

DOCUMENTATION 1: NARRATIVE

Program Title: Social Media Certificate of Achievement

Item 1. Program Goals and Objectives

The goal of the Social Media Certificate of Achievement is to prepare students for the ever-expanding digital job market where social media is considered an essential part of media communications, business, and marketing. Understanding concepts related to spread of content, including why people share, is essential in building and recommending best practices to leverage social media channels in the workplace. Focus will be placed on essential business skills, understanding platforms, and content building. The certificate program serves to build skillset, provide professional training, and affirm understanding of concepts related to emerging technologies through conceptual learning and hands-on instruction.

Item 2. Catalog Description

Upon successful completion of the Social Media Certificate of Achievement, the student will demonstrate skills, knowledge, and training necessary for entry-level employment or career advancement with understanding of basic business and marketing concepts, including selection of target audience and choice of platform, concepts of spread and share, engagement, meaningful participation, the use of visuals to define content and attract users, reasons for spread of viral media, and an understanding of how to build and implement a social media plan for an organization or business utilizing best practices. Ethical considerations and crisis communication will also be explored. Students will work in a manner mirroring industry standard, with focus on immediate professional application.

Program Learning Outcomes

- Upon successful completion of this program, a student will understand the history and nature of social media, including Web 2.0 principles.
- Upon successful completion of this program, a student will understand ethical and legal issues involved in creating and disseminating social media content, including issues of copyright and fair use.
- Upon successful completion of this program, students will be able to understand and apply basic marketing concepts to social media planning, including SWOT and SMART analysis.
- Upon successful completion of this program, students will be able to identify target audience, recommend proper platforms based on demographics, determine necessary tone, and create a calendar to promote engagement and meaningful participation with users.

- Upon successful completion of this program, students will be able to conceptualize, build, and distribute images to boost social media engagement through a marketing plan.

Item 3. Program Requirements

Required Core (Complete 12 units)

MCOM 005	Social Media & Society	3
BUS 021	Marketing	3
MCOM 008	Social Media Content	3
MCOM 009	Social Media Campaigns	3
BUS 002	Introduction to E-Commerce	3

Area A (Complete 3 units)

MCOM 001	Introduction to Mass Communication	3
BUS 020	Introduction to Business	3

Area B (Complete 3 units)

BUS 029	Introduction to Entrepreneurship	3
BUS 23	Advertising	3
MCOM 10	Introduction to Multimedia (To be renamed Multimedia Storytelling I)	3
RTV 31	Media Performance	3
PHOTO 003A	Digital Photography	3

Proposed Sequence

First Semester

MCOM 001 or BUS 020	Introduction to Mass Communication or Introduction to Business	3
MCOM 005	Social Media & Society	3
BUS 002	Introduction to E-Commerce	

Second Semester

BUS 021	Marketing	3
MCOM 008	Social Media Content	3

Third Semester

AREA B	ANY AREA B ELECTIVE	3
MCOM 009	Social Media Campaigns	3

This certificate can be completed, based on scheduling, in as few as two semesters or as many as three. The recommended sequence covers three semesters, with the student taking six units of the certificate each semester. MCOM 1 and MCOM 5 are offered during the summer.

There is a path, too, within current structure where students on a certain path can take all but one course through distance education. The intention on the Mass Communication side, would be to offer the courses in eight week, online only sessions where a student can take MCOM 1 and MCOM 5 in one semester and MCOM 8 and 9 in a second semester, finishing all coursework within the discipline in a year.

In addition, the Business department offers many of the courses as distance education, including: BUS 20, BUS 21, BUS 23, and BUS 29.

The intention is not only to train for entry-level employment, but also provide a low-cost alternative for mid-career professionals seeking career advancement.

Item 4: Master Planning

In the San Joaquin Delta Community College District 2017 Comprehensive Master Plan, the district pointed out the following areas as “key” into the future:

- “Initiatives that foster professional growth and innovative service delivery,”
- “Community relationships with local educational institutions, employers, and workforce agencies that promote the region’s intellectual, social, economic, and cultural vitality,”
- “Career and technical programs that meet the labor market needs of employers in the region.”

The proposed Social Media Certificate of Achievement aligns with those values, specifically in the continued building of career advancement opportunities for residents of San Joaquin County, promotion of continue economic vitality, and meeting the labor needs of employers in our direct region and beyond (“San Joaquin,” 2017).

