

KENT STATE UNIVERSITY

CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **2-Mar-16**

Curriculum Bulletin _____

Effective Date **Fall 2017**

Approved by EPC _____

Department **School of Library and Information Science**
 College **CI - Communication and Information**
 Degree **MS - Master of Science**
 Program Name **User Experience Design** Program Banner Code **UXD**
 Concentration(s) _____ Concentration(s) Banner Code(s) _____
 Proposal **Establish program**

Description of proposal:

This proposal seeks to establish a major in User Experience Design in the Master of Science offered in the School of Library and Information science

Does proposed revision change program's total credit hours? ☒ Yes ☐ NoCurrent total credit hours: **36**Proposed total credit hours **36-39**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

There is no impact on other programs. This program currently exists as a concentration under the major in Information Architecture and Knowledge Management.

Units consulted (other departments, programs or campuses affected by this proposal):

School of Digital Sciences, School of Journalism and Mass Communication, School of Visual Communication Design.

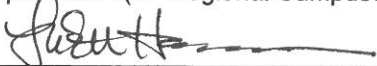
REQUIRED ENDORSEMENTS



Department Chair / School Director

03 / 02 / 2016

Campus Dean (for Regional Campuses proposals)



College Dean (or designee)

___ / ___ / ___

4 / 13 / 2016

Dean of Graduate Studies (for graduate proposals)

___ / ___ / ___

Senior Vice President for Academic Affairs or Provost (or designee)

___ / ___ / ___

Full Proposal to Establish

Master of Science in User Experience Design

Prepared by
The School of Library and Information Science
Kent State University
January, 2016

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Introduction

This proposal seeks to establish a new major, User Experience Design (UXD), in the Master of Science degree program (MS in UXD). UXD is currently a concentration in the MS degree program of Information Architecture and Knowledge Management offered by the School of Library and Information Science (SLIS) at Kent State University.

What is UXD?

UXD is an emerging field that has gained traction within business and other organizations. It is practice of making interfaces for web sites, mobile applications and other devices that require interactions with users easier, and more engaging to use. The main goal of UXD is to maximize user satisfaction with the use of an interface so that users will more likely have an experience that will result in a successful interaction. In addition, satisfied users are more likely to be repeat users. For these reasons, businesses and service providers are now quite keen on hiring UX designers to help their organizations maximize the success of their web and mobile efforts.

The way UX designers create satisfying experiences for users is through research, design, and evaluation. For example, let's say a (fictional) small business, Widget Industries, asks a UXD firm to redesign their web site in which they sell widgets. They feel that current sales on their web site are not as robust as they might be and they suspect that customers are finding the site difficult to use.

Before any design can take place, the UXD team needs to better understand the users of the site who buy these widgets, who the competitors are in the widget market, who the stakeholders within Widget Industries (i.e. who are the major players in determining what goes on the web site, etc.). Perhaps the team will do usability tests on the current site to see where customers run into problems. This is the research phase of the project and it involves qualitative and quantitative data collection to determine the answers to these questions. The data are used to guide the design phase of the project.

In the design phase of the project, research results are compiled and used to determine the design directions. Users are segmented into behavioral types called "personas," or fictional representations of users with different use motivations and behaviors. Ideas from competitors are used to improve current practice. Early designs may be crude drawings using paper and pencil. They are rapidly constructed and quickly evaluated using informal methods. As the project moves forward, high-fidelity prototypes of interactions and information pages are developed and tested.

Finally, when many of the problems have been worked out through prototype testing, a more formal evaluation is carried out on designs. Usability testing is the most common form of evaluation of this type. Usability testing may be done in a laboratory setting, in the user's natural environment, or remotely. The results of these formal evaluative tests are used to make final changes to the interfaces and structures prior to release.

As a result of the UXD process of research, design and evaluation, Widget Industries should be more competitive in the widget market because the structures and interactions used to sell their widgets are easy, and perhaps fun, to use.

Rationale for the MS in UXD

The designation of the degree as a Master of Science in User Experience Design follows a tradition of programs placing an emphasis on the professional preparation of graduates and focus on scholarship, research, and assessment, drawing both from qualitative and quantitative methodologies. UXD is dependent on research to inform design and practice. The research and evaluation pieces described above employ qualitative and quantitative methods such as surveys, interviews, observation, prototype testing, keystroke and click analysis, think-aloud protocols and eye-tracking. Research is integral in informing design decisions. Students who graduate from the UXD program should be well-versed in all of these methods and be ready to employ them in the field in order to do effective design. The fact that research is such an integral part of the practice of UXD is justification for its designation of the MS degree.

Background for this Proposal

For background, this proposal is part of a larger effort to establish three new Master of Science majors to be offered in SLIS. The existing Master of Science in Information Architecture and Knowledge Management (IAKM) includes three concentrations: Health Informatics, Knowledge Management, and UXD. We are proposing the elevation of these concentrations into the following programs:

- Master of Science in Health Informatics (M.S.-HI)
- Master of Science in Knowledge Management (M.S.-KM)
- **Master of Science in User Experience Design (M.S.-UXD)**

The curricular needs of each of the three areas of study are very different, which eliminates the need for shared core curriculum. The coursework of each concentration will remain mostly the same, removing the common core course and moving it to electives, shifting the concentration requirements to major requirements, and allowing for more options for electives.

The proposed M.S.-UXD includes minor curricular changes, retaining the minimum requirement for completion to a total of 36 credit hours.

Establishing a new Major in User Experience Design will allow the program to determine its own core courses and electives. Another key goal of this proposal is for the students to receive the appropriate credentials necessary for their careers with a degree that reflects their education and also to provide clarity to potential employers about the skills and competencies of the graduates of these programs.

The program is supportive of adult learners and include pathways to degree completion and course offerings that allow students to focus one course at a time and allow them to complete the program in two years.

The Master of Science in IAKM is currently offered in an online format. Approval for online delivery of the Master in Science was completed for a launch in Fall 2010. The proposed new majors will continue to be offered online.

The User Experience Design concentration of the Master of Science in IAKM is also currently approved for contractual arrangement with Everspring Partners (hereafter, Everspring).

Academic Quality

The User Experience Design program will be administered by the School of Library and Information Science in the College of Communication and Information. The School has a faculty member appointed as the Graduate Coordinator and will continue the assignment of faculty as program coordinators. In addition to teaching and advising, program coordinator responsibilities include the recruitment of qualified instructors, overseeing curriculum and monitor curricular changes, and coordination of course scheduling. The School engages with students, alumni, employers, and other constituents for each program to assist in maintaining quality programs aligned with the University, College, and School missions to serve all stakeholders.

The program is subject to the Kent State University Graduate Studies policies and procedures in regards to admission requirements, academic standards, and graduate faculty membership.

Curriculum

User experience design encompasses every aspect of the user's interaction with a product, service or company that make up the user's perceptions of the whole and prepares students for professional roles as user experience designers who will optimize interactions.

The User Experience Design curriculum fits a general design process model, which was derived from the literature: LUMEN, which stands for Learn, Understand, iMagine, Evaluate, and iNform.

The current UXD concentration includes the following:

- 6 hours of major core
- 21 hours of user experience design required courses
- 6 hours of electives
- 3-6 hours of final requirement

The proposed major in User Experience Design curriculum includes:

- 21 hours of major core
- 12 hours of electives
- 3-6 hours of final requirement

The changes to the UXD curriculum are minor and include:

- Reduction of required (core) credits from 27 to 21 credit hours.

- Establishment of UXD 66092 Master's Internship as a final requirement option
- Establishment of UXD 66198 – Master's Research Paper in User Experience Design as a final requirement option
- Revision of IAKM 60122 Professional Portfolio Design and Assessment (1 credit hour) to UXD 66090 (3 credit hours)

Five options are available for students to fulfil their final program requirement: Master's Project, Master's Internship, Master's Research Paper, Professional Portfolio Design and Assessment, and Thesis.

