

Minutes

Santiago Canyon College Social Media Advisory
(Part of AB 927 baccalaureate discussions)

Thursday, September 15, 2022, via Zoom

Attendees: Darlene Diaz, Steven Deeley, Martin Stringer, Mark Counts, Aaron Voelcker, Craig Rutan, Narges Rabii, Elizabeth Arteaga

Agenda

- Discuss feasibility of creating a Social Media, BS degree program at SCC
- Discuss steps required to create Social Media Degree

High-Level Discussion

- No bachelor's degree (or associate's) in Social Media in California
- Create an AS degree first
- Job growth and demand data will support

Program Discussion

- Business Department will take the lead
- Degree will be housed under MKTG
Degree should be interdisciplinary, utilizing courses in MKTG, COMM, ART, MATH, and Social Science
- Create new courses in social media
- Research existing courses throughout United States for examples
- Determine program outcomes (jobs and transfer)
- Submit new program through eLumen for approval by SCC Curriculum Committee