In May 2012, the Center of Excellence (COE) projected an additional 11,000 new jobs statewide relating or pertaining to social media by 2016. The positions fell under the following titles then:

- Sales representatives, services, all other
- Public relations specialists
- Advertising sales agents
- Media and communication workers, all other
- Advertising & promotions managers

In total, COE predicted 7 percent growth overall. At the time, 64 percent of employers surveyed, out of a total of 117, “claimed that they would encourage their workforce to attend a one-day workshop on social media.” Of those, 51 percent “indicated they would recommend a certificate program (if offered by the community colleges)” to employees (“Industry Snapshot,” 2012).

And yet, the earliest social media certificates at California Community Colleges have only begun to emerge in recent years, with Palomar College and Ventura Community College. There are no similar programs in or adjacent to the service area of San Joaquin Delta College.

A 2019 COE report on Social Media Marketing Occupations in the Central Valley/Mother Lode region, including San Joaquin County, found the annual gap for social media-related jobs to be 702. The yearly undersupply for the region is 41. The program expects to graduate 15 per year.

The analysis from COE included five Taxonomy of Program areas:

- Mass Communication (0610)
- Digital Media (06141)
- Multimedia (06143)
- Website Design and Development (061430)
- Computer Graphics & Digital Imagery (061460)

In total, COE found a region projected increase of more than 200 social media related jobs from 2017 to 2022 in the following areas:

- Marketing Research Analysts and Marketing Specialists
- Graphic Designers
- Computer Occupations, All Other
- Advertising and Promotions Managers
- Multimedia Artists & Animators
- Media and Communication Workers, All Other
- Desktop Publishers

The projected five-year change is at 4 percent for those occupation groups. Simply: All numbers have, in 2012, and continue to, as of 2019, to point to a rise in social media-related occupations.

COE data indicates that there are “seven community colleges in the region offering programs contributing to workforce supply for occupations related to social media ... but there is an undersupply of trained workers” (“Labor Market,” 2019). Research done by discipline faculty shows Delta College would be the only institution in the region offering a specific certificate in the area.

The online-centric nature of the Social Media Certificate of Achievement, with all but one core course having the ability to be offered as distance education, also makes this certificate appealing to students outside the area. Discipline faculty in Business and Mass Communication are open to talk in the future about flexible time offerings for the contact class that does not currently support distance education.

The initial plan for social media-specific study at Delta College was launched to focus on the subject as a survey, with MCOM 5 Social Media & Society coming launching in Fall 2017 as an online-only class. The response to the course has meant it has been offered every semester with approximately 30 completers each term.

The Multimedia Advisory Committee, which includes many prospective industry employers from across San Joaquin County, voted in Fall 2018 to move forward with the introduction of the Social Media Certificate of Achievement to continue to build relationships with workforce

partners, foster intellectual connections, and meet labor market needs in San Joaquin and adjacent counties.

Item 5. Enrollment and Completer Projections

(A) Enrollment Data

Enrollment data from the Delta College’s Office of Institutional Effectiveness for classes currently offered and proposed shows solid retention and success rates. For a two year period, a majority of the courses had above a 70 percent success rate, including the MCOM 5 Social Media & Society class, which began being offered in 2017-18.

Retention was high throughout the courses as well, with 85.3 percent in BUS 29 Introduction to Entrepreneurship being the lowest.

Two Year Enrollments/Success (2016-17 & 2017-18)

Course	Enrollment	Success Rate**	Retention Rate**
BUS 020	1707	71.0%	92.4%
BUS 021	483	73.1%	93.6%
BUS 023	79	87.3%	92.4%
BUS 029	116	56.9%	85.3%
MCOM 001	390	66.2%	89.7%
MCOM 005*	97	71.1%	96.9%
MCOM 010	42	76.2%	90.5%
PHOTO 003A	88	60.2%	87.5%
RTV 013	28	85.7%	96.4%
Total	3030	70.5%	92.0%

*Note: MCOM 005 only offered 2017-18 year

*Success: Students earned A-, A, B-, B, B+, C-, C, C+, or P in course

**Retention: Students earned A-, A, B-, B, B+, C-, C, C+, D, F, P, NP, I, FW in course

Total enrollment across courses included 3,030 students, some likely duplicates, with introductory classes (BUS 20 Introduction to Business and MCOM 1 Introduction to Mass Communication) pulling the largest numbers for potential certificate earners.

