

New Program Request Form

CA1

General Information

Institution submitting proposal	Wichita State University Campus of Applied Science and Technology
Name, title, phone, and email of person submitting the application (<i>contact person for the approval process</i>)	Jennifer Seymour Vice President of General Education and Applied Technologies jseymour2@wsutech.edu 316.677.1695
Identify the person responsible for oversight of the proposed program	Doug Maury Dean, General Education and Professional Studies
Title of proposed program	Digital Marketing
Proposed suggested Classification of Instructional Program (CIP) Code	11.1004 - Web/Multimedia Management and Webmaster
CIP code description	A program that prepares individuals to develop and maintain web servers and the hosted web pages at one or a group of web sites, and to function as designated webmasters. Includes instruction in computer systems and networks, server installation and maintenance, web page design and editing, information resources management, web policy and procedures, Internet applications of information systems security, user interfacing and usability research, and relevant management and communications skills
Standard Occupation Code (SOC) associated to the proposed program	15.1257 is made up of the following SOC codes <ul style="list-style-type: none"> • 15.1255 - Web and Digital Interface Designers • 15.1254- Web Developers This proposal is addressing 15-1255
SOC description	15.1255 Web and Digital Interface Designers Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate human-computer interaction and maximize the usability of digital devices, websites, and software with

	a focus on aesthetics and design. May create graphics used in websites and manage website content and links.
Number of credits for the degree <u>and</u> all certificates requested	Technical Certificate – 41 Credits Associate of Applied Sciences – 60 Credits
Proposed Date of Initiation	8/1/2023
Specialty program accrediting agency	N/A
Industry certification	Meta Certified Digital Marketing Associate, Google Ads Search Certification, Google Ads Display Certification, Google Ads Measurement Certification, Google Ads Video Certification, Google Ads Shopping Certification, Google Ads Apps Certification, Google Ads Creative Certification, Advertising on LinkedIn Certification, Serving Customers on Social Media LinkedIn Certification, E-Mail Drip Marketing LinkedIn Certification

Signature of College Official

George D. Seymour

Date

Jan 3, 2023

Signature of KBOR Official

Date

Narrative

Completely address each one of the following items for new program requests. Provide any pertinent supporting documents in the form of appendices, (i.e., minutes of meetings, industry support letters, CA1-1a form).

Institutions requesting subordinate credentials need only submit the following sections:

1) General Information, 2) Program Rationale, 3) Complete catalog descriptions (including program objectives) for the proposed program, 4) List by prefix, number, title, and description all courses (including prerequisites) to be required or elective in the proposed program, 5) List any pertinent program accreditation available (rationale for seeking or not seeking accreditation and plan to achieve accreditation), and 6) Program Approval at the Institution Level.

Program Rationale

- Provide an overall explanation and background surrounding the development of the proposed program. Include where the idea came from, who was involved, and why the program is needed.

WSU Tech developed the Digital Marketing program in the Spring of 2018 and enrolled its first students in Fall 2019. The development process included approval at the Higher Learning Commission. The program is now well established, and program leadership determined the time was right to seek KBOR approval. The DMK program delivered 134 credits hours in the Fall of 2022. The program is currently on track to provide 101 credit hours for the Spring of 2023, an increase of over 50% from Spring of 2022. In addition, the annual review of the employment landscape found that graduates with the skills provided by the digital marketing program continue to be in demand across various industries for graduates at the Technical Certificate and AAS degree levels. A simple search of the Indeed website provided evidence of this demand with job postings that match WSU Tech graduates' skills and academic achievement levels. Lastly, WSU Tech and USD 259 are collaborating to provide concurrent credit in DMK 120 Basic Digital Editing for high school students enrolled in Interactive Media and Esports Topics. The strong enrollment in the program, and employment demand combined with repeated requests by the Wichita Public School Systems to evaluate offering the Digital Marketing program as part of the Excel in CTE (Career & Technical Education) program led Academic leaders at WSU Tech to review all aspects of the program. The review resulted in submitting the proposed program for approval by the Kansas Board of Regents under CIP Code 11.1004 with SOC Code 15.1255.

Appendix A

Program Description

- Provide a complete catalog description (including program objectives) for the proposed program.

The Digital Marketing Program provides graduates with the skills necessary to succeed in the specialized realm of digital commerce. The program coursework combines traditional marketing skills with the specialized technical skills required to develop first-class digital marketing content. In scenario-based coursework students will create and apply digital marketing strategies that reflect real-world situations. Topics will include digital strategy, web development, and analytics as well as digital marketing, multimedia, SEO, and SEM techniques. All students will graduate with a professional portfolio, and students enrolled in the Associate of Applied Science degree program will participate in an internship/capstone course while completing 15 hours of general education.

Program Objectives

- The student will be able to produce a digital portfolio highlighting skills associated with digital marketing
- The student will demonstrate familiarity with digital media tools and social media marketing platforms
- The student will be able to link classroom experiences with real work projects
- The student will measure and evaluate digital marketing efforts
- The student will demonstrate skills associated with web site development and management
- The student will demonstrate the necessary skills to effectively participate in the Google analytics Certification exam
- List and describe the admission and graduation requirements for the proposed program

Admission Requirements:

- The requirements for admission to the Digital Marketing program are:
- Attainment of 16 or more years of age
- Documentation of high school graduation or satisfaction of high school equivalency certificate requirements, or students currently enrolled in high school or GED program and have attained junior status.
- Completion of application and related procedures

Transfer Students

- Admission of transfer students to the Digital Marketing program contingent upon their meeting the following requirements:
- Regular admission and good standing at a regionally accredited technical certificate or degree granting institution and proper completion of applications and related procedures.

Program Requirements

- 41 semester credits for technical certificate and 60 semester credits for the associate applied sciences degree with an overall GPA of 2.0 or higher.
- A passing grade in all courses (grade of C) within the student's declared program of study.
- Completion of all skill competencies with a minimum grade of 80%
- At least 25 percent of credits must be earned at WSU Tech.
- Recommendation for graduation by the registrar.

Graduation Requirements

To be awarded an AAS degree or technical certificate, students must pass all required coursework, submit required transcripts for transfer credit and meet all academic, financial, or other obligations required for their program of study. To be eligible for graduation, students must have an overall GPA of at least 2.0. WSU Tech urges students to continuously monitor their educational progress. Before the final semester or registration period, students must meet with an Academic Advisor to ensure all requirements will be finished before the anticipated graduation date.

Demand for the Program

- Using the Kansas Department of Labor's Long Term Occupational Outlook, (<https://klic.dol.ks.gov>) identify employment trends and projections: occupational growth, occupational replacement rates, estimated annual median wages, and typical education level needed for entry.

Web and digital interface designers and web developers are two distinct, yet related, roles in the digital technology industry. The Kansas Long Term Occupations Projects 2020-2030 recognizes the interrelatedness of these professions and combines the two SOC Codes (15.1255 Web Developers & Digital Interface Designers and 15.1254) into SOC Code 15.1257 Web Developers & Digital Interface Designers. Overall, the data for the combined SOC code 15.1257 indicates the positions have a change rate of 14.1% resulting in the need for over 200 new positions over the next ten years. The annual openings for this position are listed at 134 with most of the openings coming from transfers. This data is supported by the JobsEQ 2022 Q2 data for positions associated with SOC Code 15-1255 (Web Developers & Digital Interface Designers). The Kansas 2022 Q2 Occupation report indicates that current open positions associated with SOC Code 15-1255 are 279. This data is supported by JobsEQ Kansas Education report which indicates employers will be seeking to hire 250 employees with these skills over the next 7 years. These same reports indicate that open positions are expected in a wide range of industries from retail and healthcare to advertising with the greatest need for computer systems design and related services.

The Kansas Long Term Occupations Projects 2020-2030 combines the data for 15.1255 Web Developers & Digital Interface Designers and 15.1254 into SOC Code 15.1257 it is important to note that while both professions (web and digital interface designer and web developers) play important roles in the building and maintaining websites, their focus and skillset differ significantly. Web developers focus on the technical aspects of the website such as coding and building the functionality of the site. They write the code which brings the designs created by web and interface designers to life, and they test and debug the site. These skills may require a bachelor's degree as indicated in the Kansas Long Term Occupations Projects 2020-2030. However, Web and Digital Interface Designers focus on the design and user experience of a website, creating visually appealing and user-friendly interfaces. They are responsible for visual design, wireframes, and analysis of data generated from the web sites. They utilize the analytical functions of search engines to provide real time data. These are the skills the Digital Marketing program at WSU Tech provides effectively at both the technical certificate and AAS degree level. This is reinforced by the support letters provided by professionals currently working in the industry. As an employer, WSU Tech is a prime example of the industry. The program director of Digital Marketing is well respected with a long career in the industry with an educational background of an associate degree. Additionally, the WSU Tech hires students to create, operate and maintain the Future Maker Lab's social media sites including Facebook, twitter and YouTube. Lastly, this information is supported by data from JobsEQ. According to the 2022 Q 2 JobsEQ Kansas Education report the education level of employees taking web and digital interface design positions varies from no college to post graduate degrees. Eight percent of the positions will be filled with graduates at the associate degree level with another 8 percent with some college but no degree and another 3% with no college. The need for skills learned at the associate or technical degree level is further enhanced by the ongoing conversations about collaboration between WSU and WSU Tech which will result in WSU students taking WSU Tech digital marketing courses.

- Show demand from the local community. Provide letters of support from at least three potential employers, which state the specific type of support they will provide to the proposed program.

See Appendix B - H

- If the program/coursework will be made available to high school students, provide letters of support from local high schools and/or districts that intend to participate.

See Appendix I

- Describe how the Perkins Comprehensive Local Needs Assessment supports the program initiation.

The Digital Marketing Program is aligned with the Perkins Career and Technical (CTE) Program Comprehensive Regional Needs Assessment for the Wichita Region (February 2022). While CIP code 11 (page 9) is initially listed as an area with too many concentrators, Q3 (page 13) provides a deep dive into the available data. In this area the Assessment Team indicates the impact of the COVID –19 Pandemic is an overall and lasting increase in business and industry’s need for digital communications. In addition, Q3 (page 13) indicates that the “real- team intelligence reports from JobsEQ for Local Workforce area IV with active job posting during the past 12 months: Web and Digital Interface Designers is 28 job postings”. The proposed program specifically addresses this SOC Code – 15-1255 Web and Digital Interface Designers.

- Describe/explain any business/industry partnerships specific to the proposed program.
If a formal partnership agreement exists, agreement explaining the relationship between partners and documenting support to be provided for the proposed program must be submitted to the Board office independent from the CAI materials for review purposes. The agreement will not be published or posted during the comment period.

The College will continue developing working relationships with area businesses and industry to develop internships, earn and learn opportunities, and guaranteed interviews for program participants/ graduates. These partnerships are of tremendous benefit for placement upon graduation and obtainment of the available certifications. The chart below provides a list of the current business and industry representatives working with the proposed program. The willingness of these businesses and educational institutions working with WSU Tech to create this program speaks to the value WSU Tech places on industry and other partnerships.

Digital Marketing Industry Advocate Team

Contact	Organization
Mia Lee	Lee Media Group
Justin Rorabaugh	Wichita State University
Jen Cole	Greteman Group
Jennifer Herring	Greteman Group
Duane Nagel	Wichita State University
Abby Parker	J.P. Weigand
Mandy Fouse	WSU Tech

Duplication of Existing Programs

- Identify similar programs in the state based on CIP code, title, and/or content. For each similar program provide the most recent K-TIP data: name of institution, program title, number of declared majors, number of program graduates, number of graduates exiting the system and employed, and annual median wage for graduates existing the system and employed.

According to the 2021 K-TIP report there is only one other program in Kansas utilizing the CIP code of 11.1004. Butler Community College reported only partial data in the 2021 K-TIP report for this CIP code. There were 29 declared majors of Web/Multimedia and Webmaster program at Butler however no other data is listed in the report due to either small cell protection or no data provided.

The WSU Tech program has reported 4 graduates of the program in AY 22 and one graduate in the Fall of 2023. There are currently 44 students enrolled in the Digital Marketing Program. WSU Tech will begin to track the other common K-Tip data once the proposed program is approved.

- Was collaboration with similar programs pursued:

WSU and WSU Tech are working on a unique collaboration that will see students from the Digital Marketing programs at both WSU and WSU Tech in the same classroom. Digital Marketing is a new program at WSU. After conversations between Dr Larrissa Genin at WSU and Dr Sheree Utash at WSU Tech concerning potential synergies between the two programs, programmatic leadership in both institutions (Krissy Buck/WSU Tech and Dr Dwayne Nagal WSU) met to discuss the options. At this point the two departments have identified that WSU students can fulfill their program electives by taking the WSU Tech Digital Marketing courses. Dual enrollment to facilitate this option is currently being worked out. The programs expect this relationship to be formalized before Fall of 2023.

