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ADOPTED-BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
DECEMBER 4, 2025

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

RESOLUTION
APPLICATION FOR NEW PROGRAMS
DIGITAL MARKETING & SOCIAL MEDIA ADVANCED CERTIFICATE AND
ASSOCIATE OF APPLIED SCIENCE
THE OFFICE OF ACADEMIC AFFAIRS
DISTRICT-WIDE

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 approval of the City Colleges of Chicago Advanced Certificate and Associate in Applied Science in Digital Marketing & Social Media for City Colleges of Chicago has been received and is under review by the Joint Curriculum Development Council for submission; and

WHEREAS, the Digital Marketing & Social Media programs will provide students with the technical skills, strategic knowledge, and professional experience needed to pursue careers in areas such as social media management, digital advertising, content strategy, and analytics. The program is designed to students looking to specialize in high-growth marketing fields and offers a full degree pathway that aligns with employer demand; and

WHEREAS, labor market data shows strong demand for Marketing Managers, Market Research Analysts and Marketing Specialists, and Public Relations Specialists, with more than 2,600 annual openings in Cook County in 2025 and projected growth of up to 7% over the next decade; related entry-level and early-career roles typically accessible to associate-degree holders, such as Digital Marketing Coordinators, Social Media Specialists, and Marketing Assistants, offer starting wages ranging from \$39,000 to \$55,000 annually, while median wages across these marketing and communications occupations range from \$63,000 to \$96,000 annually.

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

December 4, 2025 – The Office of Academic Affairs