

University of Maine System  
Board of Trustees

**AGENDA ITEM SUMMARY**

**NAME OF ITEM:** New Academic Program Proposal: M.S. in Digital Marketing Analytics, USM

**INITIATED BY:** David M. MacMahon, Chair

**BOARD INFORMATION:**

**BOARD ACTION:** X

**BOARD POLICY:**

305.1 Program Approval, Review, and Elimination Procedures

**UNIFIED ACCREDITATION CONNECTION:**

As emphasized in the 2023-28 University of Maine System Strategic Plan, unified accreditation is "the mechanism through which our universities and law school are able to maximize resources and capitalize on opportunities for growth and collaboration."

The Academic and Student Affairs Committee of the Board ensures that every effort is made to operationalize unified accreditation in its review of proposed academic programs.

The Vice Chancellor for Academic and Student Affairs has actively explored multi-university collaboration(s) for this proposed academic program with the system-wide Chief Academic Officers Council. The proposed program

\_\_ represents a multi-university collaboration under the condition(s) listed in the background section of this document.

X may represent a future multi-university collaboration under the condition(s) listed in the background section of this document.

\_\_ does not represent a multi-university collaboration under the condition(s) listed in the background section of this document.

**BACKGROUND:**

The USM M.S. in Digital Marketing Analytics fills a unique niche in graduate education, offering a specialized program focused on helping students acquire real-world skills with modern digital marketing methodologies and technologies. Collaborative opportunities are still being explored; no collaborations have been finalized to date. This program is expected to be revenue-positive in year one.

**TEXT OF PROPOSED RESOLUTION:**

That the Academic and Student Affairs Committee forwards this item to the May 18-19, 2025, Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees accepts the recommendation of the Academic and Student Affairs Committee, and approves the Master of Science in Forest Management at the University of Southern Maine.

