

# Pre-Proposal Request Application for a New Program

(5 pages maximum)

Department/Program: English and World Languages/Comm

Contact Person: Dr. Carl Brucker and Dr. Anthony Caton

Proposed Program Title: Technical and Professional Communication

Program Location: Main Campus CIP Code (4-digit): 1303

Degree Level: Associate  Baccalaureate  Master  Doctorate

Program Modality: Online  Face-to-Face  Blended/Hybrid

Stackable with ATU-Ozark: Yes  No  Proposed Effective Date: Fall 2021

## Related ATU Programs Currently Offered (if applicable):

<u>Program Name</u>	<u>CIP</u>	<u>Degree Level</u>
<u>English</u>	<u>13.1305</u>	<u>BA</u>
<u>Communication</u>	<u>9.0101</u>	<u>BA</u>
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## Other Institutions in the State and Region Offering Similar Program:

<u>Program Name</u>	<u>Institution</u>	<u>Degree Level</u>
<u>Technical Comm</u>	<u>New Mexico Tech</u>	<u>BS</u>
<u>Technical Comm</u>	<u>Texas Tech Univ.</u>	<u>BA</u>
<u>Prof. and Tech Writing</u>	<u>UA Little Rock</u>	<u>MA</u>
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**Provide a maximum 5 page narrative for the proposed program and attach relevant documentation.**

Justification/Need for Program (Attach Relevant Documentation):

- State, Regional and National Data Relative to Demand for Program
  - Projected Program Enrollment for 3-5 Years. Based on Internal & External Prospective Students Who Indicate a Commitment (not interest) in Enrolling (consider attrition)
  - Impact on Existing Internal and External Programs (Russellville & Ozark)
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Curriculum Outline

- List Major Courses and Credit Hours (denote new courses with an asterisk)
  - List All Support Courses Required from Other Departments/Programs
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Resources

- Anticipated New Program Costs/Expenses (i.e., faculty (FT, PT, Adjunct)/GAs/staff/lab assistant, supplies, library resources, equipment, space renovations) for 3-5 Years and How Program Will Support
  - Other
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Faculty

- Impact on Workload for Current Faculty
  - Other
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## Proposed New Certificate Program

### Certificate of Proficiency in Technical and Professional Communication

**Proposed Effective Date: Fall 2021**

#### 1. Justification

The proposed certificate program in Technical and Professional Communication will provide a structured advanced certificate to undergraduates who want to enhance their written and spoken communication skills.

#### 2. Preliminary Needs Assessment

In July 2018, the Association of Departments of English released “A Changing Major: The Report of the 2016-2017 ADE Ad Hoc Committee on the English Major.” The report documents the declining number of English majors, down 20 percent since 2012, but notes that “writing specializations were.....most likely to see increased or changed enrollments.”

The *Occupational Outlook Handbook* prepared by the U.S. Bureau of Labor Statistics (<https://www.bls.gov/ooh/media-and-communication/home.htm> ) projects that “Employment of media and communication occupations is projected to grow 4 percent from 2018-2028 .... Demand ... is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.”

More generally, as communication skills are important in any career, the opportunity to add this certificate could be attractive to students in any major. Most students will already be taking 3-9 of the hours toward this certificate as part of general education or their major, so the use of 12-18 hours to add this valuable certificate is a purposeful way to focus elective hours.

#### 3. Curriculum

The proposed degree will comprise 21 hours of courses:

- COMM 2003 Public Speaking or COMM 2173 Business and Professional Speaking
- COMM 3003 Interpersonal Communication or COMM 4063 Organizational Communication
- ENGL 2053 Technical Writing

and 12 hours from the following

- COMM 3013 Intercultural Communication
- COMM 3033 Interviewing
- COMM 3073 Group Communication

## Certificate of Proficiency in Technical and Professional Communication

- COMS 2003 Microcomputer Applications
- ENGL 3013 Systems of Grammar
- ENGL 3023 Introduction to Linguistics
- ENGL 4053 Seminar in Technical Communication

### **4. Cost**

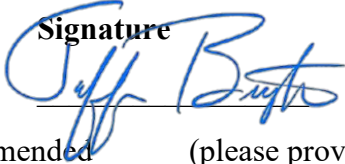
The addition of the certificate program could entail some small additional cost, perhaps as much as 0.5 FTE if there is unexpected demand. We already have the capability to offer all of the required courses and we will be able to accommodate some increase in enrollment without needing additional funds.

### **5. Enrollment and Marketing**

During the first year the certificate program is available we would expect that 5-8 students might declare it. These would likely be English and Communication majors who will already have many of the required courses and will be able to add the certificate easily. Once the existence of certificate program becomes widely known, majors in any other discipline might see the certificate as a way to certify their communication skills, skills that are useful in any career.



