



**Chadron State College  
Proposal to Add a New Option and New Minor  
in Media Production**

**1. Descriptive Information**

- a. Name of Institution:  
Chadron State College
- b. Name of Program:  
Communication Arts
- c. Degrees/credentials to be awarded graduates of the program:  
Degree of Bachelor of Arts with a Comprehensive Major in Communication Arts - Media  
Production Option  
Minor in Media Production
- d. Other programs offered in this field by the institution:  
Current Communication Arts Options: Interpersonal Communication, Journalism & Public  
Relations  
Current Communication Arts Minors: Interpersonal Communication, Journalism & Public  
Relations
- e. CIP code:  
09.0701
- f. Administrative units for the program:  
School of Liberal Arts  
Department of Communication, Music, Art & Theatre
- g. Proposed delivery site(s) and type(s) of delivery if applicable:  
Onsite at Chadron State College; all Media Production courses will be face-to-face delivery
- h. Proposed date (term/year) the program will be initiated:  
Fall 2022
- i. Description, including credit hours and other requirements (program of study) and  
purpose of the proposed program

The Media Production option for the Communication Arts major will allow students to specialize in several areas of media production including: video, audio and broadcast. Students will need to obtain a minimum of 120 credit hours to graduate and specifically 57 hours in Communication Arts (core requirements of 30 credits and 27 credit hours in the Media Production option).

The minor in Media Production will allow students to combine knowledge and skills in this area with a variety of other complimentary majors, such as Business, Education, and Music. Further, students interested in producing audiovisual content for professional and/or personal reasons may be interested in adding the minor, from students who aim to become professionals or entrepreneurs tasked with crafting a business's online presence to student athletes managing their name, image, and likeness (NIL). The minor will require 21 credit hours.

Media Production Option Requirements:

CA Program Core

Code	Title	Credits
CA 133	MEDIA WRITING	3
CA 155	PUBLIC SPEAKING	3
CA 234	PHOTOJOURNALISM	3
CA 238	INTRO TO MASS MEDIA	3
CA 260	INTRO TO COMMUNICATION THEORY	3
CA 334	THEORIES/PRACTICE OF PERSUASION	3
CA 346	INTERCULTURAL COMMUNICATION	3
or		
CA 440	GENDER & COMMUNICATION	
CA 351	ORGANIZATIONAL COMMUNICATION	3
CA 390	INTERNSHIP IN COMMUNICATION	3
or		
CA 391	INTERNSHIP IN JOURNALISM	
CA 430	COMMUNICATION RESEARCH METHODS	3
<b>Total Credits</b>		<b>30</b>

Media Production Option

Code	Title	Credits
CA 215	AUDIO PRODUCTION*	3
CA 231	INTRO TO DIGITAL PUBLISHING	3
CA 245	VIDEO PRODUCTION*	3
CA 335	MEDIA ADVERTISING	3
CA 336	DIGITAL CITIZENSHIP	3
CA 345	BROADCAST PRODUCTION*	3
CA 431B	MEDIA PRACTICUM – AUDIO VIDEO**	3
CA 443	MEDIA LAW	3
CA 445	ADVANCED VIDEO PRODUCTION*	3
<b>Total Credits</b>		<b>27</b>

Media Production Minor Requirements:

Code	Title	Credits
CA 133	MEDIA WRITING	3
CA 215	AUDIO PRODUCTION*	3
CA 238	INTRO TO MASS MEDIA	3
CA 245	VIDEO PRODUCTION*	3
CA 345	BROADCAST PRODUCTION*	3
CA 431B	MEDIA PRACTICUM – AUDIO VIDEO**	3
CA 445	ADVANCED VIDEO PRODUCTION*	3
<b>Total Credits</b>		<b>21</b>

Note: \*Courses new to the catalog  
\*\*Course with name and description change

Course Descriptions for New Courses:

**CA 215 AUDIO PRODUCTION**

**3 Credits**

Theory and practice of audio production. To include artistic concepts as well as practical knowledge of scripting, recording, and editing various kinds of audio projects. Students will complete and present audio projects to the class and/or campus community via broadcast on KJZC Radio. **Essential Studies:** SLO #5

**CA 245 VIDEO PRODUCTION**

**3 Credits**

Theory and practice of video production. To include artistic concepts as well as practical knowledge of scripting, recording, and editing various kinds of videos. Students will complete and present video projects to the class. **Essential Studies:** SLO #5

**CA 345 BROADCAST PRODUCTION**

**3 Credits**

Practice of camera operation, on-air commentary, and production of live event coverage. In addition to small group projects, all students in the course will collaborate to prepare and execute audio and/or video broadcasts of multiple campus events, via KJZC Radio and/or online video streaming platforms. **Essential Studies:** SLO #5

**Prerequisites:** Sophomore or above status, or instructor permission

**CA 445 ADVANCED VIDEO PRODUCTION**

**3 Credits**

Course designed towards completion of advanced video projects and presentation to the class and/or campus community. Students will be expected to demonstrate advanced ability in camera use, lighting, video editing, graphics, and effects.

**Prerequisites:** CA 245 and Junior or above status, or instructor permission

Course with Name and Description Change:

**CA 431B MEDIA PRACTICUM—AUDIO VIDEO**

**1-3 Credits**

Production work on the radio at Chadron State College, or other audio video projects. The student arranges for weekly lab work. May be repeated with a change of emphasis up to a maximum of nine (9) credit hours.

**Prerequisites:** CA 215 or instructor permission

2. **Centrality to Role and Mission**

The Media Production option and courses will support the mission and vision statements of Chadron State College (<https://www.csc.edu/about/accreditation/index.csc>). The option and courses will emphasize high-impact learning and additionally, contribute to the Essential Studies Program, SLO #5.

Graduates of programs in media production will have the knowledge and skills necessary to create audiovisual content for private and public organizations throughout the High Plains, harnessing new communication technologies to build connections within the region and beyond.

Further, addition of the option and minor with new courses addresses what students and faculty recognize as important skills missing from Communication Arts program's current offerings. This aligns with CSC's vision statement which expresses commitment to improvement and excellence in teaching as a learner-centered institution.

### 3. Evidence of Need and Demand

According to the U.S. Bureau of Labor Statistics, “Employment in media and communication occupations is projected to grow 14 percent from 2020 to 2030, faster than the average for all occupations, and will result in about 151,500 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.”<sup>1</sup>

In Nebraska, the Nebraska Career Scholarships Act passed by the Legislature in August 2020 as Legislative Bill 1008 listed communication among the programs of study offered by the Nebraska State Colleges and essential to meet the state’s workforce needs.<sup>2</sup> From Lincoln to Chadron, Nebraskans recognize the importance of skills in communication technology, including media production. To be competitive, Nebraskan businesses need employees with the skills to develop and maintain an online presence. For an increasing number of jobs which allow employees or independent contractors to work from home (a trend amplified by the COVID-19 pandemic), CSC graduates with media production skills from completing the option or minor will have abilities which can allow them to continue the Good Life in Nebraska, where as Governor Pete Ricketts noted in October 2021 “Nebraska offers an unmatched quality of life [...] welcoming communities, affordable homes, and top-notch schools,” rather than be forced to leave the state in seek of employment opportunities.<sup>3</sup>

Throughout the years, students in the Communication Arts program have repeatedly articulated a desire to study media production in conversations with faculty members. Implementation of communication technologies in social, cultural, and economic spheres of society has resulted in a demand for related abilities. Faculty serving as program advisors estimate fielding inquiries and requests for media production courses and/or an option from approximately thirty (30) current and potential students in the previous four (4) academic years. To gain basic skills, several students have interned and/or worked for CSC’s College Relations athletics broadcasting unit “CSC Live,” and others have completed audiovisual projects for CSC’s student newspaper THE EAGLE.