A full report on enrollments and success, including a further breakdown of years from Office of Institutional Effectiveness will be attached as Appendix A.

(B) Completer Data

A conservative estimate of 15 completers is projected, as the program will be cross disciplinary. COE has projected an undersupply of 41 trained workers in the subregion per year.

Item 6. Place of Program in Curriculum/Similar Programs

The Social Media Certificate of Achievement brings a net addition of two courses to the Mass Communication Discipline: MCOM 8 and MCOM 9. One of those courses will be dual disciplined with the the Photography department, which marks a movement toward further integration within the Multimedia group.

The certificate does not replace any currently offer certificates. It does represent a collaboration between multiple discipline groups and two divisions: Arts & Communication and Applied Sciences.

At Delta no other programs are offered that are similar to the curriculum being proposed.

Item 7: Similar Programs at Other Colleges in Service Area

The program does not represent a duplication of other local programs. Most recent course catalogs for the Los Rios Community College District, Modesto Junior College, and Las Positas indicate social media as a presence in marketing and journalism related courses, but no full areas of study for the subject.

As mentioned, University of the Pacific has a Social Media for Business Certificate offered through its Professional Development. It is a three-course program that offers continuing education units. Pacific also offers a Managing Social Media Platforms Certificate, which offers continuing education units as well.

The proposed certificate offers more in-depth training with emphasis on use, messaging, and storytelling. It also brings together concepts in both mass communication and business.

DOCUMENTATION 3: CCC CURRICULUM PROPOSAL FIELDS INFORMATION

Program Title: Social Media Certificate of Achievement

Annual Completers Yearly

15

Net Annual Labor Demand Yearly

41

The 2019 Center for Excellence (COE) labor market data on Social Media Occupations list for specific professions for possible change in the Central Valley/Mother Lode:

- Marketing Research Analysts and Marketing Specialists
- Graphic Designers
- Computer Occupations, All Other
- Advertising and Promotions Managers
- Multimedia Artists & Animators
- Media and Communication Workers, All Other
- Desktop Publishers

COE found Occupational Demand to be high, particularly with “more than 2,500 workers ... employed in jobs related to social media in 2017.” The largest concentrated area was for “Market Research Analysts and Marketing Specialists with 1,139 workers in 2017, a projected growth rate of 15% over the next five years and 130 annual openings” (“Labor Market,” 2019).

For further examination, four areas were considered in pulling data for San Joaquin and Stanislaus counties from the California Employment Development Department’s projections from 2014-2024. Looking at either those occupations or the closest listed one, the Total Projected Openings from 2014-2024 is 1830. The Average Annual New positions are 173 in that case (“Occupational Projections,” 2019).

These are rough estimates as what is not considered are the number of surplus students we’ll get as a result of this certificate. It is likely mid-career professions from across industries will enroll in the Social Media Certificate of Achievement program in order to attain career-advancing skills.

Those individuals could be an array of fields including, but not limited to, the ones listed below. This could include real estate professionals, journalists, school officials, nonprofit employees or volunteers, and other influencers who hope to gain more information about social media and building campaigns to reach larger audiences. The business and mass communication aspect of the certificate make it appealing for those hoping to enter the marketing field, but also those who only seek basic knowledge of the ins and outs of social media.

Consider that job-seeking website GlassDoor lists “social media” as one of “14 Must-Have Skills for Entry-Level Workers and nearly the entire student population at San Joaquin Delta College

and beyond could benefit from coursework in the area. Also on the list: communication skills, punctuality, knowledge of Photoshop, drive, and analytics. Many of those areas are expected to be covered in the Social Media Certificate of Achievement.

Many “assume that a strong knowledge of social media is a given” for the Millennial population. These skills are necessary in today’s job market, because all employees may “be asked to chip in on a company’s social media strategy” so new employees must “come prepared with good understanding of industry best practices and social analytics” (Moore, 2018).