Appendix J

Program Information

- List by prefix, number, title, and description all courses (including prerequisites) to be required or elective in the proposed program.

Revised/Approved April 2022

Program Course List

Number	Title	Credits	R- Require E – Elective	Description	Pre/Corequisite s
DMK 110	Introduction to Media Arts	3	R	Offers an introduction to media arts and the interconnectedness of audio, film, animation and gaming. Introduces fundamental concepts in analyzing and interpreting popular media delivery. The course will employ lectures, guest speakers, collaborative projects and experimental modes of learning. Content will also cover resources available on campus and in the community. Written assignments will encourage students to think about how various media and entertainment influences culture and their response to these influences. Attendance at outside events, lectures and festivals is required.	
DMK 120	Basic Digital Editing	3	R	Introduction to skills, principles and ethics of using audio, images and video to tell stories via Internet-based media.	
DMK 125	Community Building and Management	3	R	Students will be equipped with the knowledge and skills needed to create and support an online community that drives awareness, interest, and conversion for brands.	

DMK 135	Social Media Marketing and Management	3	R	Students will be equipped with the relevant knowledge, perspective and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media for achieving business and marketing goals.	ENG 101 Composition I DMK 120 Basic Digital Editing BUS 140 Principles of Marketing
DMK 140	Introduction to Audio/Visual Production	3	R	This course will provide students with the skills associated with production and direction of video and audio programs. Hands-on use of standard audio and video production equipment to learn the most current and effective techniques will be integral to the course.	DMK 120 Basic Digital Editing
DMK 150	Search Engine Optimization & Marketing	3	R	This course is designed to introduce the student to the core concepts of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Students will learn to ensure their site is digestible by Google and other users resulting in better search engine rankings.	DMK 135 Social Media Marketing and Management
DMK 160	Introduction to Analytics	3	R	This course is designed to introduce students to the core concepts of digital analytics. The course will explore the effectiveness of marketing campaigns and how to optimize results. This course will prepare students to take the Google Analytics Certification.	DMK 150 Search Engine Optimization & Marketing

DMK 163	Introduction to Digital Advertising	3	R	Introduction to the skills, principles, and design of digital advertising that drives business value and engages with online audiences.	DMK 120 Basic Digital Editing DMK 135 Social Media Marketing and Management DMK 150 Search Engine Optimization & Marketing DMK 160 Introduction to Analytics
DMK 170	Digital Marketing Capstone	4	E- AAS Only	In this project-based course, students will apply the skills and knowledge acquired throughout the Digital Marketing program to a real-world project. In partnership with a local non-profit organization, students will create a digital marketing strategy designed to meet the customer needs. Students will produce a critical reflection on their capstone experience demonstrating how they have addressed specific learning goals. A successful project will include a project presentation to representatives of the non – profit organization, faculty and fellow students.	DMK 160 Introduction to Analytics

DMK 175	Digital Marketing Internship	4	E- AAS Only	The internship represents an educational strategy linking the classroom with the acquisition of knowledge in the workplace. Through direct observation, reflection and evaluation, students gain an insight into the internship site's work, mission, and audience, how these relate to their academic study, as well as the organization's position in the broader industry or field. Students will produce a critical reflection on their internship experience demonstrating how they have addressed specific learning goals.	DMK 160 Introduction to Analytics
BUS 135	Introduction to Public Relations	3	R- AAS only	In this course students will learn the theories that are the backbone of all public relations practitioners while also learning the roles and responsibilities of those who practice in the field. Students will explore the issues and challenges facing public relations practitioners in today's technological, multicultural and global environment. Students will put their knowledge to the test by creating and presenting a public relations plan.	

BUS 140	Principles of Marketing	3	R	Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to society, their customers and their owners. Marketing examines the problems of transferring title and moving goods from producer to consumer, buying, selling, storing, transporting, standardizing, financing, risk-bearing and supplying market information. The free enterprise and the government's contribution, retailing and international marketing are discussed at length.	

ENG 101	Composition I	3	R	This course is designed to improve the reading and writing skills of students. The emphasis is on fundamental principles of written English in structurally correct sentences, paragraphs and expository themes. Critical analysis of essays will be used to aid in developing the student's thinking, support of thesis and style. Students are introduced to the basic components of research by writing a documented essay in Modern Language Association (MLA) style.	ENG 030 English
ENG 120	Composition II	3	R	This course is designed to immerse students in the study and practice of persuasive and argumentative, report, and research writing emphasizing analysis and research and reading, interpreting, and evaluation of selected texts.	ENG 101 Composition I
	Humanities Elective	3	R- AAS Only	This course is the placeholder for the Humanities elective. Students may enroll in the following courses to fulfill the Humanities elective: ART 100 Art Appreciation, ENG 110 Introduction to Literature, ENG 205 Introduction to Creative Writing , HIS 110 United States History to 1877, HIS 120 United States History since 1865, HIS 130 World History I, MGT 111 Business Ethics, PHL 110 Ethics, PHL 115 Logic, REL 101 New	

				Testament, THR 100 Theater Appreciation	
INF 122	Introduction to Web Development	3	R	This course introduces students to basic web design using HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), JavaScript, and PHP. Throughout the course students are introduced to planning and designing effective websites; implementing web pages by writing code; producing a functional, multi-page website; and navigating how to choose and set up a server to host their sites on. The course does not require any prior knowledge of coding or web design.	
INF 147	Website Production & Management	3	R	This course is designed to teach students the necessary skills to build, customize, manage and promote a business website using the content management system WordPress. In this project-based course, students will apply classroom knowledge and skills to successfully launch a site on a live web server.	
	Math Elective	3	R- AAS Only	This is a place holder course for the math electives. To fulfill this elective students may choose between MTH 101 or MTH 112.	

OPM 115	Introduction to Project Management	3	R- AAS Only	<p>This course focuses on a holistic approach to project management. The content deals with planning, scheduling, organizing, and controlling projects for example, product development, construction, information systems, new businesses, and special events. The course includes major topics of Strategy, Priorities, Organization, Project Tools, and Leadership. Primary class emphasis is on the project management process and tools. Project management is becoming more important in todays' world. Mastery of key tools and concepts could give you a significant competitive advantage in the marketplace.</p>	
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PDV 105	Blueprint for Personal Success	2	R	<p>The professional world is full of challenging situations, including conflicting personalities, miscommunication, and cultural differences. In this course, students will learn about typical workplace etiquette protocols, communication standards, and cultural awareness strategies in order to navigate these common obstacles. This course will prepare students by educating them on the importance of establishing and maintaining their professional image in the workplace. Whether students are working on the manufacturing floor, in a medical facility or in a professional office setting practicing professional etiquette will help ensure that their occupational environment is positive and productive. Students will integrate internal attitudes with external behaviors so that their personal attributes reflect the expectations of their future employers. The course provides a study of human relations and professional development in today's rapidly changing world. The course prepares students for living and working in a complex society through a focus on professionalism, work ethic, teamwork (collaboration) and oral communication. Topics include: Goal Setting, Entry Level Leadership,</p>	
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				Communication, Teamwork and Diversity, Career Management, Lifestyle Design, and Disruption in Industry.	
SPH 101	Public Speaking	3	R- AAS Only	Covers fundamental basics to all good private and public speaking experiences and elements in voice production and improvement, bodily movement, confidence, poise and understanding of all types of public speeches. Required of all transfer curricula.	

- If the proposed program includes multiple curricula (e.g., pathways, tracks, concentrations, emphases, options, specializations, etc.), identify courses unique to each alternative.

N/A

- Provide a Program of Study/Degree Plan for the proposed program including a semester-by-semester outline that delineates required and elective courses and notes each program exit point.

Associate of Applied Sciences – Digital Marketing

Semester One

Course #	Course Title	Credits
DMK 110	Introduction to Media Arts	3
DMK 120	Basic Digital Editing	3
DMK 125	Community Building and Management	3
BUS 135	Introduction to Public Relations	3
ENG 101	Composition I	3
PDV 105	Blueprint for Personal Success	2

Semester Two

Course #	Course Title	Credits
BUS 140	Principles of Marketing	3
OPM 115	Introduction to Project Management	3
ENG 120	Composition II	3
DMK 135	Social Media Marketing and Management	3
DMK 140	Introduction to Audio/Visual Production	3

Semester Three

Course #	Course Title	Credits
DMK 150	Search Engine Optimization & Marketing	3
DMK 160	Introduction to Analytics	3
INF 122	Introduction to Web Development	3
SPH 101	Public Speaking	3
	Math Elective	3

Semester Four

Course #	Course Title	Credits
INF 147	Website Production & Management	3
	Humanities Elective	3
DMK 163	Introduction to Digital Advertising	3
DMK	Experiential Learning Electives- 4 Credits	4

Experiential Learning Electives

Course #	Course Title	Credits
DMK 170	Digital Marketing Capstone	4
DMK 175	Digital Marketing Internship	4

Technical Certificate – Digital Marketing**Semester One**

Course #	Course Title	Credits
DMK 110	Introduction to Media Arts	3
DMK 120	Basic Digital Editing	3
DMK 125	Community Building and Management	3
BUS 140	Principles of Marketing	3
ENG 101	Composition I	3
PDV 105	Blueprint for Personal Success	2

Semester Two

Course #	Course Title	Credits
DMK 135	Social Media Marketing and Management	3
DMK 140	Introduction to Audio/Visual Production	3
DMK 150	Search Engine Optimization & Marketing	3
INF 122	Introduction to Web Development	3

Semester Three

Course #	Course Title	Credits
DMK 160	Introduction to Analytics	3
DMK 163	Introduction to Digital Advertising	3
ENG 120	Composition II	3
INF 147	Website Production & Management	3

- List any pertinent program accreditation available: N/A
 - Provide a rationale for seeking or not seeking said accreditation.
 - If seeking accreditation, also describe the plan to achieve it.

Faculty

Describe faculty qualifications and/or certifications required to teach in the proposed program.

The Digital Marketing courses are taught by existing faculty members with the required credentials based on the course topic.

- Program Director – Krissy Buck
- Experience: 7+ years of experience in digital marketing field
- Education: AA – Butler Community College – Digital Marketing

- Teaching Experience: 3 years of Higher Education experience – WSU Tech
- Pamela Wright
 - Experience: 20+ years of experience in the marketing field
 - Education: Master of Arts – Wichita State University – Communications and Integrated Marketing
- McKenzey Bell
 - Experience: 4 years of experience in the field of film making and video production
 - Education: Bachelor of Arts – Wichita State University – Filmmaking

Information Technology courses are taught by existing faculty members with the required credentials based on the course topic.

- Mia Lee
 - Experience: Founder and CEO of Lee Media Group - 14 years – Full-service website design, development, and marketing firm.
 - Education: Master of Arts – Webster University
- Tabitha Rourke
 - 15 years of experience in web development with specializations in creation and maintenance of web pages for small business.
 - Education: Associate degree in information systems and Web programming

Business and General Education Courses will be taught by existing faculty members who meet or exceed the following standards:

Transferable General Education Faculty:

Master's Degree or higher from a regionally accredited college or university in the teaching discipline or subfield, **OR** any master's degree plus 18 graduate or undergraduate credit hours in the teaching discipline or subfield.

Qualified faculty are identified primarily by credentials, but other factors may be considered in addition to the degree earned. For example, the ability to design curricula or develop and implement effective pedagogy through years of teaching with satisfactory performance.

A Bachelor's Degree in the teaching discipline or subfield combined with 3+ years teaching experience in the discipline or subfield will be considered in lieu of a completed master's degree. A professional development plan to include a master's degree must be developed and pursued.

Cost and Funding for Proposed Program

- Provide a detailed budget narrative that describes all costs associated with the proposed program (physical facilities, equipment, faculty, instructional materials, accreditation, etc.).

Advising Services

Advising prospective students is shared between the Program Director, Digital Marketing and the college's Student Services staff. As with other programs offered by the college, Student Services personnel provide general information, assist students with admission to the college, and transfer credits. Program personnel supply detailed information about the Digital Marketing program. The Financial Aid Specialist provides financial aid advice.

Additional services:

WSU Tech supplies numerous services to students designed to ensure they are successful in their educational pursuits. There is no charge for these services.

Online Services: WSU Tech supplies online services designed to support the hybrid and online instructional environment.

NetTutor – available when the student is ready NetTutor is a 24/7 online tutoring service that provides effective as-needed tutoring in all topics, including general education discipline and technical areas such as nursing and engineering.