Such extracurricular activities can be understood as a student-led initiative for media production at CSC, in want of the proposed curriculum changes and institutional support. Courses and the new option and minor in media production will allow students to go beyond basic skills to reach advanced proficiency, enabling students to craft audiovisual content with professional production quality. The new courses will include high-impact learning assignments, and selecting the option will allow students to complete the Communication Arts degree’s required internship with an organization producing audiovisual content. Students who complete this option will have the skills in audio, video, and broadcast production necessary to enter the workforce as talented and creative media professionals, able to impact the region and beyond.

According to Olivia Hasenauer, Nebraska Regional Manager for Eagle Communications: “Video production is making a comeback, but in a different way [...] it's making a comeback in the form of digital advertising opportunities. The reason we're growing our company in video production is because our business is evolving. We're more than radio, we're now in digital advertising, including

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<sup>1</sup> U.S. Bureau of Labor Statistics. (2021, September 8). *Media and communication occupations*. <https://www.bls.gov/ooh/media-and-communication/home.htm>

<sup>2</sup> L.B. 1008, 106<sup>th</sup> Legislature (Neb. 2020). [https://nebraskalegislature.gov/bills/view\\_bill.php?DocumentID=41164](https://nebraskalegislature.gov/bills/view_bill.php?DocumentID=41164)

<sup>3</sup> Office of Governor Pete Ricketts. (2021, October 18). *Nebraska launches “the Good Life is calling” campaign to draw talent to the state*. <https://governor.nebraska.gov/press/nebraska-launches-%E2%80%9C-good-life-calling%E2%80%9D-campaign-draw-talent-state>

Facebook campaigns, Website building and hosting, Geo-fencing and geo-targeting campaigns and over the top (OTT) advertising in streaming channels.”

“But video production can be utilized more than just advertising opportunities, our current video production team records and edits training videos for businesses, as well as other longform video shoots like chamber events, political events, in-depth videos for websites, etc. In addition to just being able to shoot and edit the video, having the knowledge to handle the digital campaigns, and know what is accepted on the different digital platforms is also a big plus.”

Graduates of the option will have the skills necessary to fill such roles at media companies in the High Plains region, and will also learn about the development of media, including traditional and contemporary forms. This is perhaps what distinguishes the option most from online, for-profit curricula in media production which emphasize current trends and techniques over an encompassing and deeper understanding of the trajectory and impact of various communication technologies. As an innovative and engaging specialization in the study of communication, this new option also supports the goal of recruiting students in conjunction with CSC’s Strategic Enrollment Management Plan. Media production is inherently connective (media as the plural of medium), and the celebration and circulation of excellent student work may be effectively utilized towards recruiting outside the region.

#### 4. Adequacy of Resources

##### a. Faculty and Staff Resources:

The Communication Arts program has had a vacant faculty line since the conclusion of the 2018-2019 academic year. This line formerly emphasized intercultural communication and media research. Offering this new option and minor will require repurposing of this existing FTE so that it may be occupied by a faculty member who will serve as an Assistant Professor, Media Equipment/Lab Manager, & KJZC Advisor. This faculty member will teach the new media production courses and, as capable, other Communication Arts courses currently offered. Current Communication Arts faculty members will continue to teach all other courses included in the new option and minor, which also satisfy requirements for the program’s other options and minors (the shared core requirements, CA 231, CA 335, CA 336, & CA 443).

The ideal candidate will have a terminal degree in audio & video production or related disciplines, as well as experience and connection to industry. Candidates should be able to teach and mentor students in all aspects of audio, video, and broadcast production courses. This individual will also be charged with managing media production equipment and lab, and broadcast studio, as well as advising and maintaining the KJZC campus radio station.

##### b. Physical Facilities:

Existing physical space in CSC’s Old Administration building has been identified and allocated to house a media production lab and broadcast studio for the new option and minor once it has been approved. This will consist of space for locked storage of all equipment, five (5) project editing stations, an adjacent space to house a small broadcast studio, and an office space with editing equipment for the designated faculty member.

c. Instructional Equipment and Informational Resources:

Please see below for the required equipment to support this new option/minor. Please note: these are subject to change but are a strong foundation as of Fall 2021.