So while the careers listed may encompasses direct contact with social media, nearly every single profession now has some sort of social media presence, which means all employees, can benefit from the program. The sharing of courses between Business and Mass Communication also means students from those areas will cross over, offering valuable additional knowledge that can be used to amplify current skill sets.

Total annual openings for social-media related jobs

County	SOC Code	Occupation	Est Yr - Proj Yr	Total Projected Openings	Average Annual New Openings
San Joaquin	13-1161	Market Research Analysts and Marketing Specialists	2014-2024	110	11
San Joaquin	15-1100	Computer Occupations	2014-2024	670	67
San Joaquin	27-3000	Media and Communication Workers	2014-2024	100	10
San Joaquin	27-3041	Editors	2014-2024	10	1
San Joaquin	11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	2014-2024	150	15
Stanislaus	13-1161	Market Research Analysts and Marketing Specialists	2014-2024	110	11
Stanislaus	15-1100	Computer Occupations	2014-2024	490	49
Stanislaus	27-3000	Media and Communication Workers	2014-2024	40	8
Stanislaus	27-1024	Graphic Designers	2014-2024	40	4
Stanislaus	11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	2014-2024	110	12

References

Industry Snapshot: Social Media Occupations in California. (2012). *Path 2 Careers: Pathways to Emerging Careers*. Center for Excellence. Retrieved from <http://coecc.net>.

Labor Market Analysis: Social Media. (2019, April). Center of Excellence. Central Valley/Mother Lode Region.

Moore, E. (2018, November 23). 14 Must-Have Skills for Entry-Level Workers. *Glassdoor*. [Blog]. Retrieved from <https://www.glassdoor.com/blog/must-have-entry-level-worker-skills>.

“Occupational Projections for Employment.” (2019). *State of California Economic Development Department*. Retrieved from <http://labormarketinfo.edd.ca.gov>.

San Joaquin Delta Community College District 2017 Comprehensive Master Plan. (2017). *San Joaquin Delta College/Gensler*. Retrieved from <https://www.deltacollege.edu/sites/default/files/documents/imported/part1.pdf>.



Success and Retention Rates for Proposed Social Media Certificate

2016-17 Academic Year

Course	Enrollment	Success Rate*	Retention Rate**
BUS 020	899	71.5%	93.6%
BUS 021	275	70.9%	92.7%
BUS 023	41	92.7%	95.1%
BUS 029	73	56.2%	80.8%
MCOM 001	162	70.4%	92.0%
MCOM 010	32	71.9%	87.5%
PHOTO 003A	49	65.3%	87.8%
RTV 013	11	90.9%	100.0%
Total	1542	71.1%	92.4%

*Success: Students earned A-, A, B-, B, B+, C-, C, C+, or P in course

**Retention: Students earned A-, A, B-, B, B+, C-, C, C+, D, F, P, NP, I, FW in course

2017-18 Academic Year

Course	Enrollment	Success Rate*	Retention Rate**
BUS 020	808	70.4%	91.1%
BUS 021	208	76.0%	94.7%
BUS 023	38	81.6%	89.5%
BUS 029	43	58.1%	93.0%
MCOM 001	228	63.2%	88.2%
MCOM 005	97	71.1%	96.9%
MCOM 010	10	90.0%	100.0%
PHOTO 003A	39	53.9%	87.2%
RTV 013	17	82.4%	94.1%
Total	1488	69.9%	91.5%

*Success: Students earned A-, A, B-, B, B+, C-, C, C+, or P in course

**Retention: Students earned A-, A, B-, B, B+, C-, C, C+, D, F, P, NP, I, FW in course

Success and Retention Rates for Proposed Social Media Certificate**2018-19 Summer & Fall**

Course	Enrollment	Success Rate**	Retention Rate**
BUS 002	24	62.5%	87.5%
BUS 020	618	71.4%	92.2%
BUS 021	143	65.0%	82.5%
BUS 023	36	50.0%	77.8%
BUS 029	*	100.0%	100.0%
MCOM 001	139	61.9%	87.8%
MCOM 005	40	60.0%	95.0%
PHOTO 003A	33	66.7%	75.8%
RTV 013	11	63.6%	81.8%
Total	1047	67.4%	88.9%

*Counts fewer than 10 suppressed

**Success: Students earned A-, A, B-, B, B+, C-, C, C+, or P in course

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