



## ***Office of Institutional Effectiveness***

### **Memorandum to File**

RE: LTC Substantive Change Request Determination

FROM: LTC Institutional Effectiveness Office

***Request Details (to be completed by Director of Curriculum, Instruction, and Professional Development):***

Date of Request: 11/8/23  
Description of Change: New Award  
Award and Major Code: Social Media Specialist TCC (SMS1)  
Location: Hall, Forsyth, Barrow, Online  
Program Director: Elizabeth Ortiz

Division and Program Group	BPSPS; Business Technology
Campus/Site Address of Change if New Site:	NA
Change Type:	New Award
Expected Implementation Term:	Fall 2023
Leadership Team Approval Date:	6/21/2022
State Board Approval Date:	8/3/2023
Crosswalk Completed (Yes or NA)	Yes

***Rationale for Internal Decision:***

*New Programs:* SACSCOC policy dictates that a new program created from existing approved courses (i.e. a “repackaging”) where there is less than 25% new content is not considered a substantive change.

*Program Length:* Changes to curricula where "program credit hours (or an equivalent or comparable measure of progress such as clock hours or demonstrated competencies) increase or decrease by 25% or more" AND "students' expected time to completion increases or decreases by more than one term or its equivalent or comparable measure" is not considered a substantive change.

*Program Closures:* The SACSCOC *Substantive Change Policy and Procedures* states: “Program closure is not required for a specialization embedded within a discipline-specific program.” This applies to TCCs within a program group with a degree or diploma: terminating one or more TCCs but keeping the program group open is not considered a substantive change.

Substantive change requests and decisions are archived in the College’s [Substantive Change Log](#).

**IE Analysis of Significant Departure and Decision:**

This is a new program. The Social Media Specialist TCC (SMS1) award is completely embedded in the Business Technology degree program, and there is no new content. This is not a substantive change.

Signature of Official: *Joanne Tolleson*

Date of Decision: 11/8/2023