

STATE BOARD OF EDUCATION
Action Item
April 9, 2025

SUBJECT: Approval of Request from St. Johns River State College for a Bachelor of Applied Science in Digital Art and Media

PROPOSED BOARD ACTION

For Approval

AUTHORITY FOR STATE BOARD ACTION

Section 1007.33, F.S.

EXECUTIVE SUMMARY

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

The degree program will prepare graduates for careers in digital design, animation, and multimedia design and production. Graduates will have the skills to enter the workforce in a variety of positions and career paths including art direction and design, special effects artists and animators, graphic designers, and film and video editors. In addition, graduates of the program will be eligible to enter master's degree programs to further their educational and career opportunities.

Labor market projections indicate a demand of 29 annual job openings in SJRSC's service district and 149 annual job openings in its workforce region. Currently there is no institution offering this degree in SJRSC's service district; however, the same program is offered at a state college (FSCJ) in SJRSC's workforce region. FSCJ currently has a five-year average supply of 24 graduates, which brings the workforce demand to 125. Florida Commerce projects that the total job growth in occupations related to the Digital Art and Media degree will increase to nearly 9% between 2024 and 2032.

Letters of support were provided by the Clay County and St. Johns County School District superintendents, Flagler College, and various industry partners. There were no letters of objection or alternative proposals for the proposed degree program.

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

Supporting Documentation Included: SJRSC Proposal for a Bachelor of Applied Science in Digital Art and Media and Appendices (under separate cover)

Facilitators/Presenters: President Joe Pickens, St. Johns River State College, and guests