

# THE UNIVERSITY OF ALABAMA

## Resolution

### **Granting Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) a Notification of Intent to Submit a Proposal (NISP) for a Master of Arts degree in Instructional Technology (CIP Code 13.0501)**

WHEREAS, the College of Education at The University of Alabama currently offers a concentration in Instructional Technology (CIP 13.0404) for interested doctoral students in Instructional Leadership; and

WHEREAS, The Master of Arts degree in Instructional Technology will offer an online degree program for individuals who wish to increase their understanding of technology's role in teaching, learning, design, and training; and

WHEREAS, colleges nationally are offering instructional technology learning and design programs; and

WHEREAS, this degree will prepare individuals for positions in instructional technology, educational technology, instructional design, and training in business and industry; and

WHEREAS, this concentration builds on the widely recognized skill and expertise of the current faculty and on current course offerings;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of The University of Alabama that it grants initial approval of and permission to submit to the Alabama Commission on Higher Education (ACHE) a Notification of Intent to Submit a Proposal (NISP) for a Master's of Arts degree in Instructional Technology (CIP 13.0501) at The University of Alabama.

May 5, 2016

Chancellor Robert Witt  
The University of Alabama System  
500 University Boulevard East  
Tuscaloosa, AL 35401

Dear Chancellor Witt:

I am pleased to endorse the recommendation from Interim Provost Kevin Whitaker and Deans David Francko and Peter Hlebowitsh for approval of the attached NISP for a proposed master's degree in Instructional Technology (CIP 13.0501).

If you approve of this NISP, I would appreciate you forwarding this request to the Board of Trustees for their approval.

Sincerely,



Stuart R. Bell  
President

Enclosures

c: Interim Provost Kevin Whitaker  
Dean David Francko  
Dean Peter Hlebowitsh



May 2, 2016

Interim Provost Kevin Whitaker  
The University of Alabama  
Office for Academic Affairs  
254 Rose Administration Building  
Tuscaloosa, AL 35487

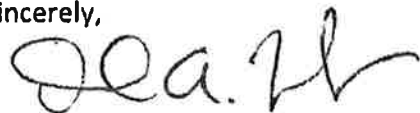
Dear Provost Whitaker:

I join Dean Peter Hlebowitsh in recommending for your approval of the attached Notification of Intent to Submit a Proposal (NISP) for a proposed master's degree in Instructional Technology (CIP 13.0501). The Graduate School has vetted this NISP; this proposed graduate degree program meets specific needs and will attract new graduate enrollments.

We ask for timely handling of this item so that it may be considered at the June 2016 Board of Trustees meeting before being submitted to ACHE (to notify them that a full proposal will be submitted) and the Alabama Council of Graduate Deans for comment by other institutions in the State.

If you approve of this NISP, please forward this request to President Bell at your earliest convenience.

Sincerely,



Dr. David A. Francko  
Associate Provost and Dean of the Graduate School

Enclosures

c.: Dr. Catherine Pagani

*Alabama Commission on Higher Education*

**NOTIFICATION OF INTENT TO SUBMIT A PROPOSAL (NISP)  
FOR A NEW PROGRAM OF INSTRUCTION**

1. Institution: The University of Alabama
2. Date of NISP Submission: May 6, 2016
3. Institutional Contact Person: Cathy Pagani

Telephone: 205-348-8284

E-mail: cathy@ua.edu

4. Program Identification:

Title: Instructional Technology

Award: Master's of Arts

CIP Code: 13.0501

5. Proposed Program Implementation Date: Spring, 2017

6. Statement of Program Objectives (Objectives should be precise and stated in such a way that later evaluation/assessment of program outcomes is facilitated.):

The Master's in Instructional Technology is an online degree program for individuals who wish to increase their understanding of technology's role in teaching, learning, design, and training. However, this program does not lead to teacher certification (licensure) by the State of Alabama. Coping with a changing society and technological advancements necessitates a systematic examination of instructional strategies and content, assessments, and technologies used to inform them. This degree is designed to prepare individuals to use current and emerging technologies and instructional strategies to create effective learning environments. The degree prepares individuals for positions in instructional technology, educational technology, instructional design, and training in business and industry.

As such, graduates of the Instructional Technology (MA) program at The University of Alabama will be able to:

Use a range of technologies to communicate and collaborate.

Design and develop interactive multimedia and Web-based applications that advance learning.

Apply technology to meet the needs of diverse populations.

Implement professional development and training.

Plan, manage and evaluate technology projects, products, services, and learning environments.

Implement instructional technologies and processes based on appropriate content pedagogy.

Explore, evaluate, synthesize, and apply methods of inquiry to enhance learning and improve performance.

Use reflection, critical thinking, research, and theory to make sound decisions regarding technology and learning, advocate for change, and build program support.

7. Relationship of program to other programs within the institution.

- a. How will the program support or be supported by other programs within the institution?

This program will be housed within the College of Education and the Department of Educational Leadership, Policy and Technology Studies. Students in Instructional Technology (MA) online program will have the opportunity to take courses from other programs and departments in the College of Education and courses in other colleges. For example, elective courses may come from Gender and Race Studies (College of Arts and Sciences), Research (College of Education), Foundations (College of Education), and the College of Communication and Information Sciences.

- b. Will this program replace any existing program(s) or specialization(s), options or concentrations within existing programs? Yes: \_\_\_ No: X

The Instructional Technology (MA) will be a non-certification, non-licensure, online degree, and is not replacing any existing certifications, licensures, specializations, options, or concentrations within existing programs.