The currently existing Master's Project in User Experience Design (now UXD 66098) as a final requirement option gives students the opportunity to integrate their knowledge from all of their courses, but in a shorter research option than the thesis. The Master's Project requires no less than 150 hours of work on a finite project and the paper accompanying the project upon submission. Projects are generally done in conjunction with an organization and under the joint supervision of a user experience professional and a faculty advisor.

The Master's Internship in User Experience (UXD 66092) as a final requirement option will give students the opportunity to apply their knowledge from their courses in the field, spending no less than 150 hours of work at an organization under the supervision of a user experience professional and guidance of a faculty advisor. The Master's Internship is a culminating experience, and requires a specific process for learning that facilitates the integration of their studies into a practical experience. Students consult with the advisor to identify an appropriate internship site, and students, together with the supervisor, and advisor agree on the internship objectives. Once the internship is approved by the advisor, each internship student is supervised by an experienced UXD professional, under the guidance of their faculty internship advisor to ensure internship objectives are achieved. The user experience design major will be offered online as it has been since its inception. Students choosing the internship option outside of the Northeast Ohio area are paired with UXD institutions and professionals in their geographic area.

The Master's Research Paper in User Experience Design (UXD 66198) as a final requirement gives students the ability to conduct research that is more action-oriented and on a smaller scale than that required by a thesis. As with other final requirement options, the research paper gives students the opportunity to integrate their knowledge from their courses into a research paper. Students choosing this option are less likely to continue their education to the doctoral level than those pursuing the thesis option.

The Professional Portfolio Design and Assessment (UXD 66090) as a final requirement option will give students the opportunity to assemble and evaluate the work they completed throughout the User Experience Design program in the form of a professional portfolio that may be used in efforts to gain employment or freelance work.

In the UXD major, the thesis option is reserved for those students who intend to pursue a research career or a doctorate. Regardless of whether a student wishes to pursue the Thesis option, they must take these research oriented courses: UXD: Researching the User Experience I and Usability I. For students who wish to pursue the Thesis option as their final program requirement, it is recommended that they take the following elective courses that extend their knowledge of research methods for use in the preparation of a Thesis: Researching the User Experience II, and Usability II. It is possible that students may wish to take research courses that more specifically address some methodology. In that case, students may work with their advisor to identify courses from elsewhere in the university to address this need.

The following table offers a comparison between the current and proposed UXD curriculum:

CURRENT		PROPOSED	
<i>User Experience Design Concentration of Master of Science in IAKM</i>		<i>User Experience Design Major in Master of Science</i>	
Minimum of 36 credit hours		Minimum 36 credit hours	
Core (6 hours)		Core (21 hours)	
Elective	3		
IAKM 60002 – Knowledge Organization Structures, Systems and Services	3	LIS 60636 – Knowledge Organization Structures, Systems, and Services	3
Required UXD Concentration (21 hours)			
IAKM 60101 – Information Architecture I	3	UXD 60101 – Information Architecture I	3
IAKM 60102 – Information and Visual Design	3		
IAKM 60103 – Researching the User Experience I	3	UXD 60103 – Researching the User Experience I	3
IAKM 60104 – Usability I	3	UXD 60104 – Usability I	3
IAKM 60105 – Information Technologies	3	moved to electives, UXD 60110	
IAKM 60120 – User Experience Design Principles and Concepts	3	UXD 60001 – User Experience Design Principles and Concept	3
IAKM 60121 – User Experience Design in Practice	3	UXD 60002 – User Experience Design in Practice	3
		UXD 60106 – Content Strategy I	3
Electives (6 credit hours), choose from:		Electives (12 credit hours), choose from:	
IAKM 60110 – Content Management Systems	3		
IAKM 60111 – Online Branding	3		
		UXD 60110 – Information Technologies (moved from core)	3
IAKM 60112 – Information Architecture II	3	UXD 60111 – Information Architecture II	3
IAKM 60113 – Researching the User Experience II	3	UXD 60113 – Researching the User Experience II	3

CURRENT		PROPOSED	
IAKM 60114 – Usability II	3	UXD 60114 – Usability II	3
		UXD 60116 – Content Strategy II	3
IAKM 60691 - Seminar in IAKM	1-3	UXD 60691 – Seminar in User Experience Design	1-3
IAKM 61095 – Special Topics in IAKM	1-3	UXD 61095 – Special Topics in User Experience Design	1-3
IAKM 60792 – Internship in IAKM		UXD 60792 – Elective Internship in User Experience Design	1-3
		All UXD graduate courses may apply toward electives. Up to 6 credit hours of HI, KM, LIS courses may count as UXD electives.	
Final Requirement (3-6 hours), choose one		Final Requirement (3-6 hours), choose one	
IAKM 61081 - Capstone Experience	3		
IAKM 61096 – Individual Investigation	3		
		UXD 66090 - Professional Portfolio Design and Assessment	3
		UXD 66092 – Master’s Internship in User Experience Design	3
IAKM 61098 - Master’s Project	3	UXD 66098 - Master’s Project in User Experience Design	3
		UXD 66198 - Master’s Research Paper in User Experience Design	3
IAKM 61199 - Thesis I 6 (total)	6	UXD 66199 - Thesis I 6 (total)	6
Total	36	Total	36

A copy of the Course Description Catalog is included in Appendix I.

The user experience design major will be offered online as it has been since its inception. Courses are offered on a regularly scheduled rotation, as 7-week online courses. Each semester, four courses are offered:

- Two introductory courses, UXD 60001 and 60002, offered for incoming students
- Two additional courses for students who have completed the introductory courses.

Students have the opportunity to focus on one course at the time, allowing them to complete the program in two years.

Admissions and Graduation Criteria

The admission standards and procedures for the MS program at SLIS are in line with the general university admission policy. A regular admission is granted to applicants who have an

undergraduate GPA of 3.0 or higher or another master's degree with a graduate GPA of 3.0 or higher. In addition to the application, prospective students must submit official transcripts, a resume, a statement of purpose, and three letters of reference. For the proposed new major, applicants who do not meet the minimum GPA requirement must submit a Statement of Exception to be considered for conditional admission. The Statement must address educational and professional experience, interest in the program, career goals, and how the program, of study will help actualize the student's professional objectives.

Additionally, SLIS admission standards and procedures are periodically reviewed by the Admissions and Awards Committee. Changes in standards must be approved by the Faculty Advisory Committee and the University.

At the end of each semester, a listing of all students with a GPA below 3.0 and students who received a B- or below in any course or U in any is generated. In addition, a list of students with conditional admission status is also generated. The Graduate Coordinator reviews these reports and prepares a Student Achievement Evaluation Report at the end of each semester, which is sent to the student and their academic advisor with recommendations for improvement.

At the completion of the program, for each student a graduation clearance audit is performed to ensure all program requirements are met. Students must achieve a cumulative GPA of 3.0 or above, successfully complete all core requirements (with a grade of C or above), successfully complete the required number of electives, selected in consultation with their advisor, and complete one of the four options for the final requirement.

Faculty

Since its inception, the concentration in user experience design has operated through a sleek program model that does not rely on a large faculty, but rather a small faculty dedicated to the creation of quality curriculum at the leading edge of education in the nascent discipline. The addition of part-time faculty direct from practice enables a creative and collaborative environment, not unlike the ideal professional environment in user experience design. Students interact with this rich, supportive environment through their classes, projects, and advising.