Technology support for WSU Tech online students includes a student help desk which provides technology assistance as needed, enhanced WIFI hot spots at all WSU Tech locations, and student Laptop Loan service available for a nominal fee (\$50.00 per semester).

WSU Tech Online Orientation – Online Orientation is designed to provide students with access to comprehensive orientation and college success materials when it fits their schedule. The materials include what to expect in an online or hybrid course and effective study skills.

Online Student Services Support: All student services, including academic advising, enrollment, and financial aid, are available to students in the online environment.

Library – extensive online database services such as EBSCOhost and ProQuest are available to all WSU Tech students.

Wrap Around Services: to prepare students for the rigors of college coursework, WSU Tech provides a variety of wrap-around services, including:

- **Library:** The Library is on the South campus, while the NCAT facility includes a shared space that houses both library and tutoring. Also, online library services are available to all students and include access to extensive database services like EBSCOhost and ProQuest. Students can also access several databases by signing up for the Kansas Library Card.
- **Tutoring Hub:** Tutoring services are available at the NCAT and South Campuses. General education topics, such as Math, English, and writing as well as technical topics such as Blueprint Reading and Accounting, are available. In addition, science-based tutoring services are available at the South and Old Town campuses.
- **Mentoring:** WSUTech provides a formalized academic mentoring program for students with academic risk factors. This program pairs students with faculty volunteers to ensure students meet their academic obligations and goals.
- **Academic Success Week:** At the beginning of the Fall and Spring semesters, WSUTech hosts workshops and events designed to engage students in the academic side of college. Topics include notetaking skills, dealing with stress, test-taking skills, and using library and technology resources such as the IT help desk and the Colab.

- **TRIO Student Support Services:** For students who meet the college's TRIO eligibility requirements, WSU Tech provides services designed to help students maximize their potential and meet their educational goals. These services include academic coaching, tutoring, financial planning, transfer assistance, cultural enrichment, career exploration, and mentoring.
- **The Department of Student Engagement:** This department provides students with opportunities to engage in college life outside the classroom. Activities include student organizations and clubs such as Skills USA, Veterinary Nursing, and Esports. Other activities include welcome week events such as "Doughnuts with Your Dean" and lecture series on current topics.
- **The Office of Disability Services:** coordinates services for students with disabilities.
- **Career Services:** assists students in defining career goals, exploring personal interests, and providing career/general counseling.
- **Collaboration Lab:** The Collaboration Lab (CoLab) provides students, faculty, and staff access to the latest technologies to enhance the learning experience. The technologies include HoloLens, green screens, a recording studio with audio and visual capabilities, and online and on-ground meeting spaces equipped with up-to-date technology providing collaboration and recording capabilities. While physically located at the WSU Tech South Campus, the CoLab technologies are available at other WSU Tech locations via a mobile version of the lab.

Personnel

The full-time Program Director provides instruction and performs program-level administrative duties such as institutional assessment and program review. Additionally, the program director teaches a full load of courses in the program. The Digital Marketing Adjunct faculty are responsible for teaching courses as assigned. Instructors from the Information Technology, Business and General Education areas teach the other courses in the program. See faculty information above for details.

Physical facilities:

WSU Tech houses the Digital Marketing program at the South Campus (3821 E. Harry). This facility has more than sufficient classroom and lab space to accommodate the program.

Instructional Equipment

This is an established program with all the necessary instructional equipment in place. No additional equipment purchases are planned for the next three years.

In years 1 - 3, the proposed program will have \$10000 for instructional supplies and technology paid for with institutional funds and student fees.

Instructional Materials: The proposed program has a budget from the general fund. Associated materials fees paid by the students are listed below. The fees will allow WSU Tech to pay for students' versions of software and third-party publisher content needed for effective teaching and learning. In addition, the proposed program will use third-party curriculum vendors to provide web-based content to students. These fees are included in course costs, as is WSU Tech's practice, instead of fees outside program costs.

Materials Fees

Course Number	Course Title	Associated Materials Fees
DMK 110	Introduction to Media Arts	\$0.0
DMK 120	Basic Digital Editing	\$0.0
DMK 125	Community Building and Management	\$0.0
DMK 135	Social Media Marketing and Management	\$0.0
DMK 140	Introduction to Audio/Visual Production	\$0.0
DMK 150	Search Engine Optimization & Marketing	\$0.0
DMK 160	Introduction to Analytics	\$0.0
DMK 163	Introduction to Digital Advertising	\$0.0
DMK 170 or DMK 175	Digital Marketing Capstone Digital Marketing Internship	\$0.0
INF 122	Introduction to Web Development	\$0.0
INF 147	Website Production & Management	\$0.0
OPM 115	Introduction to Project Management	\$0.0
BUS 135	Introduction to Public Relations	\$0.0
BUS 140	Principles of Marketing	\$0.0
PDV 105	Blueprint for Personal Success	\$30.0
	15 credits of General Education	\$0.0

- Provide detail on **CA-1a form**.

Appendix K

- Provide Excel in CTE fee details on the **CA-1b form**.

N/A

- If the program is requesting Perkins funding, provide details on the **CA-1c form**.
- **Appendix L**
- If the program is requesting KS Promise Act eligibility, provide details on the **CA-1d form**.

See Appendix M

- Describe any grants or outside funding sources that will be used for the initial startup of the new program and to sustain the proposed program.

N/A

Program Review and Assessment

- Describe the institution's program review cycle.

WSU Tech utilizes the WIDS (Worldwide Instructional Design System) curriculum management system to house curriculum and assessment documentation. Inside WIDS, faculty are working with the Dean of Academic Services and the Director of Assessment to map program outcomes to courses and assessment activities. Faculty evaluate students throughout the program for mastery of knowledge and technical skills using various assessment activities. Institutional assessment data is collected and aggregated using specialized assessment software (EAC). The faculty utilize the data to identify student learning trends,

achievements and challenges, and the appropriate instructional revisions along with interventions to improve student learning.

The assessment processes are documented via the Outcome Assessment Plan (OAP) and Analysis (OAP/Analysis) completed annually and housed in WIDS. During the Program Review process, faculty and program leadership revisit past OAP analyses, course reviews, and other information and data sources to evaluate the implementation of instructional quality improvements. One of the additional key data sources is the Institutional Effectiveness department's Program Review IR Data Report. This report includes a plethora of program-related data, including Enrollment, Demographics, Course offerings, Applications, Completions, Credentials, Placement, Retention/Completion, and Subject/Program mapping. Data provided for Program Review allows faculty to reflect and plan for continuous quality improvement while ensuring program goals, institutional mission, and accreditation standards are met. A program Industry Advocate Team (IAT) annually reviews program content, admission requirements, equipment, program outcomes, objectives, and competencies. Members of the IAT team provide input designed to ensure the program curriculum is current and relevant to industry needs. In addition, the college implements any state-aligned curriculum within the required deadlines.

Each Program conducts a formal review to ensure that its learning outcomes and objectives are achieved, and a level of accountability is in place. These reviews take place over a three-year cycle. The program review considers all the information produced about the Program and brings it together in one evaluation. The program review allows programs and departments to identify their strengths, pinpoint areas for improvement, and discuss other resources that impact the instructional department. Faculty describes or provides feedback on specific aspects, providing data and support documentation when available. In addition, the institutional research department provides supplemental data from student course and program evaluations, student satisfaction surveys, student and employer assessment surveys, and graduate placement statistics. Program directors and faculty complete the program review documentation and submit the review to the Program Review Committee, consisting of the Academic Vice Presidents and the Director of Assessment. The committee jointly assesses the review components using a rubric. After reviewing the documentation, the Program Review Committee meets with program leadership to share the rubric scores and provide feedback.

Program Approval at the Institution Level

- Provide copies of the minutes at which the new program was approved from the following groups:
 - Program Advisory Committee
(Including a list of the business and industry members)
 - Curriculum Committee
 - Governing Board
(Including a list of all Board members and indicate those in attendance at the approval meeting)

Appendix –N- P

Submit the completed application and supporting documents to the following:

Director of Workforce Development
Kansas Board of Regents
1000 SW Jackson St., Suite 520
Topeka, Kansas 66612-1368

Social Media Manager

Ambassador Hotel Wichita - Wichita, KS

JOB OVERVIEW

Develop and execute on-site activations while serving as champion for all social media channels and cultivating community partnerships.

REPORTS TO

Reports to designated property leader with a dotted line to Corporate Marketing Team.

PRIMARY JOB FUNCTION

The following job functions should contribute to creating content for marketing efforts captured through photography and video.

On-Site Activations:

Serve as marketing champion for on-site activations and implementations.

Create stellar pop-up experiences for locals and guests to interact with on-site and online.

Partner with property team to bring brand awareness full circle – online and off.

Collaborate with F&B team to support upcoming needs

Social Media:

Help build and implement social media game plan for hotel and outlet(s) through industry research, digital benchmarking, target audience identification, and setting clear goals.

Champion social media marketing and day-to-day activities including:

Create high-quality content calendars that build meaningful connections and encourages followers to take action.

Connect with industry professionals and micro-influencers via social media to create a strong and healthy network.

Build hype and engage with online followers and guests bringing personality to community management – through messages, comments, mentions, reviews, etc.

Monitor, listen, and respond to users in a personable way creating brand loyalty and trust.

Develop and expand community and/or influencer outreach efforts.

Report on social media game plan routinely. Compile takeaways for management showing results (ROI).

Analyze social media KPIs and tweak game plan as needed.

Follow trends in social media tools, applications, channels, design and strategy.

Community Partnerships:

Cultivate and increase local partnerships.

Engage with community through local events, sponsorships, giveaways, etc.

Attend local educational and networking events to increase knowledge, skills, and brand awareness.

Connect with local and industry social media circles to implement ongoing education to remain highly effective.

Create digital and physical collateral including event covers, check presenters & reader boards.

Maintain and update property websites with event content including Milestone, Eventbrite & Pre-Kindle.

Draft and execute property newsletters to promote on-site activations.

Work directly with PR Company to draft press releases and/or media alerts.

WORK ENVIRONMENT

Most work is done on-site at hotel or outlet but there may be times when work may be conducted off-site when attending events related to job functions.

KEY RELATIONSHIPS

Internal: General Manager, Sales Managers, Front Desk Staff, Director of F&B, Executive Chef, Restaurant Managers, Corporate Marketing Team, and Corporate Revenue Management Team.

External: Community partners, vendor support staff, and vendor technical support.

QUALIFICATIONS

Great interpersonal Skills.

Is a team player with the confidence to take the lead in the content development, creation and editing of content, online reputation management, and on-site activations.

Maintains exceptional verbal and written communications skills.

Has creative eye for capturing quality photography.

1-2 years in Communications, Marketing, Business, Public Relations, or other field related experience.

Computer literate, comfortable with standard business software, such as Outlook, Microsoft applications, and Adobe applications including illustrator & photoshop.

Displays knowledge and understanding of social media platforms relevant for industry, such as Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, etc.

Maintains personal social media profiles in a professional manner.

Makes evident good technical understanding and can pick up new tools quickly.

Demonstrates winning social customer service techniques such as empathy, patience, advocacy and conflict resolution

Ability to:

Perform job functions with attention to detail, speed, and accuracy.

Be a clear thinker, remaining calm, and resolving problems using good judgment.

Follow directions thoroughly.

Multitask and practices superior time management.

Capture and make minor edits for photography and videos.

Effectively communicate information and ideas through written and visual format.

Understand social media KPIs and application to overall strategy.

Take ideas and see them through.

Easily and naturally promote brand advocacy through relationships, online and off.

Desirable:

Knowledge of online marketing and good understanding of major marketing channels.

Previous experience with social media software such as Facebook Business Manager, Sprout Social or other social media dashboards.

Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.

Previous experience of managing business social media profiles.

Graphic Design skills using Adobe or Canva experience.

PHYSICAL ABILITIES

While performing the duties of this job, the Experience Curator is regularly required to move around the facility; to stand for long hours during events. This position may require work inside or outside of the building, as needed by events. Generally, works in an office setting with minimal adverse exposure to environmental hazards.

Marketing Support Coordinator and Social Media Manager

SERVPRO - Wichita, KS

\$15 - \$20 an hour

We have a sincere drive toward the goal of helping make fire and water damage “Like it never even happened”! This position is all about managing our online web presence, creating content, and coordinating events. We are seeking someone who is comfortable meeting new people, who has excellent communication skills, and who is a serious multi-tasker. If you are self-motivated and have superb interpersonal skills, then you should thrive in this work environment. Our idea of the ultimate candidate is one who is proactive, is experienced, truly enjoys providing superior service, and loves taking ownership. Are you highly dependable and excited about routinely exceeding expectations? Then, you may be our perfect hero! As a valued SERVPRO® Franchise employee, you will receive a competitive pay rate, with lots of opportunity to learn and grow. Primary Responsibilities

Maintain Franchise’s web and social media sites

Provide sales and marketing administration including referral source follow-up and database management

Coordinate all public relations programs including sales and marketing events, CE classes and networking

Provide newsletters and e-blast coordination

Maintain key account target list and provide research and ensure crucial deadlines are met

Provide brand and marketing coordination, including advertisement placement and tracking

Maintain sales and marketing materials and supplies

Position Requirements

Strong technology skills and ability to learn new ones such as basic video/photo editing skills, scheduling social media posts, and measuring their performance, and uploading blogs and content to our website.