8. If this program is duplicative of any other programs in the state, please give your rationale for program duplication.

Based on a search of ACHE-approved degree programs using CIP code 13.0501, there is one Master's level program in Instructional Technology at Auburn University Montgomery. There are similar programs at the University of South Alabama and Alabama State University. These programs use different CIP codes, have different degree names, and are focused primarily on workforce training needs based on the program descriptions provided on each school's website. For example the Applied Technology program website<sup>1</sup> explicitly states the "Master of Science in Applied Technology (MSAT) is an innovative program intended to address the technological needs of the workforce," while the Instructional Design & Development program<sup>2</sup> at South Alabama

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1 ASU Applied Technology program website: <http://www.alasu.edu/academics/colleges--departments/college-of-education/instructional-support-programs/msat/index.aspx>

2 USA Instructional Design and development Program website: <http://www.southalabama.edu/colleges/coe/ps/idd-ms.html>

Form Date: 8/20/01

indicates graduates of their programs will learn “how to provide instructional or training solutions to organizational problems” along with learning about human performance improvement which “is used in organizations when non training solutions are called for, such as, job redesign, conflict management, and leadership training.” In contrast, UA’s Instructional Technology (MA) will have two separate strands designed to meet the needs of instructional designers and P-12 teachers. In other words, graduates of our program will be prepared to work as instructional technologists in P-12 schools, college, and universities, or as instructional designers and training specialists in corporate settings.

CIP Code	CIP Description	School	Degree Name
13.0501	Educational/Instructional Technology	Auburn University Montgomery	Instructional Technology
13.9999	Education, Other.	University of South Alabama	Instructional Design & Development
11.1099	Computer/Information Technology Services Administration and Management	Alabama State University	Applied Technology

Although Auburn University Montgomery has a similar degree program, The University of Alabama will provide diverse, elective opportunities outside the College of Education, including but not limited to, courses in Gender and Race Studies which address the digital divide and adaptive/assistive instructional technological (Arts & Sciences), and Social Media (Communication and Information Sciences). Furthermore, The University of Alabama’s growing undergraduate population, along with a focus on increasing the graduate student population, necessitates the creation of a program that bridges the gap between undergraduate degrees and our existing graduate degrees. Additionally, four highly qualified tenured or tenure track faculty members, with decades of teaching and professional experience in such areas as game-based learning, online learning, instructional design and development, technology integration, professional development, and emerging issues, are already on faculty in the Department of Educational Leadership, Policy and Technology Studies.

9. Do you plan to explore possible program collaboration with other institutions? Please explain.

While we have not identified possible program collaborations with other institutions, we are open to explore opportunities if they arise in the future.

10. Do you anticipate the use of distance education technology in the delivery of the program? Please explain.

Yes, this will be an online Masters degree.

11. What methodology will you use to determine the level of student demand for this program?

Our degree is intended to prepare individuals in instructional technology, educational technology, instructional design, and training in business and industry. To confirm the market

demand for this degree, multiple methods will be used to collect data in assessing student demand. Surveys, interviews, and discussions with current students and graduates; and professionals in business, education, professional organizations, and other disciplines will be conducted.

- There are 129 school system/district technology coordinators in Alabama. Many of them have technical backgrounds, but not necessarily the pedagogical training needed for their current job responsibilities. An online program (such as what is being proposed) will appeal to district technology coordinators nationwide.
- Alabama's virtual school act (Act 2015-89) requires each local board of education to adopt a policy for providing a virtual school for eligible students in grades nine to twelve. This will require additional training in the design, development, and implementation of a virtual school plan. Our program will provide instruction aligned with training school system employees to meet this mandate.
- Alabama's 2020 plan calls for integration of technology and implementation of 21<sup>st</sup> century learning skills throughout all grade levels and content areas. These teachers can seek additional pedagogical, technological knowledge through our proposed master's degree. Such expectations are repeated throughout the United States.

12. What methodology will you use to determine need for this program?

In addition to the needs articulated in #11, there are several existing pieces of supporting data we will use to justify the need for this program. We will gather information from national entities that speak to the future need for the instructional technologists within P-12 settings. For example, The National Education Technology Plan recognizes that technology is at the core of our daily lives. The plan calls for teachers and administrators to better integrate and assess technology in teaching and learning to meet 21<sup>st</sup> century needs. It is imperative that educational programs, such as what we are proposing, continue to promote and engage learners in current and emerging technologies.

We will also gather data from entities well versed in projecting the quantitative demand for instructional technologists. For example, the Bureau of Labor Statistics Occupational Outlook for Instructional Coordinators projects a 13 percent job growth from 2012-2022 in this field. This results in 18,500 additional jobs in the next ten years for those trained in instructional technology. Additionally, the training and development specialist field projects to have a 15% percent growth between 2012 and 2022, which outpaces the average growth for all occupations on average nationally.


We plan to survey national organizations such as the American Society for Training and Development (ASTD), the Association for Education Communications and Technology (AECT), and the Academy of Human Resource Development (AHRD) to determine the need for this program within our state, the southeast region, and nationally.

**Certification**

Form Date: 8/20/01

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Acad Policies/  
FM-NISP

  
Chief Academic Officer



Graduate Dean (if this is a graduate program)

5-6-16  
Date