**Audio Production**

<i>Qty</i>	<i>Item</i>	<i>Unit Price</i>	<i>Price</i>
10	Zoom H4n Pro 4-Input / 4-Track Portable Handy Recorder	\$229.99	\$2,299.90
10	Lexar 32GB Professional UHS-I SDHC Memory Card	\$6.99	\$69.90
10	Audio-Technica AT2005USB Dynamic USB/XLR Microphone	\$79.00	\$790.00
3	Audio-Technica AT875R Short Shotgun Microphone Kit with Shockmount and XLR Cable	\$229.95	\$689.85
3	Auray Universal Microphone Pistol Grip	\$19.99	\$59.97
10	Audio-Technica ATH-M30x Monitor Headphones	\$69.00	\$690.00
<i>Audio Production Subtotal</i>			<i>\$4,599.62</i>

**Video Production**

<i>Qty</i>	<i>Item</i>	<i>Unit Price</i>	<i>Price</i>
10	Blackmagic Design Pocket Cinema Camera 4K	\$1,295.00	\$12,950.00
10	Panasonic Lumix G X Vario 12-35mm f/2.8 Lens	\$797.99	\$7,979.90
3	Panasonic Lumix G X Vario 35-100mm f/2.8 Lens	\$897.99	\$2,693.97
10	SKB iSeries Case for Blackmagic Pocket Cinema Camera	\$139.99	\$1,399.90
10	Watson LP-E6NH Lithium-Ion Battery Pack	\$59.95	\$599.50
10	Watson Compact Charger LP-E6NH Battery	\$19.95	\$199.50
3	Watson Mini Duo Charger for LP-E6NH Batteries	\$39.95	\$119.85
10	Lexar 128GB Professional UHS-II SDXC Memory Card	\$35.99	\$359.90
10	Audio-Technica ATH-M30x Monitor Headphones	\$69.00	\$690.00
10	Rode VideoMic Camera-Mount Microphone with Windshield	\$159.00	\$1,590.00
5	Rode Wireless GO Compact Lavalier Microphone Kit	\$278.00	\$1,390.00
10	Magnus VT-300 Video Tripod	\$79.95	\$799.50
5	GVM LED 2-Panel Lighting Kit	\$199.00	\$995.00
<i>Video Production Subtotal</i>			<i>\$31,767.02</i>

**Broadcast Production**

<i>Qty</i>	<i>Item</i>	<i>Unit Price</i>	<i>Price</i>
3	Blackmagic Design Studio Camera 4K Pro	\$1,795.00	\$5,385.00
3	Panasonic Lumix G X Vario PZ 14-42mm f/3.5-5.6 Lens	\$359.00	\$1,077.00
3	Magnus VT-4000 Tripod System with Dolly and Pan Bar	\$219.50	\$658.50
3	Magnus VC-20-SCP Zoom Controller	\$79.00	\$237.00
3	Audio-Technica AT803B Lavalier Microphone	\$149.00	\$447.00
2	Audio-Technica AT875R Short Shotgun Microphone Kit with Shockmount and XLR Cable	\$229.95	\$459.90
3	Audio-Technica AT2005USB Dynamic USB/XLR Microphone	\$79.00	\$237.00
1	Datavideo TP-300B Prompter Kit for iPad with Remote	\$549.00	\$549.00
1	iPad (9 <sup>th</sup> gen) 64GB Wi-Fi	\$329.00	\$329.00
1	Angler PortaScreen (Chroma Green)	\$124.95	\$124.95
1	GVM 800D-RGB LED Studio 3-Video Light Kit	\$349.00	\$349.00
1	Blackmagic Design Pro 4K Live Production Switcher	\$2,995.00	\$2,995.00
2	Sony X950H 49 Inch TV, 4K HDR	\$998.00	\$1,996.00

