

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

Web Authoring

Proposed Program Title

Irvine Valley College

College

South Orange County Community College District

District

8/17/2015

Projected Program Start Date

Corine Doughty

Voting Member

Dean, Instruction, Economic & Workforce Development

Title

949-282-2730

Phone Number

cdoughty@ivc.edu

E-mail Address

Goal(s) of Program (Check all that apply):

Career Technical Education (CTE)

Transfer

Other

Type of Program (Check all that apply):

A.S. Degree

A.A. Degree

Certificate of Achievement:

18+ semester (or 27+ quarter) units

12-18 semester (or 18-27 quarter) units

Reason for Approval Request: (Check One)

New Program

Substantial Change

Locally Approved

Program Information

Recommended Taxonomy of Program (TOP) Code **061430**

Units for Major-Degree 18

Total Units for Degree 60

Required Units-Certificate 18

Written Form

1. Insert the description of the program as it will appear in the catalog.

The primary purpose of the web authoring certificate and degree program is to prepare students for employment—and to maintain state-of-the-art skills of workers already employed—in California's rapidly expanding web authoring industry. This comprehensive program offers an integrated approach to meet current and expanding job market demand. Potential career options include Web Designer, Web Master, and Web Developer.

2. Provide a brief rationale for the program.

The Web Authoring AS Degree/Certificate program was recently reviewed in a six-year program review of the Computer Information Management Department. Recent changes to the Program and Course Approval Handbook (PCAH 2013) require that 51% of the courses in the program be transferrable to a single 4-year institution. Since the Web Authoring Associate of Science Degree/Certificate did not meet that new 51% requirement, this proposal is considered a **substantial** change to an existing program because that the program goal was changed from "CTE-and-Transfer" to "CTE." CTE that do not transfer programs are not required to meet the rule. The Irvine Valley College Computer Information Management Advisory Committee reviewed and approved the Web Authoring Certificate and AS Degree program in a meeting on December 12, 2014. In addition to the change of program goal, the program was updated in response to

recommendation by the CIM Advisory Committee (Dec., 2014) to include new web development courses in WordPress, Edge, and Mobile Applications. The new courses replace the prior Digital Media Arts course requirements. The Creative Suite (CIM 225) class was also deleted due to new emerging technologies in the field having replaced it.

The goals and objectives of the Web Authoring program have remained the same. The overall goal of the program is to provide trained personnel in the area of Web Page Development/Web Authoring. Specifically, Web Authors/Developers need to be able to design, create, and modify Web sites using the latest technologies and tools. In addition, they analyze user needs to implement Web site content, graphics, and interactivity, while meeting accessibility guidelines. Web Authors/Developers may integrate Web sites with other computer applications, and convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content.

Indications are that there will be a strong demand for Web Authors/Developers in California based on the data available. As the amount of data sent over the Internet increases, more Web Developers will be needed.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Core	CIM141	Creating a Web Page Using HTML	3
Core	CIM143	Web Development - Dreamweaver	3
Core	CIM144	Web Development - WordPress	3
Restricted Elective*	CIM249	Cascading Style Sheets (CSS) Website	3
Restricted Elective	CIM145	Mobile Web Apps. Using HTML and JavaScript	3
Restricted Elective	CIM148	Web Development – Edge Animate	3
Restricted Elective	CIM251	Dynamic Web Database Management	3
*Choose 3 courses from electives			

4. Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.

Potential Careers: Web Designer, Web Master, Web Developer

Net Job Openings. Because the program is so new, there is only one completer for 2013-2014 in Orange County. We expect growth in this area as demand for trained web developers increases as shown below:

- Employment is projected to grow much **faster** than the average for all occupations and add 286,600 new jobs over the 2008-18 decade.
- **Excellent job prospects** are expected.
- Workers can enter this field with many different levels of formal education, but relevant computer skills are always needed.

Source: [U.S. Department of Labor Bureau of Labor Statistics](http://www.bls.gov)

On the other hand, the potential job openings in Orange County are 125, resulting in net annual openings of 124. However, this data does not reflect the tremendous growth expected in this field.

The screenshot shows the EDD website with the following table data:

Area	Code	Occupation	Est Yr-Proj Yr	Total Annual Openings
Orange County	15179*	Information Security Analysts, Web Developers, and Computer	2010 - 2020	129

California Job Outlook.

The number of Web Authors/Developers in California is unknown at this time since this is a new occupation and there is little employment projection data available. Indications are that there will be a strong demand for Web Authors/Developers in California based on the data presented earlier in this document. As the amount of data sent over the Internet increases, more Web Developers will be needed. The growing number of Internet users and expansion of Internet services, such as e-commerce, will also drive the demand.

Sources: <http://www.calmis.ca.gov/file/occguide/Web-Developer.pdf>
 California Community College Economic and Workforce Development
 Information & Communication Technologies (ICT) / Digital Media

Average Salary of Jobs with Related Titles in Orange County

As of Mar 6, 2014	
Web Developer Designer in Orange County, CA	\$53,000
Web Designer in Orange County, CA	\$51,000
SharePoint Systems Engineer in Orange County, CA	\$75,000
Senior Web Designer in Orange County, CA	\$73,000
UIX UI Designer in Orange County, CA	\$74,000
Web Designer Developer in Orange County, CA	\$63,000
Web Site Designer in Orange County, CA	\$51,000
Web Graphics Designer in Orange County, CA	\$49,000

Source: <http://www.indeed.com/salary/q-Web-Designer-l-Orange-County,-CA.html>

5. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted.

College	Program	Who you Contacted	Outcome of Contact
Saddleback College	Webmaster	Joyce Quade, Dept. Chair	No conflict
Cypress College	Web Page Design	Ben Izadi, Professor and David Wassenaar, Dean	No response
Orange Coast College	Web Design and Web Development	Douglas R. Benoit, Dean	No response
Santiago Canyon College	Web Programming	Steven Deeley, Chair	No Conflict
Coastline Community College	Digital Media	Nancy Jones, Dean	No response
El Camino College	Web Design	Virginia Rapp, Dean	No response
Fullerton College	Web Design	Scott McKenzie, Dean	No conflict
Golden West College	Digital Media	Alice Rivera, Chair	No response
Santa Ana College	Digital Media	Dena Montiel, Chair	No response

6. Include any other information you would like to share.