Currently, support for student success in user experience design includes:

- 3.5 full-time faculty members dedicated to the development of the program in user experience design, teaching, and advising
- Up to 22 part-time faculty members who are top working professionals teaching courses that will provide the skills for success in employment
- Associated faculty in the School of Library and Information Science who teach courses, advise students for their program of study and career paths, and guide students on final projects
- Associate faculty and staff who support students in application and admission processes, program progress, and graduation clearance

The following table provides some basic information about the current faculty teaching exclusively in the User Experience Design program. A copy of their Curriculum Vitae is included in Appendix II.

NAME	POSITION	HIGHEST DEGREE	Started Teaching at SLIS	UXD courses taught
Robins, David	FT TT, Associate Professor	PhD in Information Science	Fall 2004	IAKM 60101 - Information Architecture I; IAKM 60102 - Information and Visual Design; IAKM 60104 - Usability I; IAKM 60105 - Information Technologies; IAKM 60112 - Information Architecture II; IAKM 60120 - UXD Principles and Concepts; IAKM 60121 - UXD in Practice; IAKM 61081 - Capstone Experience; IAKM 61098 - Master's Project; IAKM 61199 - Thesis I; IAKM 61299 - Thesis II
Sherman, Paul	FT NTT, Assistant Professor	PhD in Psychology	Fall 2013	IAKM 60101 - Information Architecture; IAKM 60103 - Researching the User Experience I; IAKM 60104 - Usability I; IAKM 60105 - Information Technologies; IAKM 60106 - Content Strategy I; IAKM 60113 - Researching the User Experience II; IAKM 60114 - Usability II; IAKM 60116 - Content Strategy II; IAKM 60120 - UXD Principles and Concepts; IAKM 60121 - UXD in Practice
Woods, Daniel (Ben)	FT NTT	MS - IAKM, MBA	Spring 2011 as PT Instructor; Fall 2016 as FT NTT	IAKM 60102 - Information and Visual Design; IAKM 60113 - Researching the User Experience II; IAKM 60121 - UXD in Practice; IAKM 60693 - WKSP: Rich Media Experience; IAKM 60693; IAKM 60639 - Image Editing and Optimization; IAKM 60693 - Basic Website Coding;
Roll, David	FT NTT (1/2 for SLIS), Assistant Professor	MA in Visual Communication Design	Fall 2015	IAKM 60121 - UXD Principles and Concepts
Berlin, Daniel	PT Instructor	MBA, MS - Human Factors in Information Design	Fall 2014	IAKM 60105 - Information Technologies
Bond, Sarah	PT Instructor	MS - IAKM	Summer 2016	IAKM 60105 - Information Technologies;

NAME	POSITION	HIGHEST DEGREE	Started Teaching at SLIS	UXD courses taught
Bonzon, Denise	PT Instructor	MS in Applied Cognition & Neuroscience / Human Computer Interaction	Summer 2015	IAKM 60121 - UXD in Practice;
Ganey, Harris (Neil)	PT Instructor	PhD in Psychology - Applied Experimental / Human Factors	Spring 2016	IAKM 60103 - Researching the User Experience I;
Hood, Darren	PT Instructor	MS-IAKM, MS - Information Management for Executives	Fall 2015	IAKM 60103 - Researching the User Experience I; IAKM 60116 - Content Strategy II
Kelly, Valerie	PT Instructor	MA - Journalism and Mass Comm, MS - IAKM	Spring 2012	IAKM 60105 - Information Technologies
Line, Joshua	PT Instructor	MLIS & MS-IAKM	Fall 2015	IAKM 60106 - Content Strategy I; IAKM 60113 - Researching the User Experience II
Manganelli, Joe	PT Instructor	PhD in Planning Design & the Built Environment	Spring 2015	IAKM 60101 - Information Architecture; IAKM 60106 - Content Strategy I; IAKM 60112 - Information Architecture II; IAKM 60121 - UXD in Practice;
Mercer, Susan	PT Instructor	MS in Human Factors in Information Design	Spring 2015	IAKM 60104 - Usability II
Orrick, Ericka	PT Instructor	MS in Industrial Engineering: Cognitive Human Factors	Summer 2015	IAKM 60101 - Information Architecture
Pytlik, Kelsey	PT Instructor	MS - IAKM	Summer 2015	IAKM 60101 - Information Architecture; IAKM 60113 - Researching the User Experience II

NAME	POSITION	HIGHEST DEGREE	Started Teaching at SLIS	UXD courses taught
Randall, Angela	PT Instructor	MLS	Summer 2015	IAKM 60101 - Information Architecture; IAKM 60103 - Researching the User Experience I; IAKM 60113 - Researching the User Experience II; IAKM 60120 - UXD Principles and Concepts
Shipka, Andrew	PT Instructor	MS-IAKM	Spring 2015	IAKM 60104 - Usability I; IAKM 60112 - Information Architecture II;
Starmer, Samantha	PT Instructor	MLIS	Summer 2014	IAKM 60103 - Researching the User Experience I; IAKM 60120 - UXD in Practice
Surla, Stacy	PT Instructor	MA in Literature	Summer 2014	IAKM 60113 - Researching the User Experience II; IAKM 60121 - UXD in Practice
Von Hendrix, Rachel	PT Instructor	MLIS & MS-IAKM	Fall 2015	IAKM 60116 - Content Strategy II;

Note: Courses listed reflect current course numbering under the IAKM prefix and number. Faculty will continue teaching the equivalent course under the UXD prefix and number.

Full-time faculty maintain strong connections with the various professional associations and professionals in the field to inform the development of the curriculum. In doing so, they have established Kent State University as a highly-respected graduate program in user experience design.

As mentioned above, other SLIS full-time faculty teach a number of courses that are required, for example, Dr. Marcia Zeng, a renowned research in the area of knowledge organization, has developed and teaches the required Knowledge Organization Systems and Structures course. Other faculty teach elective courses available to the UXD students and often work with them on research projects, including supervision of Thesis or Research Papers. Other Full-time SLIS faculty who can teach in UXD courses or participate in Theses as chair or committee members include:

- Emad Khazraee, PhD
- Lala Hajibayova, PhD
- Miriam Matteson, PhD
- Rebecca Meehan, PhD
- Athena Salaba, PhD
- Yin Zhang, PhD

There has recently been an addition of one full-time faculty member (Ben Woods) and a full-time faculty member appointed jointly to the School of Visual Communication Design and the School of Library and Information Science (David Roll) who will spend half-time teaching and

developing content for the User Experience Design program. User experience design has been closely connected with the School of Visual Communication Design for several years. Faculty have worked together to co-teach courses of interest to students in both programs and where expertise between faculty overlap. There are more than 20 part-time faculty members available to support the resurgent program. The part-time faculty for UXD are highly-regarded professionals and content experts in UXD-related jobs.

Our curriculum and commitment to theory and research is growing along with this nascent, yet growing, field. 15 years ago, when this program was begun, it was necessary for our curriculum to be predominantly developed to deliver skills and knowledge from practice. However, as the field is beginning to mature, and as our curriculum has stabilized, we are now committed to developing leadership in the discipline through the development of research agendas to support practice and to advance knowledge rather than to simply reflect it. In order to do so, we will seek to grow our faculty with tenure track positions in the area of human-computer interaction, cognitive science and library and information science. The theory and knowledge brought from those areas will provide a base on which UXD can develop as an academic discipline and deepen our involvement with practitioners. We see the need to elevate the UXD program to a leader in advancing the research mission of the MS and ultimately contributing to the CCI PhD program in a meaningful way.

Other Support

In the initial stages of the Office of Continuing and Distance Education (OCDE), Kent State University implemented a system of support for programs with the goal of establishing a national reach in online learning. This system of “Strategic Initiatives” provides focused support for pedagogical and online delivery for programs in it. The User Experience Design concentration was one of the first chosen as a Strategic Initiative.

Strategic Initiative programs receive support from OCDE at Kent State University in the form of instructional design and the building of courses in Blackboard. Kent State University, through OCDE, has made great strides in developing support for not only the delivery of high-quality online courses, but also support for online students.

