Notification of Intent to Develop
New Program

Institution: Western New Mexico University
Contact Person: Linda Hoy, Interim Dean, College of Education
Date: 12/1/2012
Degree Program Under Development: MA Instructional Technologies and Design
Department Submitting Proposal: College of Education
Date of Proposal Submission to NMHED: Feb 1, 2012
Desired Implementation Date: August 19, 2013

Use one page to describe the following

Purpose of the Program

The primary focus of the program is to provide students with the knowledge and skills to support the use of instructional and information technologies for adult learners in rural areas. Graduates of the fully online program will be prepared to design, deliver, and evaluate instruction using a variety of technologies. The proposed master’s program will feature four areas of emphasis to prepare potential students for four distinct job markets that are currently in high demand:

• Instructional Technology Coordinators and Instructional Coaches in PK-12 environments;
• Instructional Designer/Technologists and Trainers in corporate and government environments;
• Faculty Developers and Instructional Designers in higher education environments;
• Distance Learning and Online Instructors.

Need (include data that you will include to demonstrate National, Regional, State and/or Local need for program)

Globalization and the increased use of digital technologies across our society have led to changes in the nature and structure of learning experiences. Accompanying these changes is the need for professionals capable of designing technology-based learning curricula. Most recently, online learning and other 21st century initiatives in the educational sector has led to an increased need for instructional design professionals in school districts and institutions of higher learning.

Employment trends for the instructional designer/technologist category are outlined on O-Net (http://www.onetonline.org/link/summary/25-9031.01) and are quite favorable for the future. In fact, the projected growth for 2008-2018 is much faster than average (20% or higher) specifically for the government and educational services sectors (see Table 1).
Given these data and the listing of jobs directly in the field of instructional technology and design there are employment opportunities within the field.

Table 1: Instructional Coordinator National Wage and Employment Trends

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<tbody>
<tr>
<td>Instructional Coordinator</td>
<td>$59,280</td>
<td>140,000</td>
<td>Faster than average (20% to 28%)</td>
<td>58,100</td>
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<tr>
<td>Training and Development Specialist</td>
<td>$55,150</td>
<td>218,000</td>
<td>Faster than average (20% to 28%)</td>
<td>98,300</td>
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<tr>
<td>Training and Development Manager</td>
<td>$91,740</td>
<td>30,000</td>
<td>Average (10% to 19%)</td>
<td>11,600</td>
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Additionally, a survey of likely students or employers was conducted in February 2012, to assess the current need for the proposed educational opportunities. Fifty-four individuals responded and 90% of them indicated that they saw a need for such a program at WNMU. Therefore, WNMU’s College of Education is proposing the addition of a Master’s program and four related certificate areas that will prepare students to meet the increasing societal need for instructional design professionals.

Institutional Commitment to the Program

The Instructional Technologies and Design Master’s program is included in the long term plan of new programs by the institution and is supported by the President and Board of Regents. The program has been approved by the Graduate Council which reviews graduate level curriculum. Approvals have also been given by the Vice President of Academic Affairs, President and Board of Regents. A position has already been created for a tenure track professor for the Instructional Technologies and Design Program. That position will be filled Fall 2013 if the program receives state approval. In the meantime, four faculty members have combined their resources to make sure the program is adequately staffed. Each faculty member is teaching one class a semester, making it possible for students to complete the online degree in three semesters.