

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number _____ or Degree Plan(s) _____ User Experience Minor _____

State the requested change and reason. A memo may be attached if more space is necessary.

In collaboration with the School for Information Technology and Computing, the Art and Design department is proposing to offer a User Experience Minor. This is an exciting and expanding field in which many of our alumni have entered. This is also a heavily recruited field with high demand. My current Interactive Design course has hosted recruiters from Dialecta, AT&T, USAA. Alumni who work in this field have expressed encouragement and excitement regarding this possible offering. It will serve to increase our attractiveness to recruiters and provide a significant boost to students resumes. I believe it will also prove attractive to prospective students (and parents) in differentiating ACU from other programs. This is not a common offering at competitor schools.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A	I				I	I
2.	Description (not affecting content)	A	A	A	I				I	I
3.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	I
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	I
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	I
11.	Cross list with another department: U or G level	A	A	A	A				A	I
12.	Department of record	A	A	A	A				A	I
13.	Open or close a course	A	A	A	A				A	I
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	I

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--	A				A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
9.	Major – Discontinue (proposed by the Provost)	See below.										
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
17.	Degree – Discontinue (proposed by the Provost)	See below.										
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I

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COUNCIL³

	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A	A
2.	Admission requirements	--	--	--		A		A	A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A	A

¹ Councils may request additional information about “Information” items. These items are approved as “Consent Agenda.”

² The Dean and Department should respond to the Provost’s recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU’s University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and “not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession” (SACS 2.7.3). Departments may request exceptions to the first three criteria.

⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 8-26-19

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	10/18/2019 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	03/25/2020 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Greg Straught (Mar 26, 2020) Signature	_____ Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

Proposal for User Experience Minor

Department of Art & Design

Proposed by Mike Wiggins

I) Program Identification

- **Title of minor:** User Experience Minor
- **Identify as track, certificate, or minor:** Minor
- **Home department:** Art & Design
- **Developer(s) and credentials:** Mike Wiggins
- **Where program will be offered and delivery method:** Abilene face-to-face
- **Proposed date of implementation:** Fall 2020

II) Program Details

Description. Summarize this course of study in 50 to 200 words.

In collaboration with the School for Information Technology and Computing, the Art and Design department is proposing to offer a User Experience Minor. This is an exciting and expanding field in which many of our alumni have entered. This is also a heavily recruited field with high demand. My current Interactive Design course has hosted recruiters from Dialecta, AT&T, and USAA. Alumni who work in this field have expressed encouragement and excitement regarding this possible offering. It will serve to increase our attractiveness to recruiters and provide a significant asset to students resumes. I believe it will also prove attractive to prospective students (and parents) in differentiating ACU from other programs. This is not a common offering at competitor schools.

Description of target audience.

Computer Science majors who have an interest in entering the User Experience field.

Projected total enrollment for each of the first five years.

I would imagine 1 or 2 in the first cohort, building to 4 to 6 in future cohorts. After 5 years I would estimate 15 to 20 students total enrolled in the minor.

III) Rationale and Need for Program

Mission fit. How does the course of study fit with the university's mission to educate students for Christian service and leadership throughout the world? How does the course of study fit with the university's current strategic plan or emphases?

This minor is intended to offer an area of study that ACU already has the capacity to support but is not currently doing so. It provides an opportunity for students to build a set of skills that are currently in high demand. In regards to our mission, in order for our students to "lead" they need to be prepared with skills in high demand. You can't lead if you can't get a job in the field. This minor will provide the skills needed for leadership in an emerging field.

Societal need. What gaps does this program fill? You can consider needs of an informed citizenry, practical needs of society, vocational connections of potential students, or other factors.

As technology increasingly suffuses the typical working and home lives in our culture, there is a growing interest and investment in the interdisciplinary field of User Experience (sometimes abbreviated UI/UX, from "user interface / user experience") to draw on principles of artistic design and known patterns of human-computer interaction in order to better design the websites, software applications and technological devices that we all use on a daily basis.

Prospective student interest. Share any data from your discipline that shows student demand for the program. Is the program likely to draw students who are already at ACU, or will it draw new students to the university? Whom should we recruit, and with whom will we compete for students?

It is anticipated that we will have 2-4 students from computer science cohorts with an additional 1-3 students from degrees such as Psychology, English, Sociology, Communications, or Management, interested in careers in the Technology industry. This

may grow over time allowing us to scale if needed. This minor could draw new students to the university in very small numbers. I believe it will give us an advantage in the last stages of student decision making.