In addition, Kent State University has entered into an agreement with Everspring Partners to help provide support in the form of marketing, application procedures, student orientation, time management, and monitoring student participation.

The user experience design program began in Fall 2001 with the IAKM degree program, but in another form across two concentrations (information architecture and information use/usability). The program evolved as the related professions did. One significant change was a name change from Information Architecture to User Experience Design for Fall 2009. This change was fully supported by professionals and seen as an important step in the evolution of the profession and the program.

Program Need

Interest in the three concentrations of the Master of Science in IAKM has increased. Each of the concentrations is now significantly distinct that students and employers are increasingly interested in a unique program focusing in knowledge management, health informatics, or user experience design.

Since 2011, applications to the Master of Science have increased by 95 percent with 115 applications received in fall 2015. This is mainly due the strong growth in the UXD concentration, and with a partnership with Everspring Partners and their marketing and recruitment efforts.

Enrollment History

The current User Experience Design concentration that has received has seen a large increase in both admissions and enrollment, as a result of independent and targeted recruitment efforts by an external partner. Having and being able to recruit for distinct Master of Science programs in User Experience Design will increase the visibility of the program and will be much more attractive to potential students but also to employers.

User experience design (UXD) has become a clearly established discipline and the time has come to elevate it from a concentration under the umbrella of IAKM to a major in its own right. User experience design has established professional stature and shown increased need for educated professionals across all sectors. Creating a new major will allow the user experience design program to have full control over its individual curriculum to not only adhere to standards in UXD, but to lead the development of standards in graduate education for the discipline.

For each semester in the chart below, the total number of UXD student enrollments are indicated. Information is based on the Kent State University Institutional Research 15th Day Student Enrollment Report.

Major	Concentration	Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014	Spring 2015	Fall 2015	Spring 2016
IAKM	Not declared	9	7	7	5	3	1	3	3
IAKM	UXDE	27	31	40	47	90	112	154	178

The UXD concentration has grown its enrollment by 217% since the summer of 2014. In part, this increase is due to the efforts of UXD's third party partner, Everspring Partners. This enrollment increase is testament to the tremendous interest in UXD as a field, and to the fact that Kent State has been a leader in offering a UXD program.

In order to maintain a leadership role in user experience design education, making UXD a major as opposed to a concentration would be a clear indication of the growth and health of the discipline of user experience design as a sustained discipline. This change is primarily a change of structure, not offering. The program is currently sustainable and will continue to be so after

this change. Students however will see better success upon graduation with a clearer focus (major) in user experience design rather than information architecture and knowledge management, making it easier for employers to understand the foundation graduates have received in their Master of Science program. The program goal for growth is to sustain 200 students. That goal is achievable through the work with Everspring, which markets and recruits for the program as well as maintains some level of student support to ensure retention. Everspring's market research proved the viability of the growth of this program and has shown that it is attracting students from all of the major IT centers in the U.S.

Job Outlook for User Experience Design

The Bureau of Labor Statistics does not yet have a category specifically called "User Experience Design." The closest category available is "Web Developer," which they define as those who "...design and create websites. They are responsible for the look of the site. They are also responsible for the site's technical aspects, such as its performance and capacity, which are measures of a website's speed and how much traffic the site can handle. In addition, web developers may create content for the site." (<http://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>, searched June 24, 2016)

This definition closely resembles what a UXD professional does, and is close enough for the purposes of our discussion here. UXD professionals do, in fact, design web sites and in some cases create them. They are also responsible for the conceptual structures of web sites (and mobile applications), and for content. While they are responsible for the look and feel of sites, they are also responsible for making sure that sites are easy to use.

Outlook

The outlook for UXD professionals is good. The Occupational Outlook Handbook states that Web Developer positions will have a 27% job growth rate for the time period between 2014 – 2024, which they characterize as "much faster than normal." For the same time period, they estimate an increase of 39,500 jobs. They show the median salary in this field to be \$64,970 per year (or roughly \$31.23 per hour). (<http://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>, searched June 24, 2016)

Currently, a search of the job site Indeed.com for the terms "user experience" (limited to the United State) produced 197,079 results. We doubt that 197,079 full-time jobs exist. Among those numbers may be internships, part-time jobs, or even jobs with "User Experience" in their titles that might not actually be User Experience positions. However, those results do indicate a strong hiring economy for UXD professionals.

(<http://www.indeed.com/jobs?q=user+experience&l=United+States>, searched June 24, 2016)

Recent searches on job sites for the terms "User Experience" yielded the following results.

Search System	Number of results	Date Searched
Indeed.com	193,540	1/11/2016
Monster	"1,000+"	1/11/2016

Search System	Number of results	Date Searched
LinkedIn	6,807	1/11/2016
CareerBuilder	13,383	1/11/2016

Obviously, there is considerable variance in these results, but the fact remains that there are many UXD jobs, and that UXD is a growing field.

Among the organizations that have hired our 69 graduates (since 2010) are:

- American Greetings Interactive
- Federal Reserve Bank of Cleveland
- NASA Glenn Research Center
- Google
- Case Western Reserve University
- Society of Grownups (Mass Mutual Learning Initiative)
- Hyland Software
- Bosch
- Marriott
- Wells Fargo
- U.S. Bank
- Lending Club
- Yahoo
- Rosetta
- Consumer Reports
- Ernst & Young
- Nestle Research & Development
- Fidelity Investments
- Medical Mutual Ohio
- Westfield Group/Westfield Insurance
- OCLC
- KeyBank
- GoDaddy.com
- Intel Corporation
- Sherwin-Williams

Prospective Growth in User Experience Design

Interest in the user experience design major has significantly increased with online delivery. In the summer of 2014, there were 62 students in the UXD concentration. In the spring of 2016, there are over 216 enrolled. This represents a 248 percent growth in enrollment in a 17-month period. When the concentration launched its online delivery there were 200 prospective students on a list waiting to be notified of the program's availability online. Since fall of 2014, the user experience design focus in the Master of Science has admitted between 35 and 50 students per semester, and has had to ask some students to hold admission to an upcoming semester in order to be able to fully support the students

Access and Retention of Underrepresented Groups

Since the establishment of the Master of Science in IAKM and the subsequent updates and additions of concentrations, the recruitment goals have been relatively broad in order to build a student body rather than targeting specific groups. Despite this generic approach we can still claim that 22 percent of our current students are minorities. In addition, 56 percent of our students are female, which matches the trend in graduate school, but not necessarily in the professional areas. The UXD concentration has seen an even larger increase of underrepresented groups the last few years, since the overall increase in enrollment. Since 2014, the percentage of minorities has grown from about 20% to 35% of the new student body (excluding those who chose not to report ethnicity).

The following table shows a breakdown, for each year, by ethnicity of New Enrolled UXD graduate students:

MAJOR	MAJOR_CONC	ETHNICITY	2012	2013	2014	2015	2016
IAKM	UXDE	Asian	1		1	3	2
IAKM	UXDE	African-American	1		5	6	3
IAKM	UXDE	Foreign			1	2	
IAKM	UXDE	Hispanic			5	6	5
IAKM	UXDE	Multi-Racial			2	2	2
IAKM	UXDE	Native American					
IAKM	UXDE	White	2	5	35	72	22
IAKM	UXDE	Not Reported	4	18	4	8	4

The table below, shows a breakdown of UXD graduating students by ethnicity:

MAJOR	MAJOR_CONC	ETHNICITY	2012	2013	2014	2015	2016
IAKM	UXDE	Asian	0	0	1	0	2
IAKM	UXDE	African-American	2	1	1	0	1
IAKM	UXDE	Foreign	1	1	1	0	0
IAKM	UXDE	Hispanic	0	0	0	0	1
IAKM	UXDE	Multi-Racial	0	0	0	1	1
IAKM	UXDE	Native American	0	1	0	0	0
IAKM	UXDE	White	12	9	9	10	24
IAKM	UXDE	Not Reported	0	1	0	0	2

Note that the numbers are not reported based on cohorts. Therefore, the two tables do not represent the same students. Data extracted from the Kent State University Institutional Research reports.

