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ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
May 4, 2017

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508 COUNTY OF COOK AND STATE OF ILLINOIS

RESOLUTION

APPLICATION FOR NEW PROGRAM ADVANCED CERTIFICATE DIGITAL MARKETING & SOCIAL MEDIA OFFICE OF STRATEGY AND ACADEMIC GOVERNANCE HAROLD WASHINGTON COLLEGE

WHEREAS, new educational programs require approval of the Board of Trustees of Community College District 508, the Illinois Community College Board (ICCB) and the Illinois Board of Higher Education (IBHE); and

WHEREAS, an application for permanent approval for a Business and Professional Services College to Careers program comprising an Advanced Certificate in Digital Marketing & Social Media at Harold Washington College, has been received and is under review for submission; and

WHEREAS, the Digital Marketing & Social Media career path offers several employment opportunities, including occupations such as Administrative Marketing Associate, Associate Account Executive, Digital Content Coordinator, Social Media Specialist, Social Media Moderator, Associate Social Media Strategist, and Project Manager. The program is designed for students that have expressed an interest in Marketing and Social Media to support creative directors, marketing managers, and small to mid-size business owners. In addition to program completion certification, this program will also provide re-training for workers seeking to update technology skills and for workers seeking to re-enter the job market with current technological skills in digital as well as more traditional marketing applications. A recent survey of firms requiring these skills report that median entry compensation based on this certificate is approximately \$21.75 per hour and total annual hires for these and similar firms in Chicago would exceed 200.

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees of Community College District No. 508, County of Cook and State of Illinois (pending completion of Proposed Academic Curriculum Changes (PACC) process per Academic Policy 9.02), hereby approves the submission of this program for permanent approval by the Illinois Community College Board and Illinois Board of Higher Education.

May 4, 2017 – Office of Strategy and Academic Governance