

Proposed Title: **Certificate of Proficiency in Performance**

Proposed Effective Date: Fall 2020

I. Justification

The Certificate of Proficiency in Performance provides students with the opportunity to earn within the first four semesters of study, a certificate acknowledging their instruction in the art of performance. This stackable education sequence enhances a student's employment opportunity and augments any degree program with which it is paired.

II. Preliminary Needs Assessment

A search of recent job postings reveals a desire for applicants to have "strong communication skills" and an "ability to communicate with coworkers." In his book, "Grown Up Digital," Dan Tapscott highlights a concern about millennials from the Net-Generation. He argues that many are "poor communicators...net addicted" and are 'losing their social skills." Completion of this degree sequence will help enhance the communication and social skills desired by current employers.

III. Curriculum

Students need to complete 12 hours of credit from the following electives:

COMM 1111 – Individual Events Practicum
COMM 1121 – Individual Events Practicum
COMM 2003 – Public Speaking
COMM 2011 – Debate Practicum
COMM 2021 – Debate Practicum
COMM 2111 – Debate Practicum
COMM 2121 – Debate Practicum
COMM 2013 – Voice & Diction
COMM 2173 – Business & Professional Speaking

ENGL 2043 – Intro to Creative Writing

JOUR 1811 – Broadcast Practicum
JOUR 1821 – Broadcast Practicum
JOUR 2811 – Broadcast Practicum
JOUR 2821 – Broadcast Practicum

MUS 1XXX – Applied lessons (Maximum of 4 credits)

MUS 1301 – Opera Workshop

MUS 1311 – Jazz Ensemble

MUS 1501 – Band

MUS 1511 – Brass Choir

MUS 1521 – Woodwind Ensemble

MUS 1531 – Brass Ensemble

MUS 1541 – Percussion Ensemble

MUS 1551 – String Ensemble

MUS 1571 – University Choir

MUS 1581 – Chamber Choir (Choral Artists)

MUS 1611 – Music Theater Workshop

MUS 1631 – Symphonic Wind Ensemble

MUS 1681 – Concert Chorale

POLS 3433 – United Nations

SEED 2002 – Education as a Profession

TH 2273 – Intro to Theater

TH 2301 – Intro to Theatrical Dance

TH 2331 – Advanced Theatrical Dance

TH 2703 – Acting Theories and Techniques

TH 2711 – Acting Practicum

TH 2713 – Intermediate Acting

TH 2721 – Acting Practicum

IV. Cost

Since this certificate is drawn from current ATU classes and no new faculty positions are needed, it should have no immediate extra costs related to its implementation. As popularity of this certificate increases some classes may see gains in enrollment leading to the need for multiple sections.

V. Enrollment and Marketing

Several sophomore music majors, actively participating non-majors in music, sophomore communication majors, speech education majors, and theater minors are already required to

take many of the classes needed for the certificate. Extrapolating from enrollments in these areas, we estimate that at least 20 and as many as 60 current students will pursue the certificate each year. The certificate will also certainly add to the many attractive offerings at ATU that draw new students. Since this certificate is built out of established classes, it may be possible to retroactively award Certificates of Proficiency in Performance to alumni and former students.