

**MONTANA BOARD OF REGENTS  
NEW ACADEMIC PROGRAM PROPOSAL SUMMARY**

**ITEM 130-202-R0106**

**Institution:** Dawson Community College  
**Program Title:** Web Development

**1. How does this program advance the campus' academic mission and fit priorities?**

Dawson Community College's (DCC) mission is to create and continuously improve accessible and effective learning environments for the lifelong educational needs of the diverse communities it serves. In 1987, DCC received approval from the Board of Regents to offer an AAS degree in Computer Technology, currently listed as Computer Technical Support Specialist. In 1997, in response to regional employer needs, DCC began offering courses in Internet and Web Page Design. Based on surveys, advisory committee recommendations, and student interest DCC is requesting Board of Regents' approval for an Associate of Applied Science degree in Web Development. This program will fill the growing needs for skilled workers in the area of development and management of Web and E-commerce sites.

Dawson Community College is committed to creating and continuously improving accessible and effective learning environments for the lifelong educational needs of the diverse communities we serve. Web Development addresses two of our four purpose statements, specifically **Acquiring Necessary Occupational Skills and Promoting and Providing Life-Long Learning Opportunities** as outlined in the college mission and purpose statement.

DCC is committed to addressing the educational needs of individuals and business entities within the local service area. Web Development and E-commerce have become critical to the survival and success of business and industry in eastern Montana.

**2. How does this program fit the Board of Regents' goals and objectives?**

The Mission of the Montana University System is to serve students through the delivery of high quality, accessible postsecondary educational opportunities, while actively participating in the preservation and advancement of Montana's economy and society.

- A. To provide a stimulating, responsive, and effective environment for student learning, student living, and academic achievement.
- B. To make a high quality, affordable higher education experience available to all qualified citizens who wish to further their education and training.
- C. To deliver higher education services in a manner that is efficient, coordinated, and highly accessible.
- D. To be responsive to market, employment, and economic development needs of the State and the nation.
- E. To improve the support for and understanding of the Montana University System as a leading contributor to the State's economic success and social and political well-being.

DCC is responding to student and local business economic development demands and requests in the field of Web development and E-commerce. In order for eastern Montana's placebound workers to have affordable higher education in this field, DCC is requesting approval to implement this program. This program will provide accessible and affordable computer technology training in Web development for students in Eastern Montana and the DCC service region.

**3. How does this program support or advance Montana's needs and interests?**

Addressing the issue of youth out-migration from the state of Montana in general and eastern Montana in particular, Web Development and E-Commerce skills will provide the opportunity for students to stay in the state and utilize these skills in three ways: entrepreneurship, contract-based Web design work, and enhanced employability.

For example, agricultural producers are expanding markets by developing a farm/ranch Website advertising their products globally. Main street eastern Montana businesses in rural communities are demanding skillsets similar to those of metropolitan corporate America allowing them to access markets in more affluent regions. Through the use of telecommuting, place-bound, rural residents will become employed at large, possibly urban corporations while remaining at home.

Dawson Community College assists students in acquiring necessary occupational skills. The Web Development program will provide students with the required training and skills for obtaining employment, or advancement in their field of employment in the area of technology.

**4. How will this program contribute to economic development in Montana? (Note projected annual economic impact both regionally and statewide.)**

A skilled labor pool is essential for economic development in Montana. Unique to Montana, the rural eastern counties must develop and rely on E-commerce and E-marketing for survival and growth. Given the population decline in eastern Montana, businesses are demanding the specialized training delivered through this program.

Web Development will provide value-added employment skills for rural, place-bound or agricultural producers seeking supplemental income. The Montana Department of Labor and Industry reports a projected increase of 28 percent for Computer Support Specialists in Montana by the year 2012.

**5. What is the program’s planned capacity?**

Break-even point?	14
FTE studentsEnrollments/ year?	Year One = 12 Year Two = 22
Graduates/year?	Year Two = 9 Year Three = 16
MT jobs/year?	20

**6. Resource Allocation:**

Total program budget?	\$56,203
Faculty FTE?	Year One = .83 Year Two = 1.0
Staff FTE?	None

**7. Does this program require new resources? Yes**

If yes, what is the amount? \$15,600 includes equipment and training.

**8. How will the campus fund the program?**

The program will be funded using the Ullman Trust Fund (\$15,600), Tuition Revenue, Student Fees, the Technology Fee, and State appropriations.

Estimated Year One Revenue: \$ \$40,368

**9. If internal reallocation is necessary, name the sources.**

No new faculty will be required to offer this program. Limited reallocation of faculty work loads will be required. Low enrollment sections of a few computer classes have been combined, other low enrollment courses have been phased out in DCC’s continuing course assessment process. These changes, along with limited use of adjunct faculty, will allow current full time faculty to add new courses.