



## **ACADEMIC AFFAIRS**

**May 7, 2021**

**DIGITAL ADVERTISING UNDERGRADUATE CERTIFICATE**

**REQUEST:** Approval of an Undergraduate Certificate in Digital Advertising through the Department of Communication within Potter College of Arts and Letters.

**FACTS:** The Digital Advertising certificate provides opportunities to develop advertising strategies and tactics aimed at targeted audiences. The certificate allows students to research, analyze, evaluate and determine how best to reach specific audiences with their messages. The guided electives provide exposure and creation of verbal and visual content through video, photography, and computers. This 18-hour program equips students with practical skills for workforce success and requires the following courses:

<b>AD 210 or ART 243</b>	Software Studio Digital Media	3
<b>AD 240</b>	Advertising in a Digital World	3
<b>AD 300</b>	Research in Advertising and Public Relations	3
<b>AD 330 or AD 349</b>	Branding Advertising Media	3
<b>Electives:</b> Students must choose 6 hours of electives from BCOM 264 Digital Video Production and Distribution, BCOM 366 Editing I, PJ 131 Introduction to Digital Photography, or PJ 231 Introduction to Photojournalism; AD 330 Branding; AD 349 Advertising Media; UX 340 Programming for Media Platforms		6
<b>Total Hours</b>		18

The certificate is interdisciplinary by design and available to WKU students from any major, or non-traditional students wishing solely to earn this undergraduate certificate. (The Digital Advertising Minor was recommended for transformation at the university and college level after the CAPE review.)

**BUDGETARY IMPLICATIONS:** The Digital Advertising Certificate is composed of existing courses within the communication curriculum and will replace the current Digital Advertising Minor. The department is well staffed to deliver the curriculum with no additional budget resources. The implementation date is Fall 2021.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an Undergraduate Certificate in Digital Advertising to be implemented Fall 2021.

**MOTION:** Approval to establish an Undergraduate Certificate in Digital Advertising with implementation Fall 2021.

# 9999: DIGITAL ADVERTISING

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## In Workflow

1. AR Dean (merrall.price@wku.edu)
2. Provost (rheanna.plemons@wku.edu)
3. Board of Regents (rheanna.plemons@wku.edu)
4. Program Inventory (jennifer.hammonds@wku.edu;%20colette.chelf@wku.edu)

## Approval Path

1. Tue, 16 Mar 2021 19:43:37 GMT  
Merrall Price (merrall.price): Approved for AR Dean
2. Wed, 17 Mar 2021 23:23:28 GMT  
Rheanna Plemons (rheanna.plemons): Approved for Provost

## New Program Proposal

Date Submitted: Tue, 16 Mar 2021 18:34:45 GMT

## Viewing: 9999 : Digital Advertising

## Last edit: Tue, 16 Mar 2021 20:54:59 GMT

Changes proposed by: rhn21118

## Proposed Action

Active

## Contact Person

Name	Email	Phone
Kelley Coppinger	kelley.coppinger@wku.edu	270-745-3296

## Term of Implementation

2021-2022

## Program Reference Number

9999

## Academic Level

Undergraduate

## Program Type

Certificate - Undergraduate

## Department

Communication

## College

Arts & Letters

## Program Name (eg. Biology)

Digital Advertising

## CIP Code

09.0903 - Advertising.

## Will this program lead to teacher certification?

No

Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements

No

## Catalog Content

### Program Overview (Catalog field: Overview tab)

The Digital Advertising certificate provides opportunities to develop advertising strategies and tactics aimed at targeted audiences. The certificate allows students to research, analyze, evaluate and determine how best to reach specific audiences with their messages. The guided electives provide exposure and creation of verbal and visual content through video, photography, and computers. This 18-hour program equips students with practical skills for workforce success.

### Curriculum Requirements (Catalog field: Program Requirements)

Code	Title	Hours
Core Courses		
AD 210 or ART 243	Software Studio Digital Media	3
AD 240	Advertising in a Digital World	3
AD 300	Research in Advertising and Public Relations	3
AD 330 or AD 349	Branding Advertising Media	3
Choose any 2 Elective Courses		6
BCOM 264 or BCOM 366 or PJ 131 or PJ 231	Digital Video Production and Distribution Editing I Introduction to Digital Photography Introduction to Photojournalism	
AD 330	Branding	
AD 349	Advertising Media	
UX 340	Programming for Media Platforms	
An approved AD or ART upper division elective		
Total Hours		18

### Will this program be interdisciplinary?

No

## Relation to Mission and Strategic Plan

### Explain how the proposed program relates to the institutional mission and academic strategic plan.

The Certificate in Digital Advertising will create responsible business leaders with a global awareness. The Certificate in Digital Advertising most directly supports WKU's Strategic Plan in the following ways:

1. Facilitate student advising through a dedicated program advisor who meets with every major student prior to registration and to ensure student completion (Students/3.8),
2. Prepare students for career and life through a focused curriculum that undergoes annual assessment (see 3.B.), integrates high-impact practices, and allows students to tailor their academic and career interests (Students/5.12 and 13),
3. Provide up-to-date classroom technology, addressing technology skills and trends (Hill/3),
4. Integrate high-impact practices in numerous courses, including collaborative learning, particularly in AD 310, AD 330 AD 349 (Hill/3.11),
5. Engage the community through service learning projects Community/1.1)
6. Align courses with business and industry feedback. (see 3.D.) (Community/1.2)
7. Integrate critical thinking, problem solving, and effective collaborative group projects, and interactions throughout curriculum (Community/1.4)

The certificate will provide opportunities for people of the region to be trained with skills to think critically, solve problems, and engage effectively with others; and, a marketable credential for WKU graduates.

### Explain how the proposed program addresses the state's postsecondary education strategic agenda

The certificate will provide opportunities for people of the region to be trained with skills to think critically, solve problems, and engage effectively with others; and, a marketable credential for WKU graduates.

## Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Develop advertising strategy for messages appropriate to audiences, purposes, and contexts	Not required at time of approval
SLO 2	Formulate branded content for self-promotion and commercial enterprise	Not required at time of approval
SLO 3	Generate original digital content using advertising industry tools	Not required at time of approval
SLO 4	Apply advertising strategies to campaigns that connect with consumers on a variety of media platforms	Not required at time of approval

### Specify any distinctive qualities of the program.

The certificate is interdisciplinary by design and available to WKU students from any major, or non-traditional students wishing solely to earn this undergraduate certificate. (The Digital Advertising Minor was recommended for transformation at the university and college level after the CAPE review)

### Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?

No

### Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?

No

### Is access to existing programs limited?

No

### Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.

There are no certificates in digital advertising offered by any universities in the state. The University of Kentucky offers a degree in Integrated Strategic Communication, which includes several courses in communication strategy and media. UK also offers a Digital Media Design major in the School of Art and Visual Studies. But the DMD program is highly focused on creative design, not advertising strategy or media. Murray State University offers a Bachelor's degree in Organizational Communication and Spalding University offers a Bachelor's degree in Integrated Organizational Communication. However, both require substantially more hours than a certificate and are more broadly focused in scope.

Looking beyond Kentucky, Arizona State University offers a Digital and Integrated Marketing Communications concentration for their Marketing majors. Bellarmine University offers a Master's of Science in Digital Media. And one of the more interesting examples of Digital Communication certificates is found at the University of Missouri at St. Louis. UMSL offers a program with 105 hours spanning multiple online courses focused on digital media strategy.

None of these programs are online certificates, with limited coursework, appropriate for professionals or small business owners looking to improve their skills with a stand-alone credential. The WKU Digital Advertising Certificate will fill an attractive niche.

### Describe student demand data for this program.

Student demand for certificates is challenging to capture in Gray Data because certificates are typically value-added rather than the primary reason for a student to attend a particular institution. We therefore turn to current enrollment in the Digital Advertising Minor to provide better evidence of WKU student demand and interest.

The Digital Advertising Certificate replaces the Digital Advertising Minor, which has become somewhat outdated. The same communications strategy used to grow the digital advertising minor from 14 students in 2013 to 51 in fall 2020 will continue. As soon as the certificate is in place, new enrollment in the minor will cease, and it will be phased out.

The Digital Advertising Minor was launched in 2010. Growing from 14 students in 2013 to 51 in fall 2020, the Digital Advertising Minor is among the top ten WKU minors for growth over this period. While the minor has been very successful, we believe that the proposed certificate will be even more so. With just 18 hours, it is more nimble and flexible than the minor at 24, allowing for a greater number of program combinations. Enrollment in certificates doubled at WKU between 2013 and 2017, and since then the policy that allows for certificates to be accepted in place of minors has passed. As a result, we expect enrollment in certificates to further increase.

Certificates are proving to be an attractive option for WKU students. They recognize today's job market requires multiple skill sets. With this in mind, Potter College has created an initiative known as "Expand Your Range." It encourages WKU students to

scaffold their credentials to maximize their appeal to future employers, as well as to learn how to articulate and frame the adaptable and transferable employment skills they acquire in Potter College. The Digital Advertising Certificate is an interdisciplinary pre-professional credential that complements multiple academic disciplines across the university, including Advertising, Broadcasting, Communication, Graphic Design, Journalism, Professional Writing, Public Relations, and Visual Studies in Potter College. Within the broader WKU community, the certificate appeals to students in Entrepreneurship, Marketing, and Recreation Administration, among others. Recruiting at advising and orientation events and conventional campus promotion using targeted email and postcards will support the transition from the minor to a certificate.

But the Digital Advertising Certificate also appeals to students in the workforce who want to enhance their digital advertising skills. With DELO assistance, we will reach out to employers who are looking for professional development opportunities for their employees and are willing to offer tuition assistance. Online marketing via Google keyword searches, and Facebook Placement Ads will be utilized. Students who enroll in this certificate will be introduced to the university and other potential degree programs.

Employment data provided by Gray Associates for certificates is limited. Of the 23 individual metrics used to compile the composite "Employment" Score, 12 read NS for "not scored in rubrics." This is a function of the difficulty of scoring a certificate program; it does not provide any insight into the employability of students who complete the Digital Advertising certificate. Furthermore, although advertising as an academic discipline has existed in the United States for well over a century, digital advertising programs have developed only in the last decade. It's difficult to match existing employment categories due to the very newness of the discipline.

These limitations aside, of the scored metrics, there is evidence that employment openings currently exist for graduates of this CIP code. Total job postings (as measured by online job ads) and Bureau of Labor Statistics (BLS) current and annual job openings all score well. Each scores between the 73rd and 81st percentile, respectively, across both state and national data. This availability of jobs is particularly pronounced in Kentucky, where the number of graduates in this CIP code is small. The BLS job openings per graduate is in the 78th percentile, which is higher than the national norm for this CIP code (68th percentile).

Advertising, promotions and marketing communications management are professional fields that are continually changing. The U.S. Bureau of Labor Statistics currently estimates 286,800 jobs in advertising and promotions management with 38,000 positions in digital media and 127,000 positions in the fields of social media classified as managers and analysts. The jobs in digital and social media are completely new positions created in the past 5 years, due to the growth of the digital technology and the Internet. The digital side of the advertising industry has a clear, growing and long-term demand for individuals with the skill sets that a student who completes the undergraduate digital advertising certificate will have.

Students in the program have the opportunity to intern at ImageWest, an agency providing professional experiences for our students since 1988. In addition, we provide credits for internships through COMM 489 and AD 489.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

090903\_digital\_advertising\_cert\_2020final.docx

**Delivery Mode**

**Is it possible for the program/degree to be completed 100% face-to face (F2F)?**

Yes

**Is it possible for the program/degree to be completed 100% distance?**

No

**Is the program offered in a F2F/Distance Learning Hybrid Format?**

Yes

**Rationale for the program proposal?**

The Digital Advertising certificate is a result of the CAPE process which mandated the transformation of the Digital Advertising Minor (24 hours).