Disciplinary benchmarking. How does this program curriculum compare to other programs in your discipline? Which Texas universities already offer this program? You may also note other peer institutions that offer the program.

I don't believe any peer institutions offer similar programs. The following universities do not have a minor or major offered in the area of User Experience Design.

- TCU
- Baylor
- University of North Texas
- Texas Tech
- Texas A&M
- Oklahoma Christian University
- Harding University
- University of Incarnate Word

IV) Curriculum

Course of study. For tracks, this will include the list of courses required in addition to the existing degree core. For certificates and minors, it includes all courses included in the program. For minors, please see catalog requirements.

See chart below...

Courses. Create a table that shows for each course:

- 1. Rotation and frequency (e.g., fall odd years)**
- 2. Whether the course is required or on a menu**
- 3. Which track(s) the course serves, if applicable**
- 4. Program outcomes that the course serves**
- 5. Current faculty credentialed to teach**

Proposed "User Experience Minor"							
Prefix	#	Course Name	Hours	Frequency	Required or Menu	Core Outcomes	Faculty
Core Courses							
ART	105	Two-Dimensional Design	3	All Semesters	Required	Develop skills in two dimensional visual composition.	Trey Shirley
ART	351	Typography 1	3	All Semesters	Required	Develop skills in typographic selection, hierarchy and layout.	Mike Wiggins
ART	358	Interactive Design 1	3	Spring	Required	Develop skills in applying typographic knowledge to interactive environment (web, app, desktop, mobile)	Mike Wiggins
CS	115	Introduction to Programming Using Scripting	3	All Semesters	Required	Develop skills and knowledge of introductory scripting.	Brent Reeves
ITC	125	Introduction to Human-Computer Interaction	3	All Semesters	Required	Develop introductory knowledge of important psychological considerations for users of interactive interfaces.	James Prather
CS	330	Human-Computer Interactic	3	Fall	Required	Develop intermediate knowledge of important psychological considerations for users of interactive interfaces.	James Prather
Total			18				

New courses. For new courses included in the program/major requirements, list:

1. Course title and description
2. Existing programs in which the courses will also be used, if applicable
3. Curriculum approval schedule will be negotiated with the provost's office during initial review

There are no new courses related to this Minor.

V) Required Institutional Support

Faculty requirements and availability. Show instructors for a full cycle of curriculum delivery using current faculty members, new faculty members, and anticipated use of part-time faculty.

1. Describe the new program's impact on faculty workload in the home department or unit. Your narrative should provide supporting evidence that the number of full-time faculty members will be adequate to support the program.

I do not anticipate this minor impacting faculty workload.

2. If program delivery requires a faculty hire, provide an expected salary range and forecast potential faculty availability.

Faculty hire not required.

3. If the plan includes part-time instructors, include total cost per year for adjunct pay.

See above.

Impact on existing programs. Identify any existing programs/majors from which the new program would draw students and estimate enrollment effects on existing programs in the home department or other departments.

I do not believe this minor will have any enrollment impact on current programs. This minor will be attractive to a very small percentage of a variety of programs across campus. In this way it is very similar to our Graphic Design minor. Our Graphic Design minor does not draw heavily from any single major but rather draws a few students from a variety of majors across campus.

- A. For certificates only: Program director. Identify the program director (who may or may not be the department chair). If the program director does not have a terminal degree in the discipline, provide a justification of the director's qualifications.

Not a certificate program

- B. Staff requirements. Indicate need for new staff (providing expected salary range and forecast suitable applicant availability) and evaluate effect on existing loads of current staff who will serve the program.

No staff requirements.

- C. Library resources. Identify discipline-specific library resources necessary to serve the requirements of the program. These may be existing holdings and services and new ones.

- a. Describe how faculty and students will access information electronically and on site, and explain how they will receive instruction about how to do this.
- b. Describe requirements to support students in their access to and use of learning resources.

This minor would not require any additional library resources. When students require additional resources to complete coursework, faculty will direct students to the library. Students complete library orientation as part of their freshman seminar, CORE 111, which includes training in access of library catalogs and databases. Resource librarians are on duty during the library's open hours to provide assistance.

In addition, this area of study, due to its nature, does have extensive online resources available to students at the direction of teaching faculty.

- D. Physical resources. Identify needs for classroom, lab, and office space and impacts on existing space use. List necessary equipment. Provide costs for any construction or equipment.

This minor would not require any additional physical resources.