1	Apple iMac 27-in w/ 8-Core Processor	\$2,299.00	\$2,299.00
8	Audio-Technica BPHS1 Broadcast Stereo Headset	\$199.00	\$1,592.00
Furniture: 2 large desks, 6 chairs			\$2,500.00
<i>Broadcast Production Subtotal</i>			\$21,235.35

**Media Production Lab**

<i>Qty</i>	<i>Item</i>	<i>Unit Price</i>	<i>Price</i>
3	Apple iMac 27-in w/ 8-Core Processor	\$2,299.00	\$6,897.00
3	Dell Precision 3630 Workstation w/ Nvidia Quadro P2200	\$1,919.00	\$5,757.00
9	Dell 27 4K UHD Monitor - S2721Q	\$419.99	\$3,779.91
6	Lexar Professional USB 3.0 Dual-Slot Memory Card Reader	\$34.99	\$209.94
6	Audio-Technica ATH-M50x Monitor Headphones	\$149.00	\$894.00
6	Adobe Creative Cloud License	\$330.00/yr	\$1,980.00/yr
Furniture: 6 large desks, 12 chairs, and lockable storage unit			\$8,000.00
<i>Media Production Lab Subtotal</i>			\$25,537.85
<i>Media Production Lab Annual Costs</i>			\$1,980.00

d. **Budget Projections**

No additional FTE is required to offer the new option, as current Communication Arts faculty and filling the vacant faculty line will satisfy instructional needs. Renovations to the allocated physical space are expected to be minimal, incurring negligible costs.

One-time cost of the instructional equipment listed above is estimated at \$83,139.84, with annual costs of \$1,980.00 for six (6) Adobe Creative Cloud Licenses for the five (5) project editing stations and the computer allocated to the media production faculty member.

In addition, a short-term marketing budget for promoting this as an available degree option and minor for students is needed. This cost is set at \$2500 for the first two years of the program. Overall, total expenses for the first five years as a result of the addition of this new option and minor are **\$98,039.84**

Ongoing conversations are being held with the Chadron State Foundation and CSC Administration to explore potential external funding sources and/or identify interested donors.

Revenue from enrollment of current students who choose this minor and will take an additional 21 hours of coursework is calculated at zero, since these CSC students will drop any proposed minor and thus offset the increased hours in the program. Revenue from net new students who CSC expects to attract with this new option is based on the addition of 5 new students per year, each taking 15 credits of coursework each semester, for a total of 30 credits per year. Overall, the projected revenue for the first five years, at a modest increase of 5 new students selecting to attend CSC and majoring in this program per year, is **\$537,516.00**.

Please refer to the completed Program Expense and Program Revenue Tables at end of proposal.

**5. Avoidance of Unnecessary Duplication**

In the NSCS, Peru State College has no comparable program. The Communication Arts Department at Wayne State College offers options in digital film production, electronic media, and sports media, as well as minors in digital film production, electronic media, online and social media, and promotion and media. WSC has established numerous programs which are similar in nature to the proposed



media production option and minor at CSC. However, as media skills become increasingly important workforce needs this appears comparable to both institutions offering similar courses in essential oral communication skills (e.g. CA 125 Fundamentals of Oral Communication at CSC and CNA 100 Principles of Human Communication at WSC), and therefore not unnecessary duplication.

At the public universities of Nebraska, the University of Nebraska at Kearney offers degree programs in multimedia and sports communication, as well as a minor in media production. The University of Nebraska at Omaha offers a degree and minor in journalism and media communication. The University of Nebraska-Lincoln offers degrees in broadcasting, emerging media arts, and sports media and communication, and a minor in broadcasting.

Of institutions in the nearby region, Black Hills State University in Spearfish, SD offers a program in mass communication with emphases in integrated media and sports media, and the University of Wyoming in Laramie, WY offers a program in communication with an advising track in visual communication.

As Chadron State College is the only four-year, regionally-accredited college in the western half of Nebraska, the proposed option and minor would not duplicate any comparable program that is within both the region and state.

#### 6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

The proposed option and minor in media production supports the CCPE's Comprehensive Statewide Plan for Postsecondary Education in numerous ways.

