/editors add to eLearning content development. As we continue to explore the possibilities of online learning and training, instructional design teams can benefit from the talents and skills offered by graphic designers and videographers. These teams can leverage their knowledge, skills, and abilities to ensure the end product has a strong visual design that is consistent with the organization's brand. This four-year degree program will provide graphic designers and videographers with a solid foundation of digital media and will enable them to work with companies and educational institutions, or as independent contractors to translate content into compelling visuals.

Graphic designers and videographers/editors play an integral role in the development of eLearning content. Developing courses and materials that are creative, consistent, and high-quality can be achieved through a myriad of reasons. One of those reasons is having a knowledgeable and skilled graphic designer or videographer that is part of the team. This four-year degree program will be of great value to students, eLearning and training teams, and companies within the Tampa Bay region and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tasha M. Brown', written in a cursive style.

Tasha M. Brown, PhD, PMP
Chair, Digital Media Advisory Board
Associate Director, Educational Design and Technology



Vision:
100% Student Success

Mission:
"Educate and prepare each student for college, career and life."

ADMINISTRATION BUILDING
301 Fourth St. SW
P.O. Box 2942
Largo, FL 33779-2942
Ph. (727) 588-6000

**SCHOOL BOARD OF
PINELLAS COUNTY, FLORIDA**

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May 12, 2021

To Whom It May Concern,

I am writing in full support of expanding the current two-year Digital Media Applied Science program to a four-year Bachelor of Applied Science program at St. Petersburg College.

By providing the opportunity to earn a B.A.S. in digital media, St. Petersburg College will be able to better prepare their creative scholars for the work force and the jobs of tomorrow. Additionally, SPC will improve their recruitment potential since Pinellas County Schools always has a number of high school students graduating every year desiring to pursue a Bachelor of Applied Science in either graphic design or video production. Having such a program in our own backyard will clearly be ideal, for multiple reasons.

Furthermore, the expansion of a two-year into a four-year degree will provide more opportunities in art management, art direction, and creative entrepreneurship for both regional and national employment for St. Petersburg College graduates. It goes without saying, homegrown "talent" is preferred, not to mention vital to communities.

The strong partnership that our large public school district (with 100,000 students) has maintained with St. Petersburg College over the years, though such programs as the State of the Digital Arts Pinellas High School Exhibition each year, and also the Fine Arts and Media Awards, have allowed our high school creatives exposure to SPC's cutting-edge programming. We now look forward to producing an additional State of the Digital Arts Exhibition with St. Petersburg College next school year, for our elementary and middle school students, thereby creating even earlier exposure.

Please consider allowing the expansion of the two-year Digital Media A.S. program to a four-year B.A.S. program at St. Petersburg College for the benefit of our public-school students and families looking to fulfill their educational dreams as they pursue creative careers in graphic design and video production.

Sincerely,

Jonathan Ogle
PreK-12 Visual Arts Specialist

May 20, 2021

Barbara Grazul Hubbard, Ph.D.
Dean of Humanities and Fine Arts
St. Petersburg College
Clearwater Campus
2465 Drew Street
Clearwater, FL 33765

Dear Dr. Hubbard,

I would like to share my continued support for the Digital Media Arts program at St. Petersburg College and specifically my eager backing of the proposal to introduce the Bachelor of Applied Science Degree for Digital Media Graphic Design and Digital Video.

I have more than 30 years of public media production and management experience and more than ten years of direct interaction with the St. Petersburg College Digital Media Arts program as a member and past chair of the program's workforce advisory committee. I have personally seen the value the Digital Media Arts program has on their students in providing them the skills necessary to join the workforce immediately and directly contribute to the media production business in our community.

Through the current program, students are able to provide skilled talent to the freelance "gig economy" and as skilled employees at media organizations. However, I am firm in my belief that students who are able to participate in the proposed Bachelor of Applied Science Degree program will gain additional soft skills and benefit from a broader education which will ultimately provide them opportunities to rise more successfully during their careers.

St. Petersburg College students in this BAS degree program will gain the additional experience and preparation to allow them to reach the pinnacles of success in their field. Having this four-year degree program will assuredly increase their opportunities.

Thank you for allowing me to add my support to this initiative.

Sincerely yours,



Jack Conely
Senior VP of Operations
WEDU PBS