- E. Scholarships. Will the unit provide any unique scholarships to students in the program?

Scholarships will not be provided.

- F. Recruiting. To whom should the degree be marketed? What additional recruiting beyond general recruiting to the university will be needed, and what costs will we incur?

No new recruiting will be required.

- G. Additional cost to deliver program. Total expenses from sections A to H. Clarify which expenses are one-time and which are ongoing.

No expenses are anticipated.

Initial Review and Required Signatures

When sections I-V are complete, please submit to the Office of the Provost for initial review and development. Section VI is not required for all applications; you will learn whether it's required for your program during initial review.

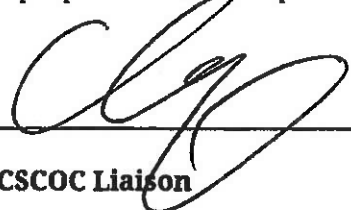
This proposal complies with curricular requirements of the university and addresses all required questions for institutional review.



Assistant Provost for Curriculum and Assessment Date

2.21.20

This proposal does not require additional review for institutional accreditation purposes.



SACSCOC Liaison Date

2/24/20

VI) Additional Information Required if Requested

A. Employment demand and career possibilities.

- a. Identify jobs that graduates would be qualified to pursue.
- b. Use official databases to establish the job market for graduates of the program. Use the U.S. Bureau of Labor Statistics and Texas Workforce Commission; other sources that may be helpful are authorities on regional labor markets (e.g., metropolitan Chambers of Commerce) and current industry reports.
- c. Use the crosswalk document provided by IPEDS to take your previously identified CIP code and find the associated occupations in the Standard Occupational Classification system provided by the Bureau of Labor Statistics. Use the associated SOC number to find entry-level and mean wages in that field in Texas from the Texas Workforce Commission (Texas Wages — Wages by Workforce Development Area).

B. Student support services. Describe specific programs, services, and activities that will support students enrolled in the program. Some examples of academic support services are teaching and resource centers, tutoring, academic advising, counseling, disability services, diversity and inclusion offices, teaching laboratories, career services, testing centers, student life, and information technology.

C. Describe financial resources available to support the new program, including a budget for the first year of the program; projected revenues, expenditures, and cash flow; amount of resources going to external institutions or organizations contracted to provide support services for the program; the operational, management, and physical resources available for the change.

D. Provide contingency plans in the event required resources do not materialize.

All applications are required to include Section VIII. Please compile this documentation after the initial review by the provost's office.

VII) Supporting Documentation

- A. Approval Chart for Curriculum Changes
- B. Memo of support from the department chair of each department outside the home department that will provide a course for the program.
- C. When the new program application is complete, provide the full proposal to the following individuals for review. Each will provide a memo to attach to the proposal.
 - a. Dean of the library for library resources review.
 - b. Dean of the college of the program for a statement of commitment to the items in Required Institutional Support.

ABILENE CHRISTIAN UNIVERSITY
LIBRARY

M E M O R A N D U M

DATE: February 24, 2020

TO: Mike Wiggins

FROM: Mark McCallon, Associate Dean for Library Information Services

RE: Application for New Minor in User Experience

Thank you for the opportunity to review the application for the User Experience Minor offered by the Department of Art and Design. Since there are no new courses planned for the minor, the Library can support the proposed minor with existing resources, If additional resources are needed, please contact Chai Green at cwg06b@acu.edu .

Thank you for letting us review the application, and we look forward to working with you to make this new minor a success.

SCHOOL OF INFORMATION TECHNOLOGY AND COMPUTING

M E M O R A N D U M

DATE: October 30, 2019
FROM: John Homer, Director for SITC
RE: Proposal for User Experience minor

As technology increasingly suffuses the typical working and home lives in our culture, there is a growing interest and investment in the interdisciplinary field of User Experience (sometimes abbreviated UI/UX, from "user interface / user experience") to draw on principles of artistic design and known patterns of human-computer interaction in order to better design the websites, software applications and technological devices that we all use on a daily basis.

The School of Information Technology and Computing supports the creation of a minor in User Experience, housed in the Department of Art & Design. We believe that this minor will be very well suited for Art and SITC students interested in the intersection between our fields, as well as remaining accessible and interesting for students in other disciplines who are interested in the psychology and practice of user-oriented design.

Several recent SITC graduates are currently working in this field, and companies coming to recruit current students are also seeking interns and full-time applicants for these positions. This minor will position and prepare our students to work in this area.