- In the proposed Media Production option and minor, all students would engage in multiple class practicums, a required internship and numerous high-impact learning opportunities. This supports the CCPE's Goal #2 'Meeting the Needs of Students' including, "Nebraska's postsecondary institutions will be student-centered, create inclusive environments that foster student success, and offer lifelong learning opportunities that are responsive to students' and workforce needs". Additionally it reinforces "Nebraska's colleges and universities will foster critical thinking skills and provide their graduates with the knowledge and workplace skills needed to be successful employees, innovative entrepreneurs, and responsible citizens on a global stage" (from *Meeting the Needs of Students*).
- This new option and minor is "responsive to the workforce development and ongoing training needs of employers and industries to build and sustain a knowledgeable, trained, and skilled workforce in both rural and urban areas of the state." As audiovisual content becomes increasingly important for businesses and other organizations in the Frontier and Remote (FAR) region where CSC is located, students who complete this program of study will have the necessary skills to produce such media. Further, courses in media production will enhance CSC's ability to provide "cultural and artistic opportunities to students and their communities through study, research, and programming" (from *Meeting the Needs of the State*).
- The Comprehensive Statewide Plan also includes the goal that "each Nebraska institution will fulfill its role and mission in an exemplary manner and will compare favorably with peer institutions". Adding this option and minor in Media Production is a necessary step in allowing CSC to offer its students high-quality educational opportunities in a manner that is consistent with other colleges and universities that share a common mission across our peer group. (from *Meeting Needs by Building Exemplary Institutions*).

**TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM**

	(FY22/23)		(FY23/24)		(FY24/25)		(FY25/26)		(FY26/27)		Total	
	Year 1		Year 2		Year 3		Year 4		Year 5		FTE	Cost
<b>Personnel</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>
Faculty (Adjunct)	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Support staff	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Subtotal	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
<b>Operating</b>												
General Operating	\$1,980.00		\$1,980.00		\$1,980.00		\$1,980.00		\$1,980.00		\$9,900.00	
Equipment	\$83,139.84		\$0		\$0		\$0		\$0		\$83,139.84	
New or renovated space	\$0		\$0		\$0		\$0		\$0		\$0	
Library/Information Resources	\$0		\$0		\$0		\$0		\$0		\$0	
Marketing	\$2,500.00		\$2,500.00		\$0		\$0		\$0		\$5,000	
Subtotal	\$0		\$0		\$0		\$0		\$0		\$0	
<b>Total Expenses</b>	<b>\$87,619.84</b>		<b>0</b>		<b>\$4,480</b>		<b>0</b>		<b>\$1,980</b>		<b>\$98,039.84</b>	

**TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM**

	FY(22/23)	(FY23/24)	(FY24/25)	(FY25/26)	(FY26/27)	Total
	Year 1	Year 2	Year 3	Year 4	Year 5	
Reallocation of Existing Funds	\$0	0	0	0	0	\$0
Required New Public Funds	\$0	0	0	0	0	\$0
1. State Funds	\$0	0	0	0	0	\$0
2. Local Tax Funds (community colleges)	\$0	0	0	0	0	\$0
Tuition and Fees <sup>1</sup>	\$38,394.00	\$76,788.00	\$115,182.00	\$153,576.00	\$153,576.00	\$537,516.00
Other Funding	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Revenue</b>	<b>\$38,394.00</b>	<b>\$76,788.00</b>	<b>\$115,182.00</b>	<b>\$153,576.00</b>	<b>\$153,576.00</b>	<b>\$537,516.00</b>

<sup>1</sup>Tuition is based upon a total of 5 net new students per year, taking 30 credits of on-campus coursework per year (15 per semester). Costs are set at the undergraduate resident student rate, which is \$3839.40 per semester, per student. Current costs for tuition and fees at CSC are outlined at:

<https://www.csc.edu/documents/businessoffice/2021-2022%20On%20Campus%20Fee%20Schedule.pdf>