The School of Library and Information Science is undertaking an effort to recruit from colleges and universities in Ohio with traditionally high levels of minority enrollment such as Wilberforce, Central State, and Cleveland State University to increase awareness and interest in the programs available through the School including the Master of Science.

The College of Communication and Information is adding two new staff members: a Student Recruiting Specialist and an Academic Diversity Outreach Coordinator. Both of these additions will greatly benefit our efforts to recruit and retain a diverse student body.

Last, there is a strong advising component to all SLIS programs, including the existing Master of Science in IAKM program, and students receive excellent guidance from their faculty advisors in

regards to their course of study as well as professional development. Such advising positively impacts retention and graduation.

Statewide Alternatives

In the State of Ohio, an equivalent graduate program does not exist. There are a handful of programs nationwide, but each with a slightly different perspective, such as Human Computer Interaction with a focus in computer science or Interaction Design with a focus on graphic design. Despite the lack of direct competition in Ohio universities, there is potential for collaboration with complementary programs and faculty whose research interests include user experience design. Specific targets for collaboration include the Interactive Media Studies Program at Miami University of Ohio, the School of Media Arts and Studies at Ohio University, and the School of Visual Communication Design at Kent State University.

In terms of location, although this is an online program, it is important to note that with the School's Columbus location, the UXD major has opportunities to expand specifically in Columbus, which boasts the 14th largest job market for UXD in the country.

Similar Programs in Ohio

Miami University offers an MFA in Experience Design. It is a collaboration between a number of programs including Interactive Media Studies, Studio Art, Social Entrepreneurship, Computer Science, and Engineering. This program only accepts eight students per year, and it is not an online program. Kent State's online UXD program is rooted more firmly in its background with the School of Library and Information Science, particularly in the areas of User Research, Information Architecture, Content Strategy and Knowledge Organization. Miami's MFA program does not offer these courses.

In Other States

Programs with the specific title of User Experience Design are not at all common. There are, however, programs with other names that might or might not offer similar curricular content to the proposed MS in User Experience Design at Kent State University.

For example, Stanford University and Carnegie Mellon University both offer Master's degrees in "Design." Specifics on their curricula are not readily available, but in one way or another, they most certainly offer courses and lab work that emphasize user-centered design. While Kent State's current UXD emphasis is on web and mobile design, those two programs have a wider emphasis including Interaction Design, Industrial Design, Service Design and User Experience Design.

A field closely related to UXD is Interaction Design, which is the design of actions users take when directly interacting with an interface. We consider Interaction Design to be an integral part of User Experience Design, but not sufficient to address the entire process of UXD. The KSU UXD program addresses a wider array of disciplines including User Research, Interaction Design, Information Architecture, Usability and Content Strategy.

The University of Baltimore offers a MS in Interaction Design & Information Architecture, and this program may be the closest in emphasis to the KSU UXD program. They offer courses similar to the KSU degree, and some web programming, which KSU does not offer.

Quinnipiac University has just begun offering MS in Interactive Media (fully online program). It is not clear from their web site exactly what courses they offer, but they rank highly in Google searches for “UXD programs.”

Finally, many universities across the country offer degrees in Human Computer Interaction (HCI). This discipline is similar to UXD in that it considers human needs in the design of computer systems, but in most cases, HCI is more academic in its emphasis, often leading to PhD work. HCI is often housed in Computer Science units. UXD at Kent State is more professionally focused. Its main goal is to educate people who can take positions of leadership in the professional world where there is a dearth of such expertise. For these reasons, we do not consider ourselves direct competitors with HCI programs.

As previously mentioned, the School of Library and Information Science plans to continue to offer the user experience design program completely online. Despite the lack of comparable programs across the state, user experience design at Kent State University will provide the opportunity to serve students across the State of Ohio rather than just regional students.

External Support

The User Experience Design concentration of the Master of Science in IAKM is currently approved for contractual arrangement with Everspring Partners. Everspring provides marketing, recruitment and retention services for the program, enabling growth of the program.

Memos from organizations employing user experience designers and researchers is evidence of support for the program. Letters of support can be found in Appendix III.

School of Library and Information Science

MS in User Experience Design Catalog Copy and Keywords

Catalog Copy

Information Architecture and Knowledge Management - M.S. [print](#)

[Kent State University 2015 Catalog](#) > [College of Communication and Information](#) > [Graduate Programs](#) > [Information Architecture and Knowledge Management - M.S.](#)

College

College of Communication and Information

Resources

- [Program Requirements](#)
- [Academic Policies](#)

Department

School of Library and Information Science

E-mail: slisinfo@kent.edu

Tel: 330-672-2782

Fax: 330-672-7965

Web: www.kent.edu/slislis

Description

The Master of Science in Information Architecture and Knowledge Management consists of three concentrations: Health Informatics, Knowledge Management and User Experience Design.

Health Informatics is the science of evaluating, implementing, and utilizing technology to manage all information related to the patient care delivery process: clinical, financial, technological and enterprise-wide. Three major components comprise the health informatics discipline. The Information Systems component focuses on such issues as information systems analysis, design, implementation, management and leadership. The Informatics component is concerned with the study of structure, function and transfer of information, socio-technical aspects of health computing, and human-computer interaction. Lastly, the Information Technology component focuses on computer networks, database and systems administration, security, and programming. The field also draws contributions from computer science, the clinical sciences, social and organizational influences and business practices. Health informatics professionals typically work in managerial, analytical, consultative and executive roles.

The skills and tools required to manage a knowledge organization build upon, but are different from, those required to manage an industrial-era organization. These new skills and tools are found in the emerging domain of **Knowledge Management (KM)**. KM organizations of all types, in all sectors of the economy, face a growing need for knowledge management professionals. In fact, knowledge organizations are created and sustained by KM professionals working side by side with corporate executives, business and subject matter experts. A knowledge organization works smarter at the organizational, the community and the individual level because KM professionals envision and strategically manage the organization's knowledge, design knowledge architectures and build technologies that enable the organization to work smarter, and facilitate KM on a daily basis. Kent State is taking a leadership role in developing standards and competencies that define the field. Students learn best practices from their fellow students, many of whom are also professionals working in KM, and through courses or internships they get real-world, practical experience.

User Experience Designers engage in a variety of design activities that help produce aesthetic interfaces and also help organizations meet business goals. UXD addresses the structural, informational, psychological and emotional aspects of what makes a successful user interface, whether it's Web, mobile, tablet or any other device. At Kent State University, User Experience Design is thought of as a process where students learn, understand, imagine, evaluate and inform. The design team begins by gathering data/information about users, clients, the organizational culture, common tasks and work environments. After sufficient data/information is gathered, the team seeks to understand the context in which the project will be undertaken. This phase is the bridge between data collection and design. Design in the imagine phase involves brainstorming, iterative prototyping and critiquing. The design team needs to constantly evaluate their designs to see if they work in the real world. This may involve usability testing at Kent State's usability lab, eye tracking studies, paper prototyping or heuristic evaluations. The results of design must be communicated to appropriate audiences. This informing process involves giving presentations to clients and stakeholders, report writing and other forms of communication. Graduates of the program will come away with a solid understanding of usability, content strategy, information architecture and user research.

The Master of Science in Information Architecture and Knowledge Management can be part of a dual degree option with any other master's program, including the Master of Library and Information Science (M.L.I.S.).

Admission Requirements

Official transcript(s), three letters of recommendation, TOEFL or IELTS for international students, goal statement and resume. For more information about graduate admissions, please visit the [Graduate Studies](#) website.