Superb customer service, administrative, and verbal and written communication skills

Working knowledge of current business software technologies is required

Excellent organizational skills and strong attention to detail

Associate’s or bachelor’s degree in marketing or business or equivalent experience

Ability to successfully complete a background check subject to applicable law

Hours

40 hours/week, flexible to work overtime when required, typically varying between 7 a.m. and 5 p.m.

Pay Rate Competitive pay based on experience.

Video/Photo/Editor/Content Creator

Wild Wolf Digital Marketing - Wichita, KS

\$15 - \$25 an hour

About us

Wild Wolf Digital focuses on serving businesses and empowering talented people. We provide digital marketing services to businesses in every industry, empowering their growth through ROI-driven campaigns and strategies.

About us

Wild Wolf Digital focuses on serving businesses and empowering talented people. We provide digital marketing services to businesses in every industry, empowering their growth through ROI-driven campaigns and strategies.

Job Title: Video/Photo/Editor/Content Creator

Company: Wild Wolf Digital Marketing

Job Description:

We are seeking a talented and creative Video/Photo/Editor/Content Creator to join our team and help bring our clients' stories to life. In this role, you will be responsible for creating visually engaging content, including video and photo editing, for various digital platforms.

Responsibilities:

Edit and create engaging video and photo content for social media, websites, and other digital platforms

Conceptualize and execute creative concepts for a wide range of clients in various industries

Collaborate with our in-house team of designers, writers, and marketers to bring ideas to life

Manage multiple projects and meet tight deadlines in a fast-paced environment

Stay up-to-date with the latest editing software, techniques, and trends in visual content creation

Requirements:

2+ years of experience in video and photo editing

A strong portfolio showcasing your editing skills and creative vision

Advanced knowledge of editing software such as Adobe Premiere, After Effects, and Photoshop

Excellent storytelling skills and the ability to bring concepts to life visually

Ability to work independently and as part of a team

Strong attention to detail and problem-solving skills

If you are passionate about creating engaging visual content and want to join a dynamic and fast-growing agency, we want to hear from you!

Job Type: Full-time

Pay: \$15.00 - \$25.00 per hour

Benefits:

Dental insurance

Flexible schedule

Health insurance

Paid time off

Vision insurance

Ability to commute/relocate:

Wichita, KS 67202: Reliably commute or planning to relocate before starting work (Required)

Experience:

Marketing: 1 year (Preferred)

Junior Marketing Associate

Allure Marketing - Wichita, KS

\$400 - \$1,000 a week

Junior Marketing Associate will assist the Marketing team in the implementation of all marketing activities, working closely with customers to increase Brand Awareness, drive Sales, and ultimately generate new business leads. We help our clients improve their Brand Awareness and Brand Management through Events and In-Store Promotions.

This is an Entry-Level Marketing position with exposure to multifaceted areas of our Firm in which full training is provided.

Responsibilities:

Grow your working knowledge of marketing, sales, and consumer acquisition fields

Build relationships with customers and communicating promotional services

Coordinate retail promotions and organize presentations of sales information face to face with consumers

Work both independently and collaboratively to meet client market expectations

Skills

Solid communication and interpersonal skills

A friendly and energetic personality with customer service focus

Ability to perform under pressure and address complaints in a timely manner

Availability to work flexible shifts

Experience in customer face roles (restaurant/service industry, retail, sales, customer service)

We provide paid training for this Entry Level Role.

Job Type: Full-time

Pay: \$400.00 - \$1,000.00 per week

Benefits:

Dental insurance

Employee discount

Flexible schedule

Health insurance

Vision insurance

Social Media and Events Coordinator

Hesston College

Are you passionate about higher education and helping high school students learn about great college opportunities? Hesston College is seeking a highly qualified social media and events coordinator who can contribute to existing programs while developing and implementing new initiatives aligned with Hesston College goals. Reporting to the director of marketing and communications, the successful candidate will be responsible for curating engaging content for all social media platforms, writing short copy to reach target audiences, as well as planning the events calendar to ensure event messaging goes out in a timely manner. You will perform other tasks to effectively support Hesston College's online and event engagement with prospective students.

To be successful in this position, you will need to be a results-driven social media and events strategist who is self-motivated, organized, team-oriented and willing to try new things. Our ideal candidate will have a bachelor's degree, or at minimum an associate degree with experience in this field.

If you share our values and our enthusiasm to educate and nurture each student within a Christ-centered community, integrating thought, life and faith for service to others in the church and the world, you will find a home at Hesston College.

If this full-time, benefits-eligible position sounds of interest to you, send an [application](#) or resume to joinus@hesston.edu along with a link to your writing portfolio. Don't feel like you meet all the above requirements? Apply anyway. Our goal is to hire the most qualified candidate, and that could be you! Hesston College embraces continual learning of diversity, equity and inclusion on campus. Our hope is that this position will begin on April 3, 2023.

Marketing Assistant

DeVaughn James Injury Lawyers - Wichita, KS

\$16 an hour

NO LEGAL EXPERIENCE NEEDED!

Full Benefit Packet: including 100% paid-for Health and Dental Insurance, 100% paid-for Long-Term and Short-Term Disability Insurance. And more!

This is a fun place to work! DeVaughn James Injury Lawyers is looking for a Marketing Assistant. Our Marketing Assistant will work in tandem with our team to assist our firm and our clients. As a firm, we focus on meeting the needs of our clients as they seek medical treatment, as well as maximizing the value of their cases. In the Marketing role, you will assist with marketing events and tasks, including preparing social media posts, scheduling events with vendors, designing marketing material and case exhibits, and preparing data for review. **Excellent telephone communication, strong computer skills, creativity, attention to detail, and a friendly attitude are a must.** We are also looking for people who enjoy learning new things on a daily basis.

No past legal experience necessary, just be willing to learn and bring a good attitude. If you are ambitious, hardworking and want to work in a positive environment this could be the job for you. This is a Full Time Job with a Full Benefit package including health and dental insurance, 401k and paid time off. We currently have a team of 90 and are looking to add people who will fit our firm culture. The firm is dedicated to extraordinary legal representation, world class service, and an unrivaled, positive work environment. We were voted "Best Place to Work" by the Wichita Business Journal in 2017, 2019, 2020, 2021 (don't worry, we were "runner-up" in 2018 and 2022). If we meet the yearly firm-wide goals the entire firm and a guest of their choosing go on a trip to lovely, tropical destination. Past firm trips include Cancun, Jamaica, Bahamas, the Dominican Republic and the Turks and Caicos Islands!

This is a 40 hour a week, M-F. If your mom or dad still has to wake you up for school or work in the mornings, then this job is most likely not for you. However, if you are driven, attentive, and quick to learn then you shouldn't pass up in opportunity like this to earn money and have a lot of fun doing it.

Please send your resume to be considered for the job. You will be eligible for a raise in 90 days. This is an opportunity for you to grow and for your income to grow as well.

Past legal experience is not necessary, but these characteristics are necessary:

Characteristics NEEDED:

Unquestioned Integrity

Empathetic

Team Player

Hard worker

Sound Judgment

Reasonably Patient

Analytical

Technologically Literate

Self-Starter

Accountable

Problem solver

Communicator

Organized

and able to have fun!

Job Type: Full-time

Pay: \$16.00 per hour

Benefits:

401(k)

401(k) matching

Dental insurance

Employee discount

Flexible spending account

Health insurance

Paid time off

Retirement plan

Marketing Coordinator

Wichita State University Union Corporation - Wichita, KS

\$11.50 an hour

Are you extremely plugged in to social media? Are you obsessed with building online communities and analyzing how the content travels on various platforms? We might be looking for you!

Being plugged in is different than just being present on social media. We want the person who knows how & engages the social media community to elevate our services, events, positives & so much more! It's not just making a post, but also knowing how to use the analytics to move us in the right direction is important. Having an eye for the creative & diagnostic side of the social media world is the combination we are looking for in this amazing on-campus job opportunity. The RSC is looking for a part-time student employee, majoring in Marketing, Communications, or a similar field, to join our tiny, but mighty, marketing team.

FLSA Status: Non-Exempt, Student or Part-time

Department: Marketing and Public Relations

Reports To: Director of Marketing

Location: Second Floor, Rhatigan Student Center

GENERAL DESCRIPTION OF POSITION

Coordinates and distributes digital advertising and promotional materials in an effort to market the RSC's services to prospective students and the surrounding community. This position requires strong computer knowledge and proficiency including Microsoft Office, managing web content, social media, and other related areas. Strong marketing and web design knowledge preferred.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Create the content and monitor the engagement on social media platforms including but not limited to Facebook, Instagram, Twitter, etc. to communicate and market to the campus community and guests.

Assists with promotional events for various departments through various mediums.

Be well-versed in company products, services, and events to support customers and followers when they choose to connect with us through social media platforms.

Maintain an overall positive online reputation for the company including, responding to consumers, managing online feedback and dialogs, escalating customer service issues, patterns, and opportunities, and correcting misinformation published by other sites.

Analyze web statistics and social media activity and make recommendations accordingly.

Conceptualize, produce, capture, and edit photographs and videos for marketing and communications material.

Perform any other related duties as required or assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Some college education in Marketing, Communications, or related field. Experience in utilizing social media for marketing purposes.

PHYSICAL ACTIVITIES

Ability to use close vision and able to focus. Regularly required to talk and hear; frequently required to sit, stand, and bend at the knee and waist, and walk. Must be able to have repetitive wrist, hand and/or finger movement to type and work on computer. Must have good eye-hand coordination to work on computer, telephone, and related office equipment. Regular attendance is a necessary and essential function

ENVIRONMENTAL CONDITIONS

Moderate noise levels in general office conditions. Occasional loud noise during events hosted in the RSC (DJs, musicians, etc.) Exposed to seasonal conditions including summer and winter with heat or cold temperatures

ADDITIONAL INFORMATION

Strong understanding of the principles of marketing procedures.

Effective written and oral communication skills. Proficient with English grammar.

Experience with social media.

Strong customer service skills.

Strong organization, planning skills, and ability to meet deadlines to manage projects effectively.

Good analytical and creative problem-solving skills.

Experience working with a diverse target market.



**Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that _____ recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for _____ in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by _____ undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/Industry Partner will:

- ☒ Provide a guaranteed interview opportunity to graduates of the following program(s): _____ at one of WSU Tech Campuses or at industry partner facility.
- ☒ Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.
- ☒ Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.
- ☒ Provide constructive feedback to interviewed graduates as appropriate.
- ☒ Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.
- ☐ Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)
- ☒ Refer denied applicants to further training at WSU Tech.
- ☒ Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s).



This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and _____ to provide the above checked services for the _____ programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name: Lee Media Group
Partner Representative Name: Mia Lee
Position Title: CEO
Address: 200 W. Douglas #777, Wichita, KS 67202
Telephone: 316 239-6466
Signature Mia Lee
Date: 4/11/23

WSU Tech

WSU Tech Representative Name: Megan Madasz
Position: Director of Industry & Workforce Collaboration
Address: 301 S. Grove Wichita, KS 67211
Telephone: 316.677.1876
E-mail: mmadasz@wsutech.edu
Signature _____
Date: _____



**Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and Captain Coder**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and Captain Coder to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that Captain Coder recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for Captain Coder in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by Captain Coder undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/IndustryPartnerwill:

- ☐ Provide a guaranteed interview opportunity to graduates of the following program(s):
Digital Marketing at one of WSU Tech Campuses or at industry partner facility.
- ☒ Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.
- ☒ Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.
- ☒ Provide constructive feedback to interviewed graduates as appropriate.
- ☒ Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.
- ☐ Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)
- ☐ Refer denied applicants to further training at WSU Tech.
- ☐ Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s).



Reporting of Outcomes

Reports and evaluation of program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually. Any student hired will require the following reporting: date of hire, hourly wage, status of employment 30, 60, 90 days after initial hire, and if no longer employed, the reason for separation.

Additional data may be requested to comply with associated grant requirements.

Funding

This MOU is not a commitment of funds; however, WSU Tech personnel are available to discuss scholarship opportunities to help business partners grow their own workforce as well as social media marketing and asset donations.

