

**Council on Postsecondary Education  
February 11, 2010**

**Master of Science in Instructional Design  
Western Kentucky University**

**ACTION: The staff recommends that the Council approve the Master of Science in Instructional Design (CIP 13.0501) proposed by Western Kentucky University.**

Western Kentucky University proposes a Master of Science in Instructional Design to prepare students to design, develop, deliver, supervise, and evaluate instruction and training in the education sector, the private sector, and the military.

According to the Bureau of Labor Statistics' *May 2008 State Occupational Employment and Wage Estimates*, the average annual salary for these specialists in Kentucky is \$59,060. The Bureau of Labor Statistics' Office of Occupational Statistics and Employment Projections estimates 50 average annual job openings in instructional design in Kentucky between 2006 and 2016 and predicts a 15 percent increase in employment during the same time period.

The program will be delivered through Web-based instruction and listed in the Kentucky Virtual Campus catalog. It will require a minimum of 30 credit hours and will consist of a core of 15 semester hours in specified instructional design courses and a three-credit-hour research tool. The remainder of the courses will be in an area of emphasis that will be selected with advisor approval to meet the professional needs and career goals of each student. A Certificate in Instructional Design will be awarded upon completion of 15 credit hours.

This proposal was posted to the online Kentucky Postsecondary Program Proposal System for review by the Council staff and other postsecondary institutions. The WKU Board of Regents approved the program at its October 30, 2009 meeting.