**Review Process Recommendation\***

	<b>Printed Name</b>	<b>Signature</b>	<b>Date</b>
Department Head:	_____		_____
	Recommend	Not Recommended	(please provide a brief rationale)
Dean:	_____	_____	_____
	Recommend	Not Recommended	(please provide a brief rationale)
VPAA:	_____	_____	_____
	Recommend	Not Recommended	(please provide a brief rationale)
President:	_____	_____	_____
	Recommend	Not Recommended	

\*A recommendation at the department head or dean level is considered as full support of the pre-proposal. If a pre-proposal is not recommended at the department head or dean's level it should not be sent forward to the VPAA.

**Note:** Recommendation for a pre-proposal should not be considered as a tacit approval of a program proposal. A pre-proposal is preliminary approval to move forward with completing a program proposal. Program approval is not final until all requisite bodies and accreditation entities have approved.

### Justification/Need for the Program

It appears the market for this degree is expanding. The US Bureau of Labor Statistics projects a national 3.6% growth in need for secondary school teachers, a 3.5% growth in need for middle school teachers, and a 3.3% growth in need for elementary school teachers. I could find no labor projection data for the state of Arkansas. We surveyed recent ATU graduates (the last three semesters) about their interest in an online Master of Music Education degree program. Out of the eleven music education students who completed the study, nine (82%) indicated an interest in an online Master of Music Education degree at ATU. There are currently no online options for current or future music educators to pursue a Master of Music Education degree in the state of Arkansas. There are only a few programs in our region offering this option, the closest being the University of Memphis and Tarleton State University in Texas. Another motivation for pursuing an online Master of Music Education degree is that educators with no years of experience can supplement their salary by an average of \$4,650 a year by obtaining a master's degree. Based on the available data, we project initial enrollment to be approximately five to eight students a year with total program enrollment after the first three years to be between ten to fifteen students in the program.

### Curriculum Outline

Required (24 hours):

Supporting courses: EDLD 6113 Action Research and Data Analysis  
EDLD 6313 Principles of Curriculum for School Leadership

New music courses: History and Philosophy of Music Education (3hrs)  
Music Theory & Analysis (3hrs)  
Music Literature (vocal or instrumental 3hrs)  
Contemporary Issues in Music Education (3hrs)  
Psychology of Music (3hrs)  
Action Research Project (3hrs)

Electives (6 hours)

Existing courses: History of American Music (3hrs)  
Music of the World's Peoples (3hrs)

New courses: Applied Lessons (1-3hrs instrument, conducting,  
composition, piano pedagogy)  
Vocal Pedagogy  
Instrumental Pedagogy  
Independent Study



### Possible Course Rotation for Required Courses

	Summer	Fall	Spring
Even Years	Action Research Prin. of Curriculum Music Theory	Hist. & Phil. Of Music Research Proj. Music World's Ppl. Music Literature	Psyc. Of Music Research Proj. Hist. Am. Music Music Pedagogy
Odd Years	Action Research Prin. of Curriculum Music Theory (if necessary)	Cont. Issues Music Research Proj. Music World's Ppl. Music Literature	Music Literature Research Proj. Hist. Am. Music Music Pedagogy

### Resources

One of the advantages of pursuing the addition of this degree option is it would be relatively inexpensive to start and maintain. We anticipate the main expense will be to pay part-time faculty to teach courses currently taught by full-time faculty who will be needed to staff the new graduate courses. There would also be additional instructional expenses associated with applied instruction. The other anticipated cost would be to advertise the program regionally in Oklahoma, Texas, and Missouri with the idea that once we establish the program, we could promote the online degree option on a national scale.

#### Additional Faculty Expense (to be added to part-time faculty/summer school budget)

Summer instruction=	\$ 4,200	
Reassignment of faculty load to part time faculty 3 courses (fall)	\$ 6,300	
Reassignment of faculty load to part time faculty 3 courses (spring)	\$ 6,300	
Total Instruction=		\$16,800

#### Advertisement and Promotion (to be added to music department operating fund budget)

Publications	\$ 2,500	
Conference/Exhibitor Fees and Travel	\$ 5,000	
Total Advertisement and Promotion=		\$ 7,500
<b>TOTAL ANTICIPATED COST PER YEAR=</b>		<b>\$24,300</b>

### Faculty

The current faculty resources are adequate to implement the program. Faculty members who would teach in this program would have a portion of their current load reassigned to part-time faculty so they could teach courses necessary to offer the masters of music education degree program. Faculty who could not have their teaching load reassigned could teach their specialty in one of the summer sessions.