Of the five top soft skills needed most by employers in 2019 ((Linkedin, 2019) the Digital Advertising certificate will address three: creativity, persuasion and collaboration. Of the 25 hard skills identified by the survey, course content will introduce and or develop the following: analytical reasoning, importance of User Experience design, mobile application relevance, social media messaging, business and consumer analysis, digital marketing and competitive strategies.

Advertising, promotions and marketing management are professional fields that are continually growing. The United States Bureau of Labor and Statistics project a net growth of 8% in these fields through 2026. In addition, an online exploration of jobs showed more than 286,800 jobs in Advertising and promotions management, 38,000 positions in digital media and 127,000 positions in the fields of social media as managers and analysts. These data demonstrate that this industry has a clear, growing, long-term demand for individuals with the skill sets that a student who completes the undergraduate Digital Advertising certificate.

## Budgetary Implications

### What are the potential budget implications for this proposal (including faculty, resources, equipment, space, etc.)?

The Digital Advertising Certificate is composed of existing courses within the communication curriculum and will replace the current Digital Advertising Minor. The department is well staffed to deliver the curriculum with no additional budget resources. We anticipate initial enrollment of at least 50 students based on current numbers in the minor and our recruitment efforts. Unlike the Digital Advertising Minor, the certificate will also be able to be taken as a stand-alone program credential by people currently external to the university. The certificate, then, could act as a recruitment tool for the university, bringing in additional tuition revenue.

### Will any additional staffing be required?

No

Certificate Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

Program Budget Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Budget Spreadsheet

Digital Advertising Certificate Budget Sheet Updated.xlsx

### Additional information or attachments

Gray data show us that the student demand for this CIP code is in positive territory, at 2 for Kentucky and 3 nationally. However, there is as yet no CIP code that is an accurate reflection of this program, for a number of reasons. Firstly, the CIP code most closely associated with that program is that of Advertising, defined as "A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills." Digital Advertising, in contrast, focuses exclusively on twenty-first century media. Students will create verbal and visual content through video, photography, and computers, as they learn to research, analyze, evaluate and determine how best to reach specific twenty-first century audiences.

With a 'faster than average' job rate of 10% growth from 2016 to 2026, professions in advertising, promotions, and marketing management are projected to stay healthy according to the Bureau of Labor Statistics. While print advertising through mediums like newspapers and magazines have essentially flat-lined and do not show any signs of improving, digital advertising through online and mobile sources will continue to skyrocket over the coming years. 'With a strong 9.9% compound annual growth rate (CAGR) from 2016 through 2021, online advertising will be a \$116 billion market by end of the forecast period, per their data. That would make it more than 50% larger than the TV advertising market at that point.' This is in stark contrast to the market shares for television (\$71 billion), newspaper (\$16.8 billion), radio (\$18.2 billion), and magazines (\$16.6 billion). As marketers continue to take advantage of online opportunities for marketing, like video-content sites, apps, and social media, the world of digital advertising will continue to grow.

### Reviewer Comments

**Rheanna Plemons (rheanna.plemons) (Tue, 16 Mar 2021 20:54:59 GMT):** Department of Communication Approval: 3/5/2020 Potter College Curriculum Committee Approval: 3/31/2020 Undergraduate Curriculum Committee Approval: 4/23/2020 Faculty Senate Approval: 5/14/2020

Key: 304

**STRATEGIC COMMUNICATIONS UNDERGRADUATE CERTIFICATE**

**REQUEST:** Approval of an Undergraduate Certificate in Strategic Communications through the Department of Communication within Potter College of Arts and Letters.

**FACTS:** Strategic Communications focuses on the critical thinking, analytical, and practical skills essential to developing and implementing communications strategies that advance an organization’s goals and missions. The certificate includes instruction in communications management, crisis communications, communications in law and ethics, digital and traditional communications strategies, media relations, social media strategies, traditional and emerging media, and writing for the media. Strategic Communications is about communicating purposefully within the context of a strategic plan. This strategic approach includes generating impactful and relatable messages, selecting the best communications channels for proper message distribution, and evaluating communications efforts against established organizational goals and benchmarks. The undergraduate certificate is an 18 credit-hour program designed to equip students with practical and meaningful skills for strategic communications success and includes the following courses:

<b>JOUR 202</b>	Introduction to News Writing	3
<b>PR 255</b>	Fundamentals of Public Relations	3
<b>PR 321, AD 321, or COMM 321</b>	Communications Analytics in Public Relations and Advertising	3
<b>PR 356 or PR 358</b>	Digital Tactics in Public Relations Public Relations Writing and Production	3
<b>COMM 346</b>	Persuasion	3
<b>COMM 364</b>	Crisis Communication	3
<b>Total Hours</b>		18

A "C" or higher is required in all courses. The certificate is interdisciplinary by design and available to WKU students from any major, or non-traditional students wishing solely to earn this undergraduate certificate.

**BUDGETARY IMPLICATIONS:** The certificate in Strategic Communications is composed of existing courses within the Communication and Public Relations curriculum. The department is currently staffed to deliver the curriculum with no additional budget resources.. The implementation date is Fall 2021.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an Undergraduate Certificate in Strategic Communications to be implemented Fall 2021.

**MOTION:** Approval to establish an Undergraduate Certificate in Strategic Communications with implementation Fall 2021.



