

LETTER OF NOTIFICATION – 8

UNDERGRADUATE CERTIFICATE PROGRAM (6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: Arkansas Tech University
2. Contact person/title: Dr. Jeff Aulgur
3. Phone number/e-mail address: 479.968.0318 / jaulgur@atu.edu
4. Proposed effective date: July 1, 2017
5. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours): Professional Leadership
6. Proposed CIP Code: 52.0213
7. Reason for proposed program implementation:

The certificate in Professional Leadership offers a 15-hours stand-alone solution for individuals currently employed in professional, corporate, management, industrial, and nonprofit positions but whose formal academic background may not have emphasized this skillset. The certificate also offers an opportunity for individuals who have earned some college credit but who have not received a baccalaureate degree to enhance his or her leadership abilities. For these potential students, the certificate in Professional Leadership would serve as a gateway to the Bachelor of Professional Studies degree. Finally, a certificate in Professional Leadership provides current students with an opportunity to enhance their employability before graduation, regardless of their field of study.

The Harvard Business Review (March 2014), published an article entitled “The Seven Skills You Need to Thrive in the C-Suite.” The seven skills are:

- Leadership
- Strategic Thinking
- Technical and Technology
- Team and Relationship Building
- Communication and Presentation
- Change Management
- Integrity

8. Provide the following:

- a. Curriculum outline - List of courses in new program – Underline required courses

PS 3023 Professional Communication*

PS 3133 Applied Principles of Personnel Management*

PS 4443 Professional Leadership*

PS 4543 Workplace Supervision*

PS 4343 Community Development* **OR**

PS 4643 Occupational Globalization and Diversity*

- b. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours): 15 credit hours.

- c. New courses and new course descriptions

PS 4643 Occupational Globalization and Diversity is proposed as a new course in the curriculum of the certificate program in Professional Leadership as well as an upper-division elective option in the Professional Core for the Bachelor of Professional Studies degree.

The proposed course is currently offered as a Professional Studies special topics course.

PS 4643 Occupational Globalization and Diversity

This course will discuss cultural (racial, gender, ethnic, religious) and global diversity in the workplace and classroom. Topics include cultural self-awareness, the impact of demographic changes and projections, issues in cross/intercultural settings, and theoretical perspectives of multicultural education. Applied strategies from personal, leadership and management will be explored.

- d. Program goals and objectives

1. The graduate maximizes written communication skills for management and leadership.
2. The graduate analyzes real-world business solutions based on critical analysis.
3. The graduate constructs professional presentations (written and visual) by conducting formal needs assessment, developing an action plan and proposing a course of action.
4. The graduate interprets the professional and corporate work environment through virtual small-group analysis and solution exercise.
5. The graduate analyzes potential courses of action with consideration to work environment, diversity, and community.

e. Expected student learning outcomes

1. Ability to lead and work in a team structure (professional, industrial or nonprofit). Supports Goals 4 and 5.
2. Ability to make decisions and solve problems from the front-line to the executive suite. Supports Goal 2.
3. Ability to plan, organize and prioritize work (as an individual and for a team). Supports Goal 4.
4. Ability to create and edit written reports, letters, memorandum, and white papers. Supports Goals 1 and 3.
5. Ability to lead in a diverse work environment through assessment, education, and solution implementation. Supports Goals 2, 4 and 5.
6. Ability to produce and deliver professional visual presentations in multiple formats. Supports Goal 3.
7. Ability to lead a front-lines staff or effectively supervise front-line leaders. Supports Goals 4 and 5.
8. Ability to deploy research, project management, negotiation, and analytic skills. Supports Goals 1 and 2.
9. Ability to transition from a front-line leadership role to strategic leadership. Supports Goals 4 and 5.

f. Documentation that program meets employer needs

In a white paper entitled “The Human Factor: The hard time employers have finding soft skills,” Burning Glass (2015) identified communication, writing, and organizational skills as commonly requested across all jobs families and skill levels. These are the top three requested baseline skills overall and are in the top five for every occupational category. Burning Glass further identified supervisory skills across the job market, but specifically in finance, hospitality, sales, manufacturing, and production. In a survey of over 600 employment recruiters, Bloomberg (2015) identified the following skills as less common in academic programs but highly desired by employers: strategic thinking, creative problem-solving, leadership skills, and communication skills. The Center for Creative Leadership (CCL), in a study of 400,000 people across 7,500 companies, found that nearly 70 percent of employers reported that “relational skills are critical for leadership success.” According to CCL, “the inability to develop and maintain relationships is listed as their biggest weakness and the biggest hindrance to a company.” The certificate in Professional Leadership is designed with current employer needs in demand and to develop individuals to serve in a capacity greater than the sum of their parts in his or her respective organization.

g. Student demand (projected enrollment) for proposed program

Conservatively, it is anticipated at least 25 percent of students matriculating with a Bachelor of Professional Studies degree will want to simultaneously earn the

certificate in Professional Leadership (approximately 50 certificates annually). It is expected the immediate response from those not enrolled in a program of study at Arkansas Tech University will be minimal but will develop over time through marketing and outreach efforts. Through internal institutional awareness, it is expected students in a wide array of disciplines will seek to earn the certificate in Professional Leadership to enhance employment opportunities.

h. Program approval letter from licensure/certification entity, if required

Not applicable.

i. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

Arkansas Northeastern College offers a Team Leadership Technical Certificate, designed for individuals seeking to enhance their leadership and management skills. Comparable certificate programs do not exist in the state of Arkansas. For comparative purposes, Florida State University offers a 15 credit hour Leadership Studies Certificate with the stated intent of preparing students for leadership in multiple contexts. Western Kentucky University offers a 14 credit hour certificate in Organizational Leadership to allow students to enhance the understanding of leadership theory and practice while applying it directly to the student's academic or professional area of interest. The University of Georgia offers an 18 credit hour undergraduate certificate in Leadership and Service, which is designed to enhance the leadership skills and orientation to service through the study and practice of leadership.

j. Scheduled program review date (within 10 years of program implementation)

The certificate in Professional Leadership program review will occur concurrently with the next next program review of the Bachelor of Professional Studies program review during the 2022-2023 academic year.

9. Institutional curriculum committee review/approval date: August 22, 2016

10. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark *distance technology courses.

The structure for distance learning is broken into three distinct components for support and coordination:

- Academic Affairs provides program and resource support, approvals for distance learning courses/programs/degrees and oversight to the various schools/colleges within the University Structure. Course and program

approval and oversight for courses and programs that will be delivered by distance technology are identical to the approval and oversight process for face-to-face instruction. The need for the program originates with the departments and the curriculum for the program goes through the same curriculum approval process as all other courses and programs.

- The College of eTECH provides instructional design and training for course creation, quality assurance and methodologies. They also provide video and audio creation and inclusion support.
- The Office of Information Systems, through the Campus Support Center, provides technical support to both faculty and students in computer support, Blackboard (LMS) support, Video recording and playback, assignment submission and other general technical academic support needs.

11. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering. Not applicable.

12. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: October 19, 2016

Board of Trustees Notification Date: October 19, 2016

Chief Academic Officer: Dr. Mohamed Abdelrahman Date: October 19, 2016