Duration

This MOU is at will and may be modified by mutual consent of authorized officials from WSU Tech and Captain Coder. This MOU shall become effective upon signature by the authorized officials from WSU Tech and Captain Coder and will remain in effect until modified or terminated by any one of the partners by mutual consent.

Your generosity and collaboration for the students of WSU Tech is greatly appreciated and we are honored to have you as a supporter and partner!

Notice of Nondiscrimination

The WSU TECH Board of Directors supports and complies with Title VI and Title VII of the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 and Amendments, The Americans with Disabilities Act, Title IX and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services and the Department of Education. It is the policy of the Board of Directors that no person in the United States (on the grounds of race, color, religion, sex, national origin, ancestry or disability) shall be excluded from participation in, denied the benefit of or otherwise subjected to discrimination under any program or activity of, or employment with WSU Tech. Persons with inquiries may contact the Human Resources Director at 4004 N. Webb Road Wichita, KS 67226 or by phone at 316.677-9500.

Legal Citation

Opportunities in Applied education and job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI:34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)



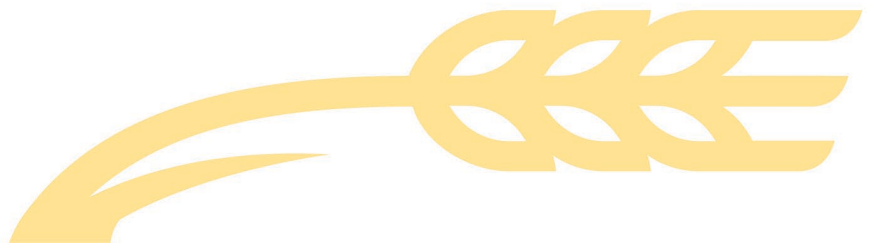


This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and Captain Coder to provide the above checked services for the Digital Marketing programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name: Captain Coder, LLC
Partner Representative Name: Marisa VanSkiver
Position Title: CEO
Address: 1125 N Summitlawn CT, Wichita
Telephone: marisa@captcoder.com
Signature Marisa VanSkiver
Date: 1/3/20

WSU Tech
WSU Tech Representative Name: Megan Madasz
Position: Director of Industry & Workforce Collaboration
Address: 301 S. Grove Wichita, KS 67211
Telephone: 316.677.1876
E-mail: mmadasz@wsutech.edu
Signature _____
Date: 1/3/20





**Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and _____ to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that _____ recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for _____ in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by _____ undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/Industry Partner will:

- ☒ Provide a guaranteed interview opportunity to graduates of the following program(s): _____ at one of WSU Tech Campuses or at industry partner facility.
- ☒ Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.
- ☒ Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.
- ☒ Provide constructive feedback to interviewed graduates as appropriate.
- ☐ Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.
- ☒ Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)
- ☒ Refer denied applicants to further training at WSU Tech.
- ☒ Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s).



This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and _____ to provide the above checked services for the _____ programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name: Visit Wichita
Partner Representative Name: Brandy Evans
Position Title: Vice President of Marketing
Address: 515 S Main Street, Ste 115
Telephone: 316-660-6311
Signature: Brandy Evans
Date: 2/14/23

WSU Tech

WSU Tech Representative Name: Megan Madasz
Position: Director of Industry & Workforce Collaboration
Address: 301 S. Grove Wichita, KS 67211
Telephone: 316.677.1876
E-mail: mmadasz@wsutech.edu
Signature: _____
Date: 2/14/23





**Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and Digital Wichita, Inc**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and Digital Wichita, Inc to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that Digital Wichita, Inc recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for Digital Wichita, Inc in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by Digital Wichita, Inc undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/Industry Partner will:

- ☐ Provide a guaranteed interview opportunity to graduates of the following program(s):
at one of WSU Tech Campuses or at industry partner facility.
- ☒ Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.
- ☒ Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.
- ☒ Provide constructive feedback to interviewed graduates as appropriate.
- ☒ Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.
- ☐ Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)
- ☐ Refer denied applicants to further training at WSU Tech.
- ☐ Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s).



Reporting of Outcomes

Reports and evaluation of program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually. Any student hired will require the following reporting: date of hire, hourly wage, status of employment 30, 60, 90 days after initial hire, and if no longer employed, the reason for separation.

Additional data may be requested to comply with associated grant requirements.

Funding

This MOU is not a commitment of funds; however, WSU Tech personnel are available to discuss scholarship opportunities to help business partners grow their own workforce as well as social media marketing and asset donations.

Duration

This MOU is at will and may be modified by mutual consent of authorized officials from WSU Tech and Digital Wichita, Inc. This MOU shall become effective upon signature by the authorized officials from WSU Tech and Digital Wichita, Inc and will remain in effect until modified or terminated by any one of the partners by mutual consent.

Your generosity and collaboration for the students of WSU Tech is greatly appreciated and we are honored to have you as a supporter and partner!

Notice of Nondiscrimination

The WSU TECH Board of Directors supports and complies with Title VI and Title VII of the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 and Amendments, The Americans with Disabilities Act, Title IX and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services and the Department of Education. It is the policy of the Board of Directors that no person in the United States (on the grounds of race, color, religion, sex, national origin, ancestry or disability) shall be excluded from participation in, denied the benefit of or otherwise subjected to discrimination under any program or activity of, or employment with WSU Tech. Persons with inquiries may contact the Human Resources Director at 4004 N. Webb Road Wichita, KS 67226 or by phone at 316.677-9500.

Legal Citation

Opportunities in Applied education and job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI:34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)





This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and Digital Wichita, Inc to provide the above checked services for the programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name: Digital Wichita, Inc
Partner Representative Name: Shannon Boone
Position Title: Board Chair
Address: 425 N Broadview, Wichita KS 67
Telephone: shannon@shaychic.com | 316-650-9
Signature Shannon Boone
Date: 2/15/23

Digitally signed by Shannon Boone
Date: 2023.02.15 10:22:11 -06'00'

WSU Tech

WSU Tech Representative Name: Megan Madasz
Position: Director of Industry & Workforce Collaboration
Address: 301 S. Grove Wichita, KS 67211
Telephone: 316.677.1876
E-mail: mmadasz@wsutech.edu
Signature _____
Date: 2/15/23





Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and Future Maker Mobile Learning Lab

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and Future Maker Mobile Learning Lab to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that Future Maker Mobile Learning Lab recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for Future Maker Mobile Learning Lab in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by Future Maker Mobile Learning Lab undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/Industry Partner will:

- ☒ Provide a guaranteed interview opportunity to graduates of the following program(s):
at one of WSU Tech Campuses or at industry partner facility.
- ☐ Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.
- ☒ Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.
- ☒ Provide constructive feedback to interviewed graduates as appropriate.
- ☐ Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.
- ☐ Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)
- ☒ Refer denied applicants to further training at WSU Tech.
- ☐ Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s)



Reporting of Outcomes

Reports and evaluation of program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually. Any student hired will require the following reporting: date of hire, hourly wage, status of employment 30, 60, 90 days after initial hire, and if no longer employed, the reason for separation.

Additional data may be requested to comply with associated grant requirements.

Funding

This MOU is not a commitment of funds; however, WSU Tech personnel are available to discuss scholarship opportunities to help business partners grow their own workforce as well as social media marketing and asset donations.

Duration

This MOU is at will and may be modified by mutual consent of authorized officials from WSU Tech and Future Maker Mobile Learning Lab. This MOU shall become effective upon signature by the authorized officials from WSU Tech and Future Maker Mobile Learning Lab will remain in effect until modified or terminated by any one of the partners by mutual consent.

Your generosity and collaboration for the students of WSU Tech is greatly appreciated and we are honored to have you as a supporter and partner!

Notice of Nondiscrimination

The WSU TECH Board of Directors supports and complies with Title VI and Title VII of the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 and Amendments, The Americans with Disabilities Act, Title IX and all requirements imposed by or pursuant to the regulations of the Department of Health and Human Services and the Department of Education. It is the policy of the Board of Directors that no person in the United States (on the grounds of race, color, religion, sex, national origin, ancestry or disability) shall be excluded from participation in, denied the benefit of or otherwise subjected to discrimination under any program or activity of, or employment with WSU Tech. Persons with inquiries may contact the Human Resources Director at 4004 N. Webb Road Wichita, KS 67226 or by phone at 316.677-9500.

Legal Citation

Opportunities in Applied education and job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI: 34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)






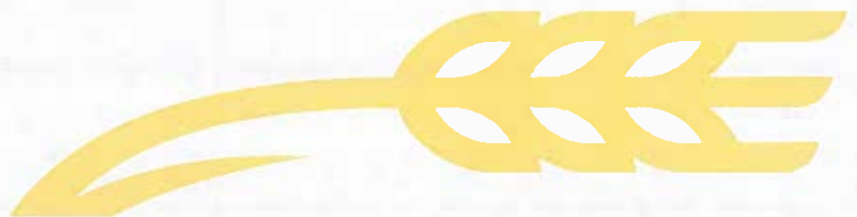
This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and FutureMaker Mobile Learning Lab to provide the above checked services for the Digital Marketing (DMK) programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name: FutureMaker Mobile Learning Lab
Partner Representative Name: Gregory S. Schmidt
Position Title: Director
Address: 4004 North Webb Rd, Wichita, KS 67226
Telephone: 316-512-7114
Email: gschmidt1@wsutech.edu

Signature: 
Date: 3/7/2023

WSU Tech Representative: Dr. Jennifer Seymour
Position: Vice President, General Education and Applied Technologies
Address: 301 S. Grove Wichita, KS 67211
Telephone: 316.677.1695
Email: jseymour2@wsutech.edu
Signature: _____
Date: _____





**Collaboration Agreement between
Wichita State University Campus of Applied Sciences and Technology (WSU Tech)
and**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Wichita State University Campus of Applied Sciences and Technology (WSU Tech) and _____ to provide support and opportunities for the programs outlined in this document to publicly support WSU Tech students.

Background

This MOU serves as notification that _____ recognizes a need to develop a talent pool in this industry for specific program(s). This partnership outlines opportunities for the organization to support WSU Tech. The opportunities are listed below in their entirety and include membership on the Industry Advocate Team, hosting Applied Learning Opportunities, and providing Guaranteed Interviews and/or other aspects of support designed to increase the workforce by removing barriers for individuals being trained to enter the pipeline.

Purpose

This MOU will establish the role of and scope of agreed involvement for _____ in regard to aforementioned programs. Involvement and participation is defined by supporting the goals set out below and providing use of the company logo for outreach, coordination, and retention campaigns/ events for enriching, sourcing, and securing a viable talent pipeline.

Support will be accomplished by _____ undertaking the following activities in these critical areas. (Please check which areas you wish to participate in.)

Business/IndustryPartnerwill:

Provide a guaranteed interview opportunity to graduates of the following program(s): _____ at one of WSU Tech Campuses or at industry partner facility.

Engage in Industry Advocate Team meetings twice a year to provide industry expertise in curriculum guidance, focus groups on retention and recruitment for students.

Provide up to date job descriptions, credential requirements, and application instructions for positions you are actively recruiting for.

Provide constructive feedback to interviewed graduates as appropriate.

Provide information regarding hiring requirements, trends, or changes in requirements to WSU Tech.

Donate to WSU Tech labs (i.e. metal or other materials, tools, machinery, etc.)

Refer denied applicants to further training at WSU Tech.

Actively host students in applied learning activities such as apprenticeships, internships or independent study options for this program(s).



Reporting of Outcomes

Reports and evaluation of program effectiveness and adherence to the agreement will be ongoing and communicated to employer partners annually. Any student hired will require the following reporting: date of hire, hourly wage, status of employment 30, 60, 90 days after initial hire, and if no longer employed, the reason for separation.

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Funding

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Duration

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Legal Citation

Opportunities in Applied education and job placement at WSU TECH are available to all students regardless of race, color, national origin, sex or disability in compliance with Title VI:34 CFR 100.3(b) Guidelines VII-A, Title IX: 34 CFR 106.31(d), Section 504: CFR 104.4(b)





This Memorandum of Understanding (MOU) sets forth the terms and understanding between WSU Tech and _____ to provide the above checked services for the _____ programs to publicly support WSU Tech students.