# 999: STRATEGIC COMMUNICATIONS

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## In Workflow

1. AR Dean (merrall.price@wku.edu)
2. Provost (rheanna.plemons@wku.edu)
3. Board of Regents (rheanna.plemons@wku.edu)
4. Program Inventory (jennifer.hammonds@wku.edu;%20colette.chelf@wku.edu)

## Approval Path

1. Wed, 17 Mar 2021 19:27:23 GMT  
Merrall Price (merrall.price): Approved for AR Dean
2. Wed, 17 Mar 2021 23:24:07 GMT  
Rheanna Plemons (rheanna.plemons): Approved for Provost

## New Program Proposal

Date Submitted: Tue, 16 Mar 2021 20:44:45 GMT

**Viewing: 999 : Strategic Communications**

**Last edit: Wed, 17 Mar 2021 20:37:50 GMT**

Changes proposed by: rhn21118

## Proposed Action

Active

## Contact Person

Name	Email	Phone
Ken Payne	ken.payne@wku.edu	270-745-3296

## Term of Implementation

2021-2022

## Program Reference Number

999

## Academic Level

Undergraduate

## Program Type

Certificate - Undergraduate

## Department

Communication

## College

Arts & Letters

## Program Name (eg. Biology)

Strategic Communications

## CIP Code

09.0909 - 09.0909

## Will this program lead to teacher certification?

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

## Catalog Content

### Program Overview (Catalog field: Overview tab)

Strategic Communications focuses on the critical thinking, analytical, and practical skills essential to developing and implementing communications strategies that advance an organization's goals and missions. The certificate includes instruction in communications management, crisis communications, communications in law and ethics, digital and traditional communications strategies, media relations, social media strategies, traditional and emerging media, and writing for the media. Strategic Communications is about communicating purposefully within the context of a strategic plan. This strategic approach includes generating impactful and relatable messages, selecting the best communications channels for proper message distribution, and evaluating communications efforts against established organizational goals and benchmarks. The undergraduate certificate is an 18 credit-hour program designed to equip students with practical and meaningful skills for strategic communications success. A 'C' or higher is required in all courses.

### Curriculum Requirements (Catalog field: Program Requirements)

A 'C' or higher is required in all courses.

Code	Title	Hours
JOUR 202	Introduction to News Writing	3
PR 255	Fundamentals of Public Relations	3
PR 321 or AD 321 or COMM 321	Communications Analytics in Public Relations and Advertising	3
PR 356 or PR 358	Digital Tactics in Public Relations Public Relations Writing and Production	3
COMM 346	Persuasion	3
COMM 364	Crisis Communication	3
Total Hours		18

### Will this program be interdisciplinary?

No

## Relation to Mission and Strategic Plan

### Explain how the proposed program relates to the institutional mission and academic strategic plan.

The Strategic Communications certificate directly connects to the university's mission of creating productive, engaged, and socially responsible citizen-leaders of a global society. This certificate addresses many of WKU's core values by emphasizing cooperation, teamwork, and mutual respect for individual differences in scholarship, diversity, and culture. Furthermore, the Certificate in SC most directly addresses three elements of the WKU Strategic Plan including: improving the quality of life within the region, becoming a regional lighthouse, and providing continuing education. This certificate will provide opportunities for people of the region to be educated; WKU graduates with skills to think critically, solve problems, and engage effectively with others; and a marketable credential for WKU graduates.

### Explain how the proposed program addresses the state's postsecondary education strategic agenda

Response not required at the time of program approval

## Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Synchronize and manage advertising, public relations and corporate communications efforts within a company or organization.	Not required at the time of approval
SLO 2	Conduct a strategic communications campaign designed to influence beliefs, mold public opinion, and effect behavioral change within a target population.	Not required at the time of approval

SLO 3 Apply communications concepts and theories to address everyday dilemmas within the dimensions of ethics, society, law, technology, and culture. Not required at the time of approval

**Specify any distinctive qualities of the program.**

The certificate is interdisciplinary by design and available to WKU students from any major, or non-traditional students wishing solely to earn this undergraduate certificate.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

No

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

While several universities, including the University of Kentucky and Morehead State, offer undergraduate degree programs in Strategic Communication, very few offer the undergraduate certificate. Examples include University of Colorado, Denver – Strategic Communication Undergraduate Certificate; Texas A&M – Strategic Communication Certificate; Portland State University – Strategic Communications and Public Relations Certificate.

**Describe student demand data for this program.**

We project initial enrollment of 35 students by AY2022, with growth to 75 students by AY2024. This projection is based on the current enrollment of 110 Advertising majors, 120 Public Relations majors, and 169 Communication majors that may integrate the certificate into their current course workload, and students from around the university who may find value in a strategic communications certificate to pair with their current major or other certificate. These numbers could increase significantly once a marketing campaign is rolled out to pitch this certificate to business and industry throughout the region given the findings cited above.

The Certificate in Strategic Communications offers students the ability to earn an important credential that will improve their employability or, if already employed, enhance their upward mobility and promotion potential. While many students would benefit from earning a bachelor's degree in the fields of Communication or Public Relations, it is often not feasible to combine those majors with other majors given the total number of hours required in more technical, managerial, and organizational fields of study. Additionally, for the regional workforce, a distributed certificate offers an accessible route toward earning a credential while remaining on the job. This certificate is therefore both an important means to buttress employability for existing WKU majors and a stand-alone certificate that can be used to recruit for such programs. Based on these two potential student groups we plan to take a two-pronged approach to marketing the program.

First, we reviewed current majors on campus that allow for a second major or minor and that might also allow for enough free elective hours to add an 18-hour certificate without extending time toward graduation. We will employ direct marketing strategies such as email, advisor education, and infographic cards to be sent to students promoting the new certificate in addition to recruiting at advising, orientation, and majors/minors fair events. WKU social media channels will also be utilized to increase awareness and participation in the certificate program.

Second, this certificate will be appealing to communications, development, promotions, and marketing professionals in the workforce who are looking to gain a credential outside of a traditional degree. We plan to market this certificate within the region to employers who are looking for professional development opportunities for employees and are willing to offer tuition assistance. This group will include those who present research findings, business owners and entrepreneurs, and risk management professionals. We also intend to make the certificate accessible online, with DELO assisting with marketing to adult learners seeking to upskill and enhance their potential for leadership roles. Online marketing via Google Key Word searches, and Facebook Placement Ads will be utilized. Students who enroll in this certificate will be introduced to WKU and other potential degree programs.