Graduation Requirements

A minimum of 36 credit hours is required for the Health Informatics and User Experience Design concentrations. A minimum of 42 credit hours is required for the Knowledge Management concentration. Program plans must be approved by faculty advisors. A three-course, 9-credit core is required of all students. Students in each concentration are encouraged to select elective courses from the other two concentrations.

Thesis/ Dissertation

To complete the Master of Science, students must submit one of these: A Thesis (6 credits), Master's Project (3 credits), Capstone Experience (3 credits) or Individual Investigation (3 credits). To be approved, an Individual Investigation must provide a synthesis of the student's coursework.

Information Architecture and Knowledge Management - M.S. Program Requirements

[Kent State University 2015 Catalog](#) > [College of Communication and Information](#) > [Graduate Programs](#) > [Information Architecture and Knowledge Management - M.S.](#) > [Information Architecture and Knowledge Management - M.S. Program Requirements](#)

CORE PROGRAM REQUIREMENTS (6 credits)

Course		Title	Credits
IAKM	60002	Knowledge Organization Structures, Systems and Services	3
Elective			3
CONCENTRATION PROGRAM REQUIREMENTS (27-33 credits) <i>Choose one of the following concentrations</i>			
Health Informatics			
IAKM	60301	Foundational Principles of Knowledge Management	3
IAKM	60401	Health Informatics Management	3
IAKM	60402	Legal Issues in Health Informatics	3
IAKM	60403	Health Information Systems	3
IAKM	60410	Health Records Management	3
Electives: choose from the following four elective courses whether in their own area of concentration or from any of the other concentrations			12
IAKM	60411	Clinical Analytics (3)	
IAKM	60691	Seminar in Information Architecture and Knowledge Management (1-3)	
IAKM	61095	Special Topics in Information Architecture and Knowledge Management (1-3)	
Courses from other concentration or approved courses from participating disciplines: BAD, COMM, CS, JMC, VCD.			
Knowledge Management			
ECON	62015	Economics of Information	3
IAKM	60301	Foundational Principles of Knowledge Management	3
IAKM	60302	Foundations of Document Management	3
IAKM	60303	Knowledge Assessment and Evaluation	3
IAKM	60305	Communities of Practice	3
IAKM	60306	Organizational Culture Assessment	3

IAKM	60307	Organizational Learning	3
Electives: <i>choose four elective courses whether in their own area of concentration or from any of the other concentrations; or approved courses from participating disciplines: BAD, COMM, CS, JMC and/or VCD.</i>			12
User Experience Design			
IAKM	60101	Information Architecture I	3
IAKM	60102	Information and Visual Design	3
IAKM	60103	Researching the User Experience I	3
IAKM	60104	Usability I	3
IAKM	60105	Information Technologies	3
IAKM	60120	User Experience Design Principles and Concepts	3
IAKM	60121	User Experience Design in Practice	3
Electives: <i>choose from the following: two elective courses whether in their own area of concentration or from any of the other concentrations</i>			6
IAKM	60110	Content Management Systems (3)	
IAKM	60111	Online Branding (3)	
IAKM	60112	Information Architecture II (3)	
IAKM	60113	Researching the User Experience II (3)	
IAKM	60114	Usability II (3)	
IAKM	60691	Seminar in Information Architecture and Knowledge Management (1-3)	
IAKM	61095	Special Topics in Information Architecture and Knowledge Management (1-3)	
Courses from other concentration or approved courses from participating disciplines: BAD, COMM, CS, JMC, VCD.			
THESIS, MASTER'S PROJECT OR CAPSTONE EXPERIENCE REQUIREMENTS (3 or 6 credits)			
IAKM	61081	Capstone Experience	3
IAKM	61096	Individual Investigation in IAKM	3

IAKM	61098	Master's Project	3
IAKM	61199	Thesis I	6
MINIMUM TOTAL			36-42

Certificates

Certificate programs are available for post-Bachelor's students who wish to focus in health informatics or knowledge management without pursuing the full Master of Science program. Each certificate program is a minimum of 18 credit hours with specific requirements. Please see the listing of certificates under the College of Communication and Information in this catalog for more information.

User Experience Design - M.S.

Kent State University 2017 Catalog > [College of Communication and Information](#) > [Graduate Programs](#) > [User Experience Design - M.S.](#)

College

College of Communication and Information

Resources

- [Program Requirements](#)
- [Academic Policies](#)

Department

School of Library and Information Science

E-mail: slisinfo@kent.edu

Tel: 330-672-2782

Fax: 330-672-7965

Web: www.kent.edu/slisis

Description

The Master of Science in User Experience Design (UXD) prepares students for careers where they can apply their solid understanding of usability, content strategy, information architecture, and user research. Graduates will find success in positions such as User Experience Designer.

User Experience Designers engage in a variety of design activities that help produce aesthetic interfaces and also help organizations meet business goals. UXD addresses the structural, informational, psychological and emotional aspects of what makes a successful user interface, whether it's Web, mobile, tablet or any other device. At Kent State University, User Experience Design is thought of as a process where students learn, understand, imagine, evaluate and inform. The design team begins by gathering data/information about users, clients, the organizational culture, common tasks and work environments. After sufficient data/information is gathered, the team seeks to understand the context in which the project will be undertaken. This phase is the bridge between data collection and design. Design in the imagine phase involves brainstorming, iterative prototyping and critiquing. The design team needs to constantly evaluate their designs to see if they work in the real world. This may involve usability testing at Kent State's usability lab, eye tracking studies, paper prototyping or heuristic evaluations. The results of design must be communicated to appropriate audiences. This informing process involves giving presentations to clients and stakeholders, report writing and other forms of communication.

The Master of Science in User Experience Design can be part of a dual degree option with any other master's program, including the Master of Library and Information Science (M.L.I.S.).

Admission Requirements

Official transcript(s), three letters of recommendation, TOEFL for international students, goal statement, and a resume. In calculating the total GPA, all grades from all courses taken at relevant level (baccalaureate or master's) from all institutions are required. Prospective students should complete the application process no later than September 15 for spring admission, January 15 for summer admission and March 15 for fall admission. For further details on admission procedures and deadlines, prospective students should consult the school's web site.

For more information about graduate admissions, please visit the Graduate Studies website.

Program Learning Outcomes

Upon completion of the program, students will be able to:

- Create a portfolio as a means to demonstrate competencies.
- Design and conduct research in a variety of ways necessary to understand users, stakeholders and competitors.
- Apply principles of Information Architecture and Content Strategy to web and mobile design problems.
- Create and evaluate structures to support information and content organization.

- Test and critique existing designs and prototypes by employing usability testing methods.
- Communicate design ideas in a variety of ways to design teams, stakeholders and developers.

Graduation Requirements

A minimum of 36 credit hours is required. Program plans must be approved by faculty advisors. A seven-course, 21 credit core is required of all students.

Thesis/ Dissertation

To complete the Master of Science, students must submit one of these: A Thesis (6 credits), Master's Project (3 credits), Master's Research Paper (3 credits), Master's Internship (3 credits), or Professional Portfolio Design and assessment (3 credits).