Contact Information and Signatures

Company Name:

Partner Representative Name:

Position Title:

Address:

Telephone:

Signature _____

Date:

WSU Tech

WSU Tech Representative Name: Megan Madasz

Position: Director of Industry & Workforce Collaboration

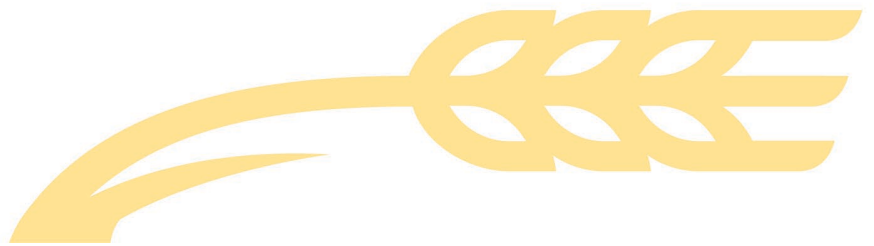
Address: 301 S. Grove Wichita, KS 67211

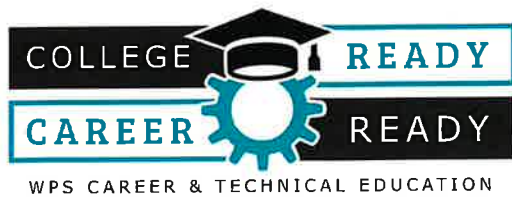
Telephone: 316.677.1876

E-mail: mmadasz@wsutech.edu

Signature _____

Date:





College & Career Readiness/CTE
USD 259 Wichita Public Schools
Alvin E. Morris Administrative Center
903 S. Edgemoor, Room 408, Wichita, KS 67218
Phone (316)973-4511

11/16/2022

To Whom It May Concern,

The Office of College and Career Readiness at Wichita Public schools is excited to support an ***Excel in CTE option for our students in the area of digital marketing***. WSU Tech offering this course for concurrent credit would be a great benefit for our students.

As partners, WPS and WSU Tech have together shaped the educational experience for the Wichita community. Just recently, we have worked in unison to obtain nearly four million dollars grant money provided from ARPA Covid Recovery Funds from the City of Wichita. Through our collaboration, I have seen an organization that is focused on working together and improving outcomes for students. From aviation to health care, their staff has been reliable, timely, and able to follow through on their commitment to improvement. Adding Digital Marketing to this partnership will be another great opportunity for collaborating to meet our local workforce needs.

WPS and WSU Tech academic teams are working to create seamless opportunities for students from high school Digital Media & Marketing pathways into post-secondary Digital Marketing with collaborative applied learning along the way.

Feel free to reach out to me further with questions about how Excel in CTE positively impacts our students. I can be reached at 316-973-4511 or kbielefeld@usd259.net.

Sincerely,

Kelly Bielefeld, Executive Director – College and Career Readiness



WICHITA
PUBLIC SCHOOLS®

WSU Tech and Wichita State University

Dual Credit Education Agreement

WSU Tech Digital Marketing /WSU Marketing, Digital Marketing

December 2022

The purpose of the concurrent education agreement is to provide students of the Barton School of Business earning a bachelor's degree in marketing with an emphasis on digital marketing the opportunity to earn college credit from the Wichita State University Campus of Applied Sciences and Technology (herein referred to as WSU Tech) that will be applied to their degree at Wichita State University as electives. This agreement will guide both parties in advising students.

This agreement is for WSU students who:

- Are earning a degree in marketing with an emphasis on digital marketing
- Applied for admission to WSU Tech

WSU students meeting the above requirements will:

- Be guaranteed admission to WSU Tech with completion of application requirements and receipt of transcripts.
- Be guaranteed to transfer credit from the WSU Tech Digital Marketing Program (DMK) to their degree at WSU.

This partnership reflects the following objective, institutional expectations, and operation principles:

- Expanded student program opportunities, course articulation understandings, and transfer coordination are mutually beneficial in the collaborative partnership.
- Graduates will possess the technical skills, conceptual background, creative mindset, and applied experiences to address the workforce needs for achieving the desired economic development in Kansas.
- All students must complete all major, institutional, and required degree requirements appropriate to the program curricula at the degree-granting institution to graduate.
- WSU Tech and Wichita State University W. Frank Barton School of Business faculty and administrators will promote the program with qualified prospective students and share learning outcomes assessments toward the goal of program improvement.
- Financial Aid and Scholarships?

- Requirements for degree completion?

Reverse Transfer

Students who transfer to Wichita State University from WSU Tech before attainment of the Associate of Applied Science degree are eligible to reverse transfer courses that have WSU/WSU Tech equivalency back to WSU Tech. This allows for the attainment of the Associate of Applied Science degree provided that 1) at least 45 credit hours are earned at WSU Tech and 2) all other degree requirements are met.

Terms of Agreement

This agreement will begin with the 2023-2024 academic year.

Modification of Agreement

Only a written modification of the agreement, properly ratified, will have the same formality as the original agreement.

Termination of Agreement

Either party may terminate this agreement for any reason by providing formal written notice to the other party with a minimum of one (1) semester's notice.

The parties agree that termination shall include an agreement that students currently enrolled in the program at the time of termination shall be permitted to complete the program as described herein.

This agreement is a collaboration between Wichita State University and WSU Tech. Any changes, corrections, or additions to this agreement shall be in writing and signed by all necessary parties between academic institutions.

Wichita State University

WSU Tech

Dr. Shirley Lefever
Executive Vice-President and Provost
Wichita State University

Dr. Sheree Utash
President
WSU Tech

Dr. Larisa Genin
Dean, W. Frank Barton School of Business

Wichita State University

Dr. Jennifer Seymour
Vice President, Gen Ed and Applied
Technologies
WSU Tech

KBOR Fiscal Summary for Proposed Academic Programs

CA-1a Form (2020)

Institution: Wichita State University Campus of Applied Sciences and Technology

Proposed Program: Digital Marketing

<u>IMPLEMENTATION COSTS</u>				
Part I. Anticipated Enrollment			Implementation Year	
Please state how many students/credit hours are expected during the initial year of the program?				
			Full-Time	Part-Time
A. Headcount:			15	5
Part II. Initial Budget			Implementation Year	
A. Faculty		Existing:	New:	Funding Source:
Full-time	#1	\$66,500	\$	Institutional Funds
Part-time/Adjunct	# 2	\$ 8095.0	\$	Student Tuition
		Amount	Funding Source	
B. Equipment required for program		\$0		
C. Tools and/or supplies required for the program		\$0		
D. Instructional Supplies and Materials		\$ 1000.00	Institutional Budget	
E. Facility requirements, including facility modifications and/or classroom renovations		\$0		
F. Technology and/or Software		\$0		
G. Other <i>(Please identify; add lines as required)</i>				
Total for Implementation Year		75,595.00		
<u>PROGRAM SUSTAINABILITY COSTS (Second and Third Years)</u>				
Part I. Program Enrollment		Second and Third Years		
Please state how many students/credit hours are expected during the first two years of the program?				
		Full-Time	Part-Time	
A. Headcount:		-20-	10	
Part II. Ongoing Program Costs		First Two Years		
A. Faculty		Existing:	New:	Funding Source:
Full-time	#1	\$66,500	\$	Institutional Funds
Part-time	#2	8,0945	\$	Student tuition
		Amount	Funding Source	
B. Equipment required for program		\$0		
C. Tools and/or supplies required for the program		\$0		
D. Instructional Supplies and Materials		\$ 1000.00	Institutional Budget	
E. Facility requirements, including facility modifications and/or classroom renovations		\$0		
F. Technology and/or Software		\$0		
G. Other <i>(Please identify; add lines as required)</i>				
Total for Program Sustainability		75,595.00		

KBOR Fiscal Summary for Proposed Academic Programs

CA-1a Form (2020)

Please indicate any additional support and/or funding for the proposed program:

N/A

Submit the completed application and supporting documents to the following:

Director of Workforce Development
Kansas Board of Regents
1000 SW Jackson St., Suite 520
Topeka, Kansas 66612-1368

Carl D. Perkins Funding Eligibility Request Form

Strengthening Career and Technical Education for the 21st Century Act

CA-1c Form (2022)

This application should be used for new programs (currently in the program approval process) or existing programs the institution would like reviewed for Carl D. Perkins funding eligibility.

Program Eligibility

Any program receiving Perkins funds must be designated as a technical program by KBOR. Definition of a technical program may be found in state statute K.S.A. 72-1802.

Program Levels:

Educational Award Level	Credit Hours
SAPP	1-15
Certificate A	16-29
Certificate B	30-44
Certificate C	45-59
Associate of Applied Science	60-69

Stand-Alone Parent Program (SAPP) criteria:

1. Designated as “Technical Program” in KHEDS
2. Leads to an industry-recognized credential
3. Leads to a specific occupation
4. Addressed and evaluated in the Comprehensive Local Needs Assessment
5. Minimum 6 concentrators (average over the previous two academic years)
6. Instructor/Trainer/Teacher programs and Workforce AID programs are not eligible

Certificates and Associate of Applied Science (CERT and AAS) criteria:

1. Designated as “Technical Program” in KHEDS
2. Aligned at the state level (for select aligned programs). Visit the program alignment section of the KBOR website for the list of aligned programs at the state level.
3. Addressed and evaluated in the Comprehensive Local Needs Assessment
4. Minimum 6 concentrators (average over the previous two academic years)
5. Instructor/Trainer/Teacher programs and Workforce AID programs are not eligible

Carl D. Perkins Funding Eligibility Request Form

Strengthening Career and Technical Education for the 21st Century Act

CA-1c Form (2022)

Name of Institution	Wichita State University the Campus of Applied Sciences and Technology
Name, title, phone, and email of person submitting the Perkins Eligibility application (<i>contact person for the approval process</i>)	Jennifer Seymour Vice President, General Education and Applied Technologies
Name, title, phone, and email of the Perkins Coordinator	Tara Carlile Perkins Grant Coordinator 316.677.9547 Tcarlile1@wsutech.edu
Program Name	Digital Marketing
Program CIP Code	11.1004
Educational award levels <u>and</u> credit hours for the proposed request(s)	TC – 41 Credits AAS – 60 Credits
Number of concentrators for the educational level	20
Does the program meet program alignment?	N/A
How does the needs assessment address the occupation and the program (<i>provide page number/section number from the CLNA and describe the need for the program</i>)	<p>Page 13</p> <p>The Digital Marketing Program is aligned with the Perkins Career and Technical (CTE) Program Comprehensive Regional Needs Assessment for the Wichita Region (February 2022). While CIP code 11 is initially listed as an area with too many concentrators, Q3 provides a deep dive into the available data. In this area the Assessment Team indicates the impact of the COVID –19 Pandemic is an overall and lasting increase in business and industry’s need for digital communications. In addition, Q3 indicates that the “real- team intelligence reports from JobsEQ for Local Workforce area IV with active job posting during the past 12 months: Web and Digital Interface Designers is 28 job postings”.</p>

Carl D. Perkins Funding Eligibility Request Form

Strengthening Career and Technical Education for the 21st Century Act

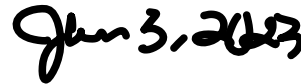
CA-1c Form (2022)

<p>Justification for conditional approval: <i>(how will Perkins funds will be used to develop/improve the program)</i></p>	<p>At WSU Tech Perkins funding for new programs is allocated for several uses design to enhance the overall quality of the program. The plan includes professional development opportunities for faculty so they can enhance their skills in the programmatic areas and the art and science of teaching, equipment, and curriculum development.</p>
<p>Pursuant to Americans with Disabilities Act, the proposed program will be offered in a location or format is fully accessible, according to applicable ADA laws? <i>(Contact Board staff for technical assistance if there are questions regarding accessibility)</i></p>	<p>This program will be offered in various modalities including online/hybrid and face to face. The online/hybrid courses meet accessibility standards. The face-to-face courses will take place at the South Campus, which meets ADA accessibility requirements. Additionally, the program director serves on the WSU Tech Accessibility Committee and the Accessibility Summer Camp Committee.</p>

Signature of College Official



Date



Signature of KBOR Official

Date _____

Kansas Promise Eligibility Request Form

CA-1d Form (2022)

This application should be used for new programs (currently in the program approval process) or existing programs the institution would like reviewed for Kansas Promise eligibility.

Program Eligibility

Per statutory language (Section 28), a “promise eligible program” means any two-year associate degree program or career and technical education certificate or stand-alone program offered by an eligible postsecondary educational institution that is:

- 1) approved by the Board of Regents;
- 2) high wage, high demand or critical need; and
- 3) identified as a “promise eligible program” by the Board of Regents pursuant to [K.S.A. 2021 Supp. 74-32,272](#):
 - Information Technology and Security
 - Mental and Physical Healthcare
 - Advanced Manufacturing and Building Trades
 - Early Childhood Education and Development

Section 29 (9d), states that the Board of Regents may designate an associate degree transfer program as an eligible program only if such program is included in:

- 1) An established 2+2 agreement with a Kansas four-year postsecondary education institution; or
- 2) An articulation agreement with a Kansas four-year postsecondary educational institution and is part of an established degree pathway that allows a student to transfer at least 60 credit hours from the eligible postsecondary educational institution to a four-year postsecondary education institution for the completion of an additional 60 credit hours toward a bachelor’s degree.