According to the U.S. Bureau of Labor Statistics Occupational Outlook Handbook - Advertising, Promotions, and Marketing Managers (known collectively as Strategic Communications), garnered a \$135,900 median annual salary (2019) with job outlook projected to increase by 6% in the next 10 years. Public Relations and Fundraising Manager jobs are projected to grow by 9% in the same timeframe, much faster than the national average of growth.

According to the 2018 Small Business Profile provided by the U.S. Small Business Administration, Office of Advocacy, 99.3% of Kentucky business entities were classified as small businesses (fewer than 500 employees). Moreover, firms with fewer than 100 employees carry the largest share of small business employment in the state. Most, if not all, small businesses in the state must provide their own, in-house public relations, advertising and marketing expertise. The Strategic Communications Certificate - with skills development in core areas of media relations, public relations writing, digital tactics, and communications analytics - will afford small business owners and employees the opportunity to develop and utilize these important skills for small business growth.

The Communication Department, and more specifically the Public Relations major, has for decades leveraged the learning value of student internships in the local, regional, and national workplace. The department has nurtured professional relationships with business leaders, non-profit organizations, and even on-campus entities focused on strategic communications to place our

students in real-world situations. Through our Communication Advisory Council, the department will continue to offer all students the opportunity to practice the marketable skills developed through participation in our undergraduate certificate program.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

090909\_\_strategic\_communication\_cert\_2020-1.docx

**Delivery Mode**

**Is it possible for the program/degree to be completed 100% face-to face (F2F)?**

Yes

**Is it possible for the program/degree to be completed 100% distance?**

No

**Is the program offered in a F2F/Distance Learning Hybrid Format?**

Yes

**Rationale for the program proposal?**

The department decided to suspend the 24-hour Communication Studies minor and create two, strategically targeted workforce ready certificates. The first is Workplace Communication. The second is Strategic Communications. Strategic Communications builds on the strengths afforded us by our recent merger and utilizes the talents of other disciplines in PCAL to build a certificate that may well-serve students across campus given the following information.

Strategic communications, public relations, and corporate communications are professional fields that are continually growing. The United States Bureau of Labor and Statistics project a net growth of 9-10% in these fields through 2026. In addition, an online exploration of jobs showed more than 17,000 jobs in strategic communications, more than 38,000 positions in digital media, more than 46,000 positions in public relations, and more than 127,000 positions in the fields of social media as managers and analysts. These data demonstrate that this industry has a clear, growing, long-term demand for individuals with the skill sets that a student who completes the undergraduate certificate in Strategic Communications can provide.

According to the National Association of Colleges and Employers (NACE) two of the top 5 attributes employers seek on a candidate's resume are written and verbal communication skills regardless of their degree field. This easily accessible, 18-hour package of courses will aid students in honing their written and verbal communication skills as well as other skills listed by NACE's survey such as: strategic planning skills, problem solving skills, ability to work in a team, computer skills, detail orientation, organizational ability, and creativity. Further, those currently employed in the advertising, corporate communications, and public relations industries will benefit from acquiring this certificate because it offers courses central to working in these fields in a digital age.

**Budgetary Implications**

**What are the potential budget implications for this proposal (including faculty, resources, equipment, space, etc.)?**

The certificate in Strategic Communications is composed of existing courses within the Communication and Public Relations curriculum. The department is currently staffed to deliver the curriculum with no additional budget resources. We anticipate an initial enrollment of at least 50 students based on internal and external marketing efforts outlined above. Central to this marketing effort will be the focus on nontraditional learners who may not be interested in or prepared to enroll at WKU on a full time basis. By attracting a population who would otherwise no attend WKU (rather than appealing exclusively to traditional learners already attending WKU), a net increase in student credit hours and tuition revenues should result.

**Will any additional staffing be required?**

No

Certificate Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

Program Budget Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

**Budget Spreadsheet**

Strategic Communications Certificate Budget Sheet.xlsx

**Additional information or attachments**

EMSI data points to a number of positive indices for graduates of this program. First, the number of job openings associated with this credential in 2019 was estimated to be 170,088; the average number is 24,015 (EMSI Occupation Overview, 14). Secondly, the median advertised salary is estimated at \$52.2K (EMSI Job Posting Analytics, 3), while the median salary for target occupations is listed as \$74.5K (EMSI Program Overview, 6). Thirdly, the same data also points to a +13.5% change in the number of available jobs between 2017 and 2019 (ibid). Finally, while job postings for this field slackened from March 2020, due to COVID-19, November data has them recovering almost to pre-pandemic levels (EMSI Job Posting Analytics, 5).

Although data provided by Gray Associates for certificates is somewhat limited, what is available is generally supportive of the Strategic Communications Certificate (CIP 09.0900 PR/Advertising/Applied Communication), particularly in the areas of market opportunities and employment. With respect to market opportunities, student demand for the certificate is largely unscored by Gray, so it is difficult to gauge the demand component of the market. However, there are currently no comparable certificates in Kentucky. The fact that no other equivalent programs exists suggests the market is not oversaturated.

With respect to employment, many metrics in this category are unscored for certificate programs. Of those that are, Gray highlights several strengths of certificates in this CIP code. Total job postings are strong (71st percentile and 74th percentile in Kentucky and the nation, respectively), as is growth in new postings (81st and 75th, respectively). In addition, 10th percentile wages, which Gray regards as a proxy for starting income, are strong nationally (76th percentile), although slightly less impressive in Kentucky (534th percentile). This suggests, in addition to traditional student learners, the certificate in Strategic Communications may also be of interest to adult learners who are upskilling, preparing for re-entry into the workforce, or are switching positions/careers. The program will be marketed in a targeted way to this population.

The full portfolio of courses will go through the Quality Matters certification process, ensuring high quality online education that will assist in recruiting and retaining students. Also relevant to student retention is the plethora of online support services offered through DELO, including online coaching and tutoring.

Historically, the Department of Communication boasts high retention rates for students. The Communication Studies major and the Public Relations major boast a greater-than 95% average second year retention rate. Since this certificate could easily be completed in two years, the two year retention rate is an appropriate measure of retention. We anticipate this number to remain stable for the certificate.