User Experience Design - M.S. Program Requirements

[Kent State University 2017 Catalog](#) > [College of Communication and Information](#) > [Graduate Programs](#) > [User Experience Design - M.S.](#) > [User Experience Design - M.S. Program Requirements](#)

CORE PROGRAM REQUIREMENTS (21 credits)

Course		Title	Credits
LIS	60636	Knowledge Organization Structures, Systems and Services	3
UXD	60001	User Experience Design Principles and Concepts	3
UXD	60002	User Experience Design in Practice	3
UXD	60101	Information Architecture I	3
UXD	60103	Researching the User Experience I	3
UXD	60104	Usability I	3
UXD	60106	Content Strategy I	3
Electives. Choose from:			9-12
UXD 60110 Information Technologies (3)			
UXD 60111 Information Architecture II (3)			
UXD 60113 Researching the User Experience II (3)			
UXD 60114 Usability II (3)			
UXD 60116 Content Strategy II (3)			

UXD 60691 Seminar in User Experience Design (3)
 UXD 61095 Special Topics in User Experience Design (3)
 UXD 60792 Elective Internship in User Experience Design (3)

All UXD graduate courses may apply toward Additional Program Requirements. Up to 6 credit hours of HI, KM, LIS courses may count as UXD electives.

FINAL PROGRAM REQUIREMENTS (3 or 6 credits)

UXD	66090	Professional Portfolio Design and Assessment	3
		Or	
UXD	66092	Master's Internship in User Experience Design	3
		Or	
UXD	66098	Master's Project in User Experience Design	3
		Or	
UXD	66198	Master's Research Paper in User Experience Design	3
		Or	
UXD	66199	Thesis I	6
MINIMUM TOTAL			36

User Experience Design Keywords

- Advertising
- Analysis
- Analytical Skills
- Analytical Tools
- Applications
- Applied
- Architecture
- Behavior
- Branding
- Business
- Certification
- Collaborative
- Communication
- Communication Skills
- Communications
- Computer
- Computer Ethics
- Computer Science
- Computer Technology
- Computers
- Consultant
- Consumer Behavior
- Coordinating
- Creation
- Creative
- Creativity
- Critical Thinking
- Critical-Thinking Skills
- Culture
- Customer
- Database
- Decision Making
- Design
- Design Analysis
- Designer
- Development
- Digital
- Digital Media
- Digital Systems
- Disabilities
- Displays
- Diversity
- Drawing
- Editing
- Environment
- Ergonomics
- Extranet
- Foundation
- Globalization
- Government
- Graphic Design
- Graphics
- Graphics Design
- Health
- Health Administration
- Heuristics
- Html
- Human Computer Interaction
- Ideas
- Implementation
- Informatics
- Information
- Information Architecture
- Information Design
- Information Literacy
- Information Technology
- Initiative
- Innovation
- Integration
- Intelligence
- Interactive Computing
- Interactive Media
- Interdisciplinary
- Interfaces
- International
- Internet
- Interpersonal Communication
- Knowledge Base
- Knowledge Bases
- Knowledge Management
- Knowledgebase
- Library
- Library And Information Science
- Linguistics
- Management
- Managing
- Market
- Marketing
- Markets
- Media
- Medical Technology
- Mission
- Mobile Devices
- Model
- Model Building
- Modeling
- Models
- Motivate
- Multimedia
- Multimedia Development
- Multimedia Systems
- Objectives
- Operating System
- Opportunities
- Oral Communication Skills
- Organization
- Organizational Communication
- People
- Pharmaceutical
- Pharmacy
- Planning
- Policy
- Politics
- Presentation
- Problem Solving
- Processes
- Productivity
- Professional
- Programming
- Project Management
- Psychology
- Public Communication
- Public Policy
- Resource Planning
- School Of Library And Information Science
- Slis
- Software
- Software Development
- Software Engineer
- Sports Marketing
- Standards
- Strategy
- Structures
- Systems
- Systems Analyst

- Systems Integration
- Target Audience
- Teamwork
- Tech
- Technology
- Text Analysis
- User Experience Design
- Utilization
- Vcd
- Visual Communication Design
- Visual Communications
- Visualization
- Web
- Web Design
- Web Developer
- Web Development
- Web Site Development
- Workforce Education
- Writing
- Written Communication Skills
- Xml

MS-User Experience Design

Appendix III External Letters of Support

From: Warren Tsang <WTsang@dealersocket.com>
Date: Thursday, January 28, 2016 at 7:37 PM
To: "ROBINS, DAVID" <drobins@kent.edu>
Subject: Testimonial letter from employer of Alesha Arp

To Dr. Robins,

My name is Warren Tsang and I'm the Director of UX Design at [DealerSocket](http://DealerSocket.com). In February of 2015 I hired one of your UXD Master's program graduates, Alesha Arp, as our UX Researcher. I'm told this was 2 months after she completed her degree. I was asked if I'd be willing to provide some feedback on what she's brought to my team.

I was not familiar with your program and she had no actual, prior job experience as a User Researcher. So my decision to hire her was based mostly on her online portfolio of projects she had completed during her degree program and also on her in-person interviews. In this respect I would say your program did a good job in selecting the right types of projects for your students. These projects were able to illustrate that Alesha had the right skill sets I was looking for despite her not having previous job experience to show.

Sometimes the person you think you hired does not pan out in the real work environment. However I'm happy to report that after 11 months here, Alesha has actually exceeded expectations. Her average quarterly performance review scores have been in the 3.2 - 3.6 range. An employee performing to expectations garners a 3.0.

Alesha was well prepared for the requirements of our UX Researcher position and got up to speed very quickly. Her skill set is very well-rounded and on several occasions she was able to contribute at higher levels than I had expected from her. In particular, her expertise in UXD principles/processes, information architecture, and data/knowledge management were put to use immediately. So clearly you and your teaching staff got it right when selecting areas of curriculum for your program.

In closing I just wanted to say I'm very impressed by your program and as a company we've benefited immensely by being able to bring on a UX Researcher of Alesha's capability. Thank you for making this possible.

Warren Tsang
 Director, UX/UI Design
 DealerSocket, Inc.

P:949-900-0300 x663
 F:949-940-1075
 W:www.dealersocket.com

Dr. Robins - This is from Judy Foster my Agency Managing Director at Perficient Digital. Let me know if this doesn't work or you need anything else.
 Derek

This was submitted via LinkedIn:

"Derek has been an integral member of our team for a number of years, and has brought valuable learnings from his classes at KSU, back to the agency. It has allowed him, and the team around him, to strengthen the conversations that are had with our clients and continue to prove our expertise. Derek was a great addition and we would love to welcome more graduates from KSU/UXD in the future".

Judy Foster, Agency Managing Director, Perficient Digital

From: Adam Sonnett <adam.sonnett@openfieldcreative.com>

Date: Monday, October 3, 2016 at 5:35 PM

To: David Robins <drobins@kent.edu>

Subject: UX program - blurb about Julee Peterson

Dr. Robins-

We are excited to have Julee apart of the Openfield Creativef team. She is an extremely passionate and hard worker and takes on challenges with great enthusiasm. Julee's deep knowledge of UX and Interaction design are invaluable. She's a design thinker and her goal is to understand what the user sees and to learn how to direct her work toward their needs.

Hope that helps!

Best,

--

Adam Sonnett

UX Lead

Openfield Creative

From: Dave Robins <drobins@kent.edu>

Date: Thursday, October 13, 2016 at 11:55 AM

Subject: Re: Update on MS proposals

Here is another testimonial that I copied and pasted here from a LinkedIn message:

Here is what Derren provided:

"Jared was able to quickly hit the ground running and demonstrate a holistic approach to both problem solving and design thinking. While it's rare to find students that are equipped to make an immediate impact, he had all of the necessary skills and knowledge to do so. Clearly the KSU/UXD program set him up for success."

Derren Hermann Director, Interaction Design Nationwide

He's referring to Jared Vorkavich, one of our graduates.

If it's too late to include it, I understand.

Dave

David B. Robins, Ph.D.
Associate Professor
Interim Director
School of Visual Communication Design
Kent State University
Kent, OH 44242-0001
Phone: 330.672.5852
drobins@kent.edu

The knowledge that Marc applied from the Kent UXD program to our existing practice inspired the team to explore new techniques and processes. These advanced UX tactics strengthened conversations with our clients and allowed us to demonstrate our expertise. This enduring desire to understand the user's needs and develop concise ways to improve the product will ultimately advance our company. Due to this experience, our department will happily welcome more graduates from the KSU IAKM program in the future.