Section 30 states an eligible postsecondary educational institution may designate an additional field of study to meet local employment needs if the promise eligible programs within this field are two-year associate degree programs or career and technical education certificate or stand-alone programs approved by the Board of Regents that correspond to jobs that are high wage, high demand, or critical need in the community from one of the following fields:

- 1) Agriculture;
- 2) Food and Natural Resources;
- 3) Education and Training;
- 4) Law, Public Safety, Corrections, and Security; or
- 5) Distribution and Logistics

Name of Institution	Wichita State University Campus of Applied Sciences and Technology
Name, title, and email of person responsible for Academic program	Jennifer Seymour Vice President, General Education and Applied Technology Jseymour2@wsutech.edu

Kansas Promise Eligibility Request Form

CA-1d Form (2022)

Name, title, and email of Financial Aid contact	Lacey Ledwich Senior Director, Financial Aid lledwich@wsutech.edu
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Information Technology and Security				
CIP Code	Program Name	High Wage, High Demand, or Critical Need	Type of Award (AAS, AA, AS, AGS, Certificate)	Scholarship Effective Date
11.1004	Digital Marketing	High Demand Critical Need	AAS	8/1/2023

Mental and Physical Healthcare				
CIP Code	Program Name	High Wage, High Demand, or Critical Need	Type of Award (AAS, AA, AS, AGS, Certificate)	Scholarship Effective Date

Advanced Manufacturing and Building Trades				
CIP Code	Program Name	High Wage, High Demand, or Critical Need	Type of Award (AAS, AA, AS, AGS, Certificate)	Scholarship Effective Date

Early Childhood Education and Development				
CIP Code	Program Name	High Wage, High Demand, or Critical Need	Type of Award (AAS, AA, AS, AGS, Certificate)	Scholarship Effective Date

College Designated Field of Study:				
CIP Code	Program Name	High Wage, High Demand, or Critical Need	Type of Award (AAS, AA, AS, AGS, Certificate)	Scholarship Effective Date

****If any programs are claiming “critical need” status, please provide supporting documentation:**

Kansas Long Term Occupations Projects 2020-2030 indicate that Web Developers & Digital Interface Designers* positions have a change rate of 14.1% resulting in the need for over 200 new positions over the next ten years. The annual opening for this position is listed at 134 with most of the openings coming from transfers.

Kansas Promise Eligibility Request Form

CA-1d Form (2022)

This data is supported by the JOBSeQ 2022 Q2 data for positions associated with SOC Code 15-1255 (Web Developers & Digital Interface Designers). The Kansas 2022 Q2 Occupation report indicates that current open positions associated with SOC Code 15-1255 are 279. This data is supported by JOBSeQ Kansas Education report which indicates employers will be seeking to hire 250 employees with these skills over the next 7 years. These same reports indicate that open positions are expected in a wide range of industries from retail and healthcare to advertising with the greatest need for computer systems design and related services.

According to the Kansas Long Term Occupational Project 2020-2030 the mean wage will be \$65,796.00. This is higher than the projected mean wages from the JOBSeQ 2022 Q 2 data of \$ 55,900 with experienced employees earning \$69,000.

Finally, according to the 2022 Q 2 JOBSeQ Kansas Education report the education level of employees taking web and digital interface design positions varies from no college to post graduate degrees. Eight percent of the positions will be filled with graduates at the associate degree level with another 8 percent with some college but no degree and another 3% with no college. The remaining will come from Bachelor and post-doctoral degrees.


Signature of College Official


Date

Signature of KBOR Official _____ Date _____

Special Note to Kansas Independent Colleges:

Please carbon copy the KICA contact below when submitting this application to the Kansas Board of Regent office:

Matt Lindsey, President KICA
matt@kscolleges.org

Email chain – (February 2023) DMK Industry Advocate Team approval of the process to submit to KBOR for approval

-----Original Message-----

From: Krissy Buck <kbuck@wsutech.edu>
Sent: Wednesday, February 22, 2023 10:05 AM
To: Abby Parker <aparker@weigand.com>; Brandy Evans <bevans@visitwichita.com>; Jen Cole <jcole@gretemangroup.com>; Jennifer Herring <jennifer@slatedsocial.com>; Justin Rorabaugh <Justin.Rorabaugh@wichita.edu>; Mandy Fouse <afouse@wsutech.edu>; Mia Lee <mia@leemediagroup.com>; Duane Nagel <duane.nagel@wichita.edu>
Cc: Doug Maury <dmaury@wsutech.edu>
Subject: Approval of Curriculum

Good morning!

I'm writing to you today because the WSU Tech team is applying to make the Digital Marketing Program an approved Kansas Board of Regents (KBOR) program. Once the application has been approved, we will be able to obtain Career and Technical Education (CTE) funding, and we will be able to offer classes to high school students. One part of that process is to obtain approval for our curriculum from our Industry Advocate Team. Attached are program outcomes, course outcomes, a list of certifications students will be awarded in our program, and a course list broken down by semester.

Please look over the documents and reply to this email with your approval or any questions that may arise at your earliest convenience. Typically, we would do this during an IAT meeting, but we are working within a tight timeline.

I appreciate your partnership, and I hope to meet in person soon.

Krissy Buck | WSU Tech
Department Chair, Digital Marketing | kbuck@wsutech.edu

WSU South
3821 E. Harry | Wichita, KS 67218
Tel 316.512.7333 | www.WSUTECH.edu<<http://www.WSUTECH.edu>>
Facebook<<https://www.facebook.com/wsutech.official/>> | Instagram<<https://www.instagram.com/wsutech>> | LinkedIn<<https://www.linkedin.com/company/wsutech/>>

From: Krissy Buck <kbuck@wsutech.edu>
Date: Wednesday, March 1, 2023 at 12:16 PM
To: Brandy Evans <bevans@visitwichita.com>
Subject: Re: Approval of Curriculum

Awesome! Thank you!

Krissy

From: Brandy Evans <bevans@visitwichita.com>
Date: Wednesday, March 1, 2023 at 12:16 PM
To: Krissy Buck <kbuck@wsutech.edu>, Abby Parker <aparker@weigand.com>, Jen Cole

<jcole@gretemangroup.com>, Jennifer Herring <jennifer@slatedsocial.com>, Justin Rorabaugh <Justin.Rorabaugh@wichita.edu>, Mandy Fouse <afouse@wsutech.edu>, Mia Lee <mia@leemediagroup.com>, Duane Nagel <duane.nagel@wichita.edu>

Cc: Doug Maury <dmaury@wsutech.edu>

Subject: RE: Approval of Curriculum

Thank you Krissy for including me. I reviewed these documents from an employer standpoint thinking about what I need a new graduate to understand and be prepared to do on Day 1 of a job on my marketing team and I feel like the objectives and outcomes match would I need in digital marketing staff member. So great job!

Brandy Evans

Vice President of Marketing

515 S. Main, Ste 115, Wichita, KS 67202

316-265-2800 | Direct: 316-660-6311

VisitWichita.com

Thank you, Jen!

From: Jen Cole <jcole@gretemangroup.com>

Sent: Wednesday, February 22, 2023 10:15 AM

To: Krissy Buck <kbuck@wsutech.edu>

Subject: Re: Approval of Curriculum

Wow, so cool to see this come to fruition. You certainly have my approval! How exciting!

On Wed, Feb 22, 2023 at 10:05 AM Krissy Buck <kbuck@wsutech.edu> wrote:
Good morning!

I'm writing to you today because the WSU Tech team is applying to make the Digital Marketing Program an approved Kansas Board of Regents (KBOR) program. Once the application has been approved, we will be able to obtain Career and Technical Education (CTE) funding, and we will be able to offer classes to high school students. One part of that process is to obtain approval for our curriculum from our Industry Advocate Team. Attached are program outcomes, course outcomes, a list of certifications students will be awarded in our program, and a course list broken down by semester.

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Krissy Buck | WSU Tech

Department Chair, Digital Marketing | kbuck@wsutech.edu

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Facebook<<https://www.facebook.com/wsutech.official/>> | Instagram<<https://www.instagram.com/wsutech>> |

LinkedIn<<https://www.linkedin.com/company/wsutech/>>

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Jen Cole Social Media Manager



GretemanGroup Marketing Communications



316.263.1004 | 1425 E. Douglas | Wichita, KS 67211

ENEWS SIGN-UP

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visit <https://groups.google.com/a/gretemangroup.com/d/msgid/staff/189f57d1-a8cc-4fc4-94c2-01b9d19d74d8%40Spark>

Krissy

From: Mia Lee <mia@leemediagroup.com>

Date: Wednesday, February 22, 2023 at 10:18 AM

To: Krissy Buck <kbuck@wsutech.edu>

Subject: Re: Approval of Curriculum

Looks good to me, but does the Course Outcomes sheet only list certain courses? I don't see them all listed, like The student will demonstrate the skills associated with website development and management.

--

Mia Lee

Lee Media Group<<https://leemediagroup.com/>> at the Garvey Center

200 W. Douglas, Suite 777, Wichita, KS 67202

(316) 239-6466

Trish,

I should've added you to this chain so you could see the approvals. I will keep forwarding you responses. Justin Rorabough called me and verbally gave me his approval.

~~Justin Rorabough~~

~~Mia Lee~~

Brandy Evans

Mandy Fouse

Jennifer Herring
Jen Cole
Abby Parker
Duane Nagel

Krissy

From: Krissy Buck <kbuck@wsutech.edu>
Sent: Monday, March 6, 2023 6:47 PM
To: Jennifer Herring <jennifer@slatedsocial.com>
Subject: Re: Approval of Curriculum

Thank you! Actually, we are teaching motion graphics with After Effects. They also learn Photoshop, Illustrator, Audition and Premiere Pro.

Krissy Buck | WSU Tech
Department Chair, Digital Marketing | kbuck@wsutech.edu

WSU South
3821 E. Harry | Wichita, KS 67218
Tel [3165127333](tel:3165127333) | www.WSUTECH.edu
[Facebook](#) | [Instagram](#) | [LinkedIn](#)

From: Jennifer Herring <jennifer@slatedsocial.com>
Sent: Monday, March 6, 2023 5:25:07 PM
To: Krissy Buck <kbuck@wsutech.edu>
Subject: Re: Approval of Curriculum

Krissy,

So sorry for the delay. I approve of this curriculum with one question. In classes you list specific software such as Adobe Animate, do you also cover other software that could be used? We have run into issues where someone only knows how to use one software and that forces us to hire out the project because it was started in something they aren't familiar with.

Jennifer Herring

Slated Social
Phone: [316-789-6042](tel:316-789-6042)
Email: jennifer@slatedsocial.com
Web: www.slatedsocial.com

Trish,

Dr. Nagel, Department Chair of Marketing at WSU, gave his approval of the curriculum via text this evening. He is having issues with his email.

Krissy Buck | WSU Tech

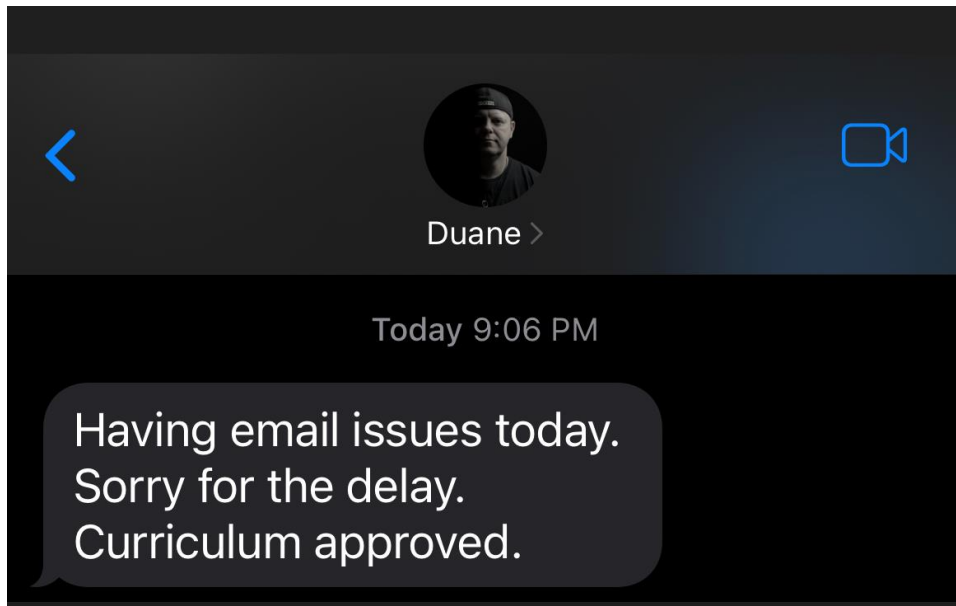
Department Chair, Digital Marketing | kbuck@wsutech.edu

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WSU Tech
Faculty Senate
Meeting Minutes
February 8, 2023

Opening

The regular meeting of the WSU Tech Faculty Senate was called to order at 3:30 pm on February 8, 2023 by President Linda Sessions.