Based on the potential number of students, market demand for strategic communications skills, and the department's ability to retain students and staff courses with no additional budgetary requirements, the Certificate in Strategic Communications would make a valuable addition to WKU's curriculum.

#### **Reviewer Comments**

**Rheanna Plemons (rheanna.plemons) (Wed, 17 Mar 2021 20:37:50 GMT):** Department of Communication Approval: 3/5/2020 Potter College Curriculum Committee Approval: 3/31/2020 Undergraduate Curriculum Committee Approval: 4/23/2020 Faculty Senate Approval: 5/14/2020

Key: 321

**ESPORTS MANAGEMENT UNDERGRADUATE CERTIFICATE**

**REQUEST:** Approval of an Undergraduate Certificate in Esports Management through the School of Kinesiology, Recreation and Sport and the Department of Marketing within the College of Health and Human Services and the Gordon Ford College of Business

**FACTS:** The Esports Management Certificate is designed to prepare students in various majors for careers in Esports Management. This certificate is an interdisciplinary program between the Sport Management program in the School of Kinesiology, Recreation and Sport in the College of Health and Human Services and the Department of Marketing in the Gordon Ford College of Business and aims to equip students with knowledge in the areas of design, marketing, finance, promotion, and management within the Esports industry.

<b>MKT 220</b>	Basic Marketing Concepts	3
<b>MKT 322</b>	Integrated Marketing Communications	3
<b>MKT 426</b>	Esports Marketing and Branding	3
<b>SPM 305</b>	Sport Event Management	3
<b>SPM 320</b>	Esports Management	3
<b>Total Hours</b>		15

This new certificate is a multidisciplinary collaboration to meet the needs of a growing industry. The Esports Management Certificate supports the WKU Strategic Plan by offering innovative academic programming to students while fostering a sense of collaborative learning and instructional opportunities.

**BUDGETARY IMPLICATIONS:** Courses can be staffed with existing faculty, with existing hardware and software, and in existing classrooms in both CHHS and GFCB. Current SPM classes and faculty exist to support the Esports certificate. The implementation date is Fall 2021.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an Undergraduate Certificate in Esports Management to be implemented Fall 2021.

**MOTION:** Approval to establish an Undergraduate Certificate in Esports Management with implementation Fall 2021.

# 999: ESPORTS MANAGEMENT

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## In Workflow

1. HH Dean (tania.basta@wku.edu;%20danita.kelley@wku.edu)
2. Provost (rheanna.plemons@wku.edu)
3. Board of Regents (rheanna.plemons@wku.edu)
4. Program Inventory (jennifer.hammonds@wku.edu;%20colette.chelf@wku.edu)

## Approval Path

1. Wed, 17 Mar 2021 02:31:29 GMT  
Danita Kelley (danita.kelley): Approved for HH Dean
2. Wed, 17 Mar 2021 23:24:04 GMT  
Rheanna Plemons (rheanna.plemons): Approved for Provost

## New Program Proposal

Date Submitted: Tue, 16 Mar 2021 22:20:22 GMT

## Viewing: 999 : Esports Management

Last edit: Wed, 17 Mar 2021 23:18:52 GMT

Changes proposed by: rhn21118

## Proposed Action

Active

## Contact Person

Name	Email	Phone
Stacey Forsythe	stacey.forsythe@wku.edu	270-745-4238

## Term of Implementation

2021-2022

## Program Reference Number

999

## Academic Level

Undergraduate

## Program Type

Certificate - Undergraduate

## Department

Kinesiology, Recreation & Sport, School of

## College

Health and Human Services

## Program Name (eg. Biology)

Esports Management

## CIP Code

31.0504 - 31.0504

## Will this program lead to teacher certification?

No

Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements

No



## Catalog Content

### Program Overview (Catalog field: Overview tab)

The Esports Management Certificate is designed to prepare students in various majors for careers in Esports Management. This certificate is an interdisciplinary program between the Sport Management program in the School of Kinesiology, Recreation and Sport in the College of Health and Human Services and the Department of Marketing in the Gordon Ford College of Business and aims to equip students with knowledge in the areas of design, marketing, finance, promotion, and management within the Esports industry.

### Curriculum Requirements (Catalog field: Program Requirements)

Code	Title	Hours
MKT 220	Basic Marketing Concepts	3
MKT 322	Integrated Marketing Communications	3
MKT 426	Course MKT 426 Not Found	3
SPM 305	Sport Event Management	3
SPM 320	Course SPM 320 Not Found	3
Total Hours		15

### Will this program be interdisciplinary?

No

## Relation to Mission and Strategic Plan

### Explain how the proposed program relates to the institutional mission and academic strategic plan.

A certificate in Esports Management demonstrates WKU's commitment to meeting student needs by providing them the tools necessary to help them compete in today's job market. It provides students a competitive advantage in an industry that is begging for qualified employees. It also exemplifies WKU's forward looking position as being cognizant of future employment needs. The Esports Management Certificate supports the WKU Strategic Plan by offering innovative academic programming to students while fostering a sense of collaborative learning and instructional opportunities. WKU was the first state school in Kentucky to build a varsity Esports program in 2016. There are now 36 players with scholarships across three gaming platforms, along with three student coaches, all learning leadership and teamwork skills. WKU has demonstrated its innovation in the support and growth of the Esports program and can provide further evidence creating a culture for innovation by being among the first in Kentucky to offer a certificate in Esports Management.

### Explain how the proposed program addresses the state's postsecondary education strategic agenda

Question added after program was approved.

## Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Describe the processes of key participants involved in Esports (for example, the areas of design, production, marketing, distribution, usage, and support)	Case study in MKT 426; sample size to include at least 20% of certificate students enrolled in course
SLO 2	Demonstrate knowledge of the competencies involved in Esports (for example, ethical best practices and legal expectations relevant to entry into employment in the Esports industry)	Assessment in SPM 320; sample size to include at least 20% of certificate students enrolled in course
SLO 3	Apply socio-cultural concepts representing the diverse microcosm of Esports	Stakeholder project in SPM 320; sample size to include at least 20% of certificate students enrolled in course

### Specify any distinctive qualities of the program.

Esports Management is an interdisciplinary certificate including programs from CHHS (Sport Management) and GFCB (Marketing). The certificate will be administered by the School of Kinesiology, Recreation and Sport in CHHS and the Department of Marketing in GFCB. Student enrollment credit will be split evenly between CHHS and GFCB (this split is possible, per 7/6/2020 email confirmation from Dr. Tuesdi Helbig).



**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

**Please explain**

While the majority of the courses and content have previously been offered, the certificate offers a focused curriculum with objectives for Esports Management. These objectives include a focus on the production, marketing, distribution, usage, and support of Esports participants and venues, as well as best practices in ethics, marketing, player presentation and development, health and wellness, and event planning in Esports.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

The University of Kentucky is considering a certificate. The Ohio State University is offering a multidisciplinary major in Esports. In the U.S., colleges including Virginia's Shenandoah University, Becker College in Massachusetts and The Ohio State University offer degrees in Esports. While other programs across the country are creating Esports Management degrees and concentrations; a certificate in Esports Management at WKU will allow our students to pursue a diverse selection of majors across the university while obtaining a specialized certificate to diversify their employability in a competitive, yet flourishing, job market.

**Describe student demand data for this program.**

The current enrollment in the special topics MKT 420 Esports Marketing and Branding course is 29 students. Students currently enrolled in the course come from eight different majors. Fall 2020 enrollment numbers in both MKT 322 Integrated Marketing Communications and SPM 305 Sport Event Management are 60 (two sections of 30 students) and 42 respectively, and are comprised of students from over 14 different majors. Based on this information, projected enrollment the first year would be 30 to 40, with planned potential growth.

According to Newzoo's 2019 Global Esports Market Report, the industry building around global Esports is expected to be more than \$1.8 billion by 2022, with an expected growth of more than 30% per year. The Esports employment site Hitmarker cites that the growth in global Esports industry jobs during 2019 increased by 87% from 2018. This rapid growth has resulted in a shortage of qualified college graduates to meet the industry's needs. For example, Twitch.tv, an interactive streaming platform currently has 98 job positions available, 58 of them involve management and marketing. There are many career opportunities outside of the typical game design and computer coding areas. Examples of potential career paths include those in sales, marketing, HR, product management, event planning, team management, legal, coaching, and training.

The Kentucky High School Athletic Association (KHSAA) has recognized Esports as a varsity program, along with more than 100 other high schools in the United States. This results in an excellent opportunity for recruitment for two colleges.

Additionally, the creation of a certificate in Esports Management will complement both the Sport Management and Marketing majors. The Sport Management major is a stand-alone major (63 hours) and does not require a concentration or minor. The Marketing major consists of a choice of three concentrations: Strategic, Social Media, and Sales. Marketing majors take the Business Core plus an additional 30 hours in the major. The Marketing major does not require a minor. Students who complete the Esports Management Certificate will be poised to enter the job market with increased employability and a more diverse educational experience.

According to a report run through Keyword Planner in Google ads on October 23, the competition for an Esports Certificate is low. The low range for top of page bid was 1.34 and the high range for top of page bid was 6.45 indicating an opportunity for program recruitment.

Stacey Forsythe worked with Anna Kerr in the Division of Extended Learning and Outreach (DELO) to pull Job Posting Analytics from the EMSI Q3 2020 Data Set. This report shows there is a wide range of fields in which this certificate can be applied. The top industries show the job postings are within Educational Services, Information, Services and Trade. This shows the certificate can be paired with many different types of degrees as a way to expand job opportunities and experience. There is very little experience needed for a good many of these jobs which can indicate how new the field is within the industries.

The most interesting and telling information in this report would be the "Unique Postings Trend." Data show a significant job opening increase over the last 4 years. The availability of jobs in this field is on the rise in the southeast region of the United States. Regional job postings increased five-fold over the past three years. In August 2017, there were seven unique postings, and by August 2020, there were 36 monthly postings. The full report was submitted with this certificate application.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

JobPostingAnalytics\_eSportsManagementSkills.pdf

## Delivery Mode

**Is it possible for the program/degree to be completed 100% face-to face (F2F)?**

Yes

**Is it possible for the program/degree to be completed 100% distance?**

No

**Is the program offered in a F2F/Distance Learning Hybrid Format?**

Yes

### **Rationale for the program proposal?**

The certificate in Esports Management is a collaboration between the Department of Marketing and the School of Kinesiology, Recreation and Sport. Currently, neither Sport Management (SPM) nor Marketing (MKT) have an Esports Management certificate or concentration, though both units have been interested in creating one or more options. This new certificate is a multidisciplinary collaboration to meet the needs of a growing industry. The Esports Management Certificate supports the WKU Strategic Plan by offering innovative academic programming to students while fostering a sense of collaborative learning and instructional opportunities.

## Budgetary Implications

**What are the potential budget implications for this proposal (including faculty, resources, equipment, space, etc.)?**

Courses can be staffed with existing faculty, with existing hardware and software, and in existing classrooms in both CHHS and GFCB. Current SPM classes and faculty exist to support the Esports certificate. In addition, a new faculty search was approved for Fall 2021 that will also create support for the SPM courses in the certificate.