Dennis Sasinka
Hyland Software
Senior Manager, Development

MS-Health Informatics
MS-Knowledge Management
MS-User Experience Design

Internal Letters of Support

Most letters address all three proposed programs, unless otherwise indicated

In response to:

The school of Library and Information Science respectfully requests your support for the proposed inactivation of the Master's of Science in Information Architecture and Knowledge Management (IAKM) and its three concentrations (Health Informatics, Knowledge Management, User Experience Design), and the proposed elevation of the three concentrations to the following three majors:

Master's of Science in Health Informatics (36-39 credits hours)

Master's of Science in Knowledge Management (36-39 credits hours)

Master's of Science in User Experience Design (36-39 credits hours)

I have enclosed a copy of the Proposal for your review, including rationale and curricular changes.

Best regards,

Athena

Athena Salaba, Ph.D.

Associate Professor

School of Library & Information Science, Kent State University

330-672-0023 | 330-672-2782 (SLIS)

ALL THREE PROPOSED MS MAJORS

From: "CHILD, JEFFREY T." <jchild@kent.edu>

Date: Friday, March 4, 2016 at 3:20 PM

To: Athena Salaba <asalaba@kent.edu>

Subject: Re: IAKM program change - Proposal for MS majors

Hey there Athena -

Please accept this e-mail as support from the School of Communication Studies for the proposed changes in IAKM.

Thanks,

Jeff

--

Jeffrey T. Child, Ph.D.

Associate Professor and Interim Director

Kent State University

School of Communication Studies

PO Box 5190

Kent, OH 44242

Office: (330) 672-1224
Fax: (330) 672-3510

From: "KENNEDY, JAIME D." <jkenned8@kent.edu>
Date: Monday, March 7, 2016 at 1:29 PM
To: Athena Salaba <asalaba@kent.edu>
Cc: Jeff Fruit <jfruit@kent.edu>
Subject: Re: IAKM program change - Proposal for MS majors

Athena,

VCD supports your proposal to move the Health Informatics, Knowledge Management, and User Experience Design concentrations to majors.

Best regards,
Jaime K.

Jaime Kennedy
Interim Director
School of Visual Communication Design
Kent State University
jkenned8@kent.edu
330-672-7856

From: "Coombs, Danielle" <dcoombs@kent.edu>
Date: Tuesday, March 8, 2016 at 9:14 AM
To: Athena Salaba <asalaba@kent.edu>
Cc: "Wasbotten, Thor" <twasbott@kent.edu>, Jeff Fruit <jfruit@kent.edu>
Subject: Re: IAKM program change - Proposal for MS majors

Hi Athena,

Thank you for sending this for our review. The School of Journalism and Mass Communication supports your proposals.

Best,
Danielle

Danielle Sarver Coombs, Ph.D.
Associate Professor/Graduate Coordinator
School of Journalism and Mass Communication
305B Franklin Hall
330-672-8876
dcoombs@kent.edu

From: WALKER, ROBERT
Sent: Friday, March 11, 2016 1:20 PM
To: SALABA, ATHENA
Cc: FRUIT, JEFFREY; WALKER, ROBERT; PETI, SUSAN
Subject: Re: IAKM program change - Proposal for MS majors

Dr. Salaba,

On behalf of the School of Digital Sciences, I would like to express our support for your proposal to inactivate the IAKM major and, in its place, establish majors in Health Informatics, Knowledge Management, and User Experience Design within the Master of Science degree offered by the School of Library and Information Science.

Given the evolution of these three fields over the past decade, separate majors for each seems quite appropriate.

- bob

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Robert A. Walker                                Director, School of Digital Sciences
  rawalkel@kent.edu                            http://www.kent.edu/dsci
  walker@cs.kent.edu                           Professor, Computer Science Department
236 Math & CS Building                          http://www.cs.kent.edu/~walker
  330-672-9105                                Kent State University, Kent OH 44242
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From: Umberger, Wendy
Sent: Monday, March 14, 2016 12:14 PM
To: SALABA, ATHENA
Subject: RE: IAKM program change - Proposal for MS majors

Hi Again Athena,

Our Graduate Curriculum Committee (GCC) met this morning and voted unanimously to support the proposed elevation of the three concentrations (i.e., Health Informatics, Knowledge Management, and User Experience Design) to the following three majors:

- Master's of Science in Health Informatics (36-39 credits hours)
- Master's of Science in Knowledge Management (36-39 credits hours)
- Master's of Science in User Experience Design (36-39 credits hours)

So now you have the support of our College Advisory Committee and GCC. Good luck going forward with this.

Sincerely,

Wendy Umberger

Wendy A. Umberger PhD PMHCNS-BC
Professor and Associate Dean for Graduate Programs
Kent State University
College of Nursing
Henderson Hall, Room 311
Kent, OH 44242
330-672-8813 (O)
440-248-9211 (M)
wlewando@kent.edu

From: "Umberger, Wendy" <wlewando@kent.edu>
Date: Monday, March 7, 2016 at 9:34 AM

To: Athena Salaba <asalaba@kent.edu>

Subject: RE: IAKM program change - Proposal for MS majors

Hi Athena,

I discussed your proposal at our College Advisory Committee this morning and there was unanimous agreement to support it; however, I must also take it to our Graduate Curriculum Committee meeting on March 14, 2016 and get their support. Next Monday after GCC, if it is approved, I will draft an email/letter of support.

Wendy

SUPPORT for MS-KNOWLEDGE MANAGMENT

From: "Spake, Deborah" <dspake@kent.edu>

Date: Sunday, October 30, 2016 at 12:26 PM

To: "Reynolds, Amy" <areyno24@kent.edu>, Athena Salaba <asalaba@kent.edu>

Cc: "ZINGRONE, CATHERINE" <czingron@kent.edu>

Subject: RE: Proposal for MS Knowledge Management major

Amy,

I spoke with the chair of the Department of Economics and have no further questions about your MS in Knowledge Management proposal. The College of Business Administration supports your efforts in proposing this degree.

Thanks for allowing us the opportunity to discuss the proposal.

Deborah

Sent via the Samsung Galaxy Mega® 2, an AT&T 4G LTE smartphone

From: "Spake, Deborah" <dspake@kent.edu>

Date: Thursday, October 27, 2016 at 6:45 PM

To: "Reynolds, Amy" <areyno24@kent.edu>

Cc: Athena Salaba <asalaba@kent.edu>, "ZINGRONE, CATHERINE" <czingron@kent.edu>

Subject: RE: Proposal for MS Knowledge Management major

Hi Amy,

The college has no concerns with the existing knowledge management courses in the proposal. It's the move to replace the Economics course with a new course that appears to be economics-like that raised questions in the college. I understand that the department chair was involved in the discussion, but he was with you in China and we haven't been able to discuss it in person since his return.

Can Therese proceed with the proposal with the existing Econ course listed until we resolve this? I'm out of town, but will call him tomorrow to try to gather more information.

Deborah

Sent via the Samsung Galaxy Mega® 2, an AT&T 4G LTE smartphone

From: "WILLIAMS, DONALD" <dwilliam@kent.edu>

Date: Saturday, March 5, 2016 at 2:32 PM

To: Athena Salaba <asalaba@kent.edu>

Subject: RE: Economics of Information course - ECON 62015

Dear Athena,

The economics department faculty has reviewed the draft proposal and supports the creation of this new course.

Best regards,

Don

Donald R. Williams

Professor and Chairperson

Department of Economics | Kent State University

Room 480 | College of Business Administration

475 Terrace Drive | Kent, Ohio 44242

Ph: (1) 330 672 2366 | Email: dwilliam@kent.edu