Present

Linda Sessions, Penny Seiwert, Lisa Hilt, Jeremy King, Brandie Thompson, Ayshia McCray, Scott Simpson, Diana Holladay, Chuck Kauffman, Josephine Post, Julie Misak, Krissy Buck, Vrenda Pritchard, Rob Gibson, Kristen Johnston, Lauren Thornhill, Rob Yates, Siophi Iosif, Brittany Thompson, Doug Maury, and Cassandra Hoshaw.

Opening Remarks from President Linda Sessions

Welcome and thank you for attending the faculty senate meeting. The meeting will be recorded.

New Programs

Krissy Buck, Department Chair and Doug Maury, Dean of General Education, presented an Associates of Digital Marketing program to the faculty senate to review and vote on. The Digital Marketing program had been brought to KBOR for approval a couple of years ago, but it was voted down. The Digital Marketing program is now approved by HLC. Therefore, the Digital Marketing program will be presented again to KBOR this year with a few curriculum changes. The hope is to offer the KBOR approved program in the Fall of 2023.

After clarification and discussion Jeremy King moved to approve the Digital Marketing Associates program moving on to KBOR, Brandie Thompson 2nd the motion. The motion carried unanimously.

Information Sessions

Kristen Johnson, Executive Director, Institutional Effectiveness, presented ideas to change the number of days that class evaluations are available for students when completing class. For regular 16-week courses it was decided a 14-day window was ample time for students to submit a course evaluation. Courses which are shorter than the usual 8 or 16 weeks, such as a 2-week course, will be allotted an even shorter response time of 3- 5 days for course evaluation completion. By reducing the time that course evaluations can be submitted it should reduce the time the department uses providing notifications.

Success Coaches

Ayshia McCray and Brittany Thompson, success coaches for WSU Tech, presented different ideas on how to engage a success coach with a student. The success coaches talked about coming to any class, when asked by an instructor, and talking about how they can help students. As of now Ayshia is based out of NCAT and Brittany is out of City Center.

New or Old Business

Non-faculty attendees were thanked for attending and the remaining portion of the meeting was for faculty only. No recording from this point on.

A new Faculty Senate President will be needed for the 2023-2024 school year. President Linda Sessions has served two years and will be stepping down after graduation.

If anyone is interested in being President or in any of the officer roles, or would like more information, please let Linda know.

Brandie Thompson has volunteered to take on the Faculty/Adjunct of the Year Awards nomination and selection process. More information will be available later in the semester.

A review of the By-Laws needs to progress this semester.

Chuck Kauffman is on a committee reviewing the faculty handbook, which is located on the WSU Tech Shareware. It is hard to find but it is there. If anyone would like to help Chuck or forward ideas to him for the faculty handbook, please feel free to do so.

A faculty discussion concerning BibliU commenced. There is a new initiative by the college to push BibliU etexts because of textbook counts used by the company. Representatives from McGraw Hill, Centage, and Pearson are working with the college to make sure the material can transfer seamlessly to BibliU's platform. It has been determined by some instructors that access to all resources has been a problem with BibliU. Casey Eubank has been in meetings with BibliU to see what can be done to smoothly transition textbooks to BibliU without having to find new resources.

It was also noted it had been difficult finding what textbooks BibliU offers for instructors to look at for text decisions.

The faculty senate meeting was adjourned at 4:20 pm by President Linda Sessions.

The next WSU Tech faculty senate meeting will be March 8, 2023, at 3:30 pm in person in the Colab at the South campus or on Zoom.

Minutes submitted by: Penny Seiwert

Approved by: Linda Sessions

**WSU Tech Board of Trustees
Board Minutes
February 16, 2023**

	<p>WSU Tech Board of Trustees met face-to-face at 3:25 p.m., on February 16, 2023. The meeting was held at NICHE.</p> <p>Present: Pete Metzner Matt Hesse Doug Stark Bryan Frye Derrick Nielsen Kistin Robert Meredith Olson Bryan Frye</p> <p>Absent: Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler</p>
Tour	Sheree Utash gave the board a tour of NICHE Building prior to the meeting.
Public Communications	All proper notifications have been sent out and we have no speakers signed up to speak under Public Communications
Make A Difference Student Award – Justin Pfeifer	<p>Culinary Students</p> <p>Christ Harmon, who came from Butler, has her bachelor's degree in business and teaches nutrition classes</p> <p>Michael Nguyen will graduate in May. He has enjoyed every part of this program.</p>
Consent agenda	<p>a. BOT Meeting Minutes Recommendation action: Approval of the WSU Tech Meeting Minutes August 18, 2022, were provided to the Board electronically. The board minutes were considered and discussed and thereupon on the motion of Board member Matt Hesse seconded by Kristin Robert, the minutes were approved. Motion carried: 8-0 Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler noted absent</p> <p>b. <u>Board review & ratification of employment offers -January/February</u></p> <p>Tommy Nguyen, Healthcare Coordinator Patient Care Tech 6mo, Registrar (medical) 2.5 yrs, Retail clerk 5yrs Education/Credentials BS Health Sciences May 2022</p> <p>Rory Johns, Industry Trainer Aviation Manufacturing/Assembly 4.5 yrs, Transportation & Mechanic 2 yrs Education/Credentials AA Small Business Mgmt 2002</p> <p>William Crites , Chef de Cuisine Executive Chef 8 yrs; Sous Chef 2 yrs Education/Credentials AAS Culinary Arts</p> <p>Jordyn Rice, Career Pathways Advisor College Admissions 4 yrs, Academic Transition 4yrs Education/Credentials BFA 2009</p> <p>Tasha Schill, Faculty Allied Health Health Screener 5yrs, Paraprofessional 4yrs, Patient Care Tech 5 yrs, Activity Coordinator 1 yr, Coach/Strength Trainer 7 yrs Education/Credentials MS Athletic Training 2010; BS Exercise Science 2006; CNA 2014</p> <p>Dakota Friedel, Faculty Machining CNC Ops 5yrs</p>

	<p>Education/Credentials CNC Ops cert 2018</p> <p>Ayshia McCray, Success Coach Case Manager 3yrs, Program Assnt 2 yrs</p> <p>Education/Credentials MS Psychology 2020, BS Health Science</p> <p>Ramere McCoy, Security Airport Police & other security, Food Service, Sales Rep, Mail Services</p> <p>Education/Credentials HS Diploma & KS National Guard</p> <p>Alonoso Pereyra, Security Military Police 1.5 yrs, Motor Trasport (Military) 4 yrs, Research opinion center 1yr</p> <p>Education/Credentials HS Diploma & KS National Guard; BS degree in progress</p> <p>Curtis Fischer, Security Airport Police & fire 12 yrs, EMT 2 yrs,</p> <p>Education/Credentials HS Diploma, AA degree in progress, EMT 2008</p> <p>Dana Burns, Security Butler Sheriff's Office 4ys, Police Depts 10 yrs, DARE/Community Policing 4yrs</p> <p>Education/Credentials HS Diploma & USAF, AA Criminal Justice in progress</p> <p>Todd Wolfe, Faculty AMT Inspection & EHS 20 yrs, Aero Propulsion Systems 20 yrs, Adjunct 2 yrs</p> <p>Education/Credentials BS Aeronautics, A&P/AMT Cert 1996</p> <p>Shari Bell, Faculty PN Emergency Dept Traveling Nurse 1 yr, Registered Nurse 2 yrs, LPN 2 yrs</p> <p>Education/Credentials BSN in progress 2023, Adn Nursing 2019</p> <p>Joey Gile, Financial Services Specialist Infant Room Teacher Assistant 2 yr, Parts Fabricator 4yrs</p> <p>Education/Credentials BA – Finance in progress, expected graduation May 2024</p> <p>Ron Lam, Talent Acquisition & Retention Specialist Recruitment Coordinator 1yr</p> <p>Education/Credentials BBA - Human Resource Management</p> <p>The consent agenda item(s) were considered and discussed and thereupon on the motion of Board member Derrick Nielsen seconded by Greg Stroud, the ratification of employment offers was approved.</p> <p>Motion carried: 8-0 Motion carried: 8-0 Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler noted absent</p>
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<p>Reports of Officers</p>	<p>Vice President of Finance & Administration January Financials = Marlo Dolezal Reviewed and discussed Sources and uses of funds Tuition and fees are pacing slightly behind the budget. The college had an aggressive enrollment The state reduced finding for Excel in CTE Payroll continues to come in under budget. The college still has open positions The board wanted to know how many positions we have. On average, we have approximately 20 open jobs Reviewed and discussed the trend line Operating cash is \$21.6M at the end of January. Cash flow is currently on track to sufficiently support operational needs through the end of the fiscal year as well as fund cash reserves The finance committee reviewed and discussed the financials. The committee is comfortable to approve.</p> <p>A motion was made to accept the financials and thereupon on the motion of Board member Doug Stark seconded by Matt Hesse, the financials were approved.</p> <p>Motion carried: 8-0 Motion carried: 8-0 Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler noted absent</p> <p>FY24 Tuition and Fees – Johnna Hart There are a lot of unknowns for FY24 Budget State funding and Excel in CTE Credit Hour/Enrollment trends Grant funding and related initiatives Supply chain delays and vendor pricing Benefits updates impacting fringe rates Insurance increases</p> <p>Reviewed and discussed the credit hour trend history chart Credit hours trending ahead of the prior year, but short of FY23 Budget FY24 budget still estimating growth but at a slower rate Targeted Growth areas: Aerospace coatings & Paint Avionics Technology Culinary Arts & Hospitality Registered Nursing Robotics Surgical Technology Welding</p> <p>Footprint growth in FY23/FY24 projects with NICHE and Future Ready Centers will increase facility, rent, and maintenance needs Insurance rates, vendor prices/inflation – anticipate an increase Estimating HEERF roll-off costs add at least \$600K of budget needs</p> <p>These unknowns plus credit hour estimates, requesting FY24 Budget approval of: 3% Tuition increase to maintain budget Tuition target year over year \$2.00 Student Fee increase to offset increased costs per FTE</p> <p>A motion was made to increase the Tuition and Student Fees and thereupon on the motion of Board member Kristin Robert seconded by Matt Hesse, the increase for Tuition and Student fees were approved Motion carried: 8-0 Motion carried: 8-0 Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler noted absent</p> <p>Vice President of Academics – Jennifer Seymour Digital Marketing programs WSU Tech already has the program</p>
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	<p>Digital marketing is a new program at WSU. The two programs are collaborating to create a dual-enrollment process allowing WSU students to complete WSU Tech courses to fulfill electives. We have an Associate of Applied Science and Technical Certificate</p> <p>A motion was made to approve the Digital Marketing program and thereupon on the motion of Board member Derrick Nielsen seconded by Doug Stark, the program was approved and will be send to KBOR.</p> <p>Motion carried: 8-0 Motion carried: 8-0 Maggie Topping, Meredith Olson, Hans Kabat, John O'Leary, and Patty Koehler noted absent</p> <p>Vice President of Student Success Spring 2023 Enrollment Census Report – Laura Fowler Unduplicated headcount up 15.7% Credit hours up 13.4% Reviewed Enrollment by Division – everything is up but Health Sciences and its down 10.8%. This is due to our dental program.</p> <p>Reviewed Strengths/Challenges We have more strengths than we could list The challenges continue to be the following: Aviation Maintenance Surgical Tech CATIA Dental Assisting Non-Destructive Testing Climate and Energy Practical Nursing Electronics</p> <p>Hispanic enrollment is up, and the college is at 24.1%</p>
President's Report	<p>WU and WSU Tech Master Plan WSU engaged a consulting firm for a master plan. WSUTech will be a part of it at no charge. The firm may be reaching out to speak with the Board. This will give WSU Tech a 10-year plan.</p> <p>Legislative Update Sheree was in Topeka the last two days. There are two bills they are trying to pass</p> <p>SB48 will restructure the TEA. If this bill passes it will destroy TEA and potentially KBOR. The TEA approves programs and funding for Tech Colleges. GWP, Chamber, Kansas Chamber, Spirit, and several more are against these bills. We recommended Cindy Hoover to be on the TEA Board.</p> <p>SB123 Residency requirements for universities and community colleges. They want the tech colleges to have resident requirements.</p> <p>These two bills are very dangerous if they pass.</p>
Adjournment	At approximately 4:25 p.m., the meeting adjourned

Approved:

Signature

Dated