**Will any additional staffing be required?**

No

Certificate Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

Program Budget Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### **Budget Spreadsheet**

esports\_certificate\_budget\_spreadsheet.xlsx

### **Reviewer Comments**

**Rheanna Plemons (rheanna.plemons) (Wed, 17 Mar 2021 23:18:52 GMT):** School of KRS Approval: 10/27/2020; Department of Marketing Approval: 11/17/2020; CHHS Curriculum Committee Approval: 14/4/2020; GFCB Curriculum Committee: 12/16/2020; UCC Approval: 1/19/2021; Faculty Senate: 2/18/2021

Key: 328

**GIFTED EDUCATION AND TALENT DEVELOPMENT  
GRADUATE CERTIFICATE**

**REQUEST:** Approval of a Graduate Certificate in Gifted Education and Talent Development through the School of Teacher Education within the College of Education and Behavioral Science

**FACTS:** The Certificate in Gifted Education and Talent Development is designed to develop advanced certification for teachers who can positively impact student learning in their classrooms and schools with all children and adolescents, including those who are gifted and talented. Courses and experiences include professional learning communities in which students interact with other graduate students from various content areas and grade levels to discuss and work on real-world challenges and promising practices they encounter in schools. Candidates who complete the Teacher Certification including a three-hour practicum and receive a passing score on Praxis II in Gifted Education will be eligible for a recommendation for the State of Kentucky Gifted and Talented Education (KE37) endorsement.

In addition to advanced certification, the certificate may also be completed by individuals in a variety of careers such as counselors, psychologists, international students, and others who are not certified teachers.

The program requirements are as follows:

<b>PSY 432G</b>	Psychology of the Gifted and Creative	3
<b>GTE 536</b>	Nature and Needs of Gifted, Creative, and Talented Students	3
<b>Electives</b>	Select 6 hours of electives from: GTE 537 Curriculum, Strategies, and Materials for Gifted Students; GTE 538 Practicum for Teachers and Gifted Students; GTE 539 Assessment and Identification of Gifted and Talented Children; GTE 540 Developing Creativity and Leadership in Gifted Youth; GTE 636 Issues in Gifted Education and Talent Development; GTE 637 Seminar in Gifted Education and Talent Development.	6
<b>Total Hours</b>		12

**BUDGETARY IMPLICATIONS:** This certificate utilizes current faculty and programming; however, it enables students to earn a credential for their coursework. The implementation date is Fall 2021.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of a Graduate Certificate in Gifted Education and Talent Development be implemented Fall 2021.

**MOTION:** Approval to establish a Graduate Certificate in Gifted Education and Talent Development with implementation Fall 2021.

# 1764: GIFTED EDUCATION AND TALENT DEVELOPMENT

## In Workflow

1. TCH Approval (susan.keesey@wku.edu;%20josiah.super@wku.edu)
2. ED Dean (corinne.murphy@wku.edu;%20dennis.george@wku.edu)
3. ED Curriculum Committee (corinne.murphy@wku.edu;josiah.super@wku.edu)
4. Professional Education Council (corinne.murphy@wku.edu;%20josiah.super@wku.edu;%20cindy.snazelle@wku.edu)
5. Graduate Curriculum Committee (martha.day@wku.edu;aaron.hughey@wku.edu)
6. Graduate Council (aaron.hughey@wku.edu)
7. University Senate (julie.shadoan@wku.edu;daniel.clark@wku.edu)
8. Provost (rheanna.plemons@wku.edu)
9. Board of Regents (rheanna.plemons@wku.edu)
10. Program Inventory (jennifer.hammonds@wku.edu;%20colette.chelf@wku.edu)

## Approval Path

1. Fri, 11 Sep 2020 15:57:36 GMT  
Josiah Super (josiah.super): Rollback to Initiator
2. Wed, 30 Sep 2020 19:19:52 GMT  
Josiah Super (josiah.super): Approved for TCH Approval
3. Wed, 30 Sep 2020 19:49:44 GMT  
Dennis George (dennis.george): Approved for ED Dean
4. Tue, 06 Oct 2020 21:01:52 GMT  
Josiah Super (josiah.super): Rollback to Initiator
5. Mon, 02 Nov 2020 14:02:45 GMT  
Josiah Super (josiah.super): Approved for TCH Approval
6. Mon, 02 Nov 2020 18:56:18 GMT  
Dennis George (dennis.george): Approved for ED Dean
7. Tue, 10 Nov 2020 22:00:42 GMT  
Josiah Super (josiah.super): Approved for ED Curriculum Committee
8. Wed, 11 Nov 2020 21:55:09 GMT  
Cindy Snazelle (cindy.snazelle): Approved for Professional Education Council
9. Thu, 07 Jan 2021 20:45:03 GMT  
Martha Day (martha.day): Approved for Graduate Curriculum Committee
10. Sun, 24 Jan 2021 19:38:29 GMT  
Aaron Hughey (aaron.hughey): Approved for Graduate Council
11. Mon, 22 Feb 2021 18:43:13 GMT  
Julia Shadoan (julie.shadoan): Approved for University Senate
12. Wed, 17 Mar 2021 23:23:52 GMT  
Rheanna Plemons (rheanna.plemons): Approved for Provost

## New Program Proposal

Date Submitted: Sat, 31 Oct 2020 18:35:25 GMT

**Viewing: 1764 : Gifted Education and Talent Development**

**Last edit: Thu, 07 Jan 2021 20:53:04 GMT**

Changes proposed by: ant93970

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Antonia Szymanski	antonia.szymanski@wku.edu	270.745.5414

### Term of Implementation

2021-2022

### Program Reference Number

1764

**Academic Level**

Graduate

**Program Type**

Certificate - Graduate

**Department**

Teacher Education, School of

**College**

Education &amp; Behavioral Science

**Program Name (eg. Biology)**

Gifted Education and Talent Development

**CIP Code**

131004 - 131004 - 131004 - 131004

**Will this program lead to teacher certification?**

Yes

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The Certificate in Gifted Education and Talent Development is designed to develop advanced certification for teachers who can positively impact student learning in their classrooms and schools with all children and adolescents, including those who are gifted and talented. Courses and experiences include professional learning communities in which students interact with other graduate students from various content areas and grade levels to discuss and work on real-world challenges and promising practices they encounter in schools. Candidates who complete the Teacher Certification including a three-hour practicum and receive a passing score on Praxis II in Gifted Education will be eligible for a recommendation for the State of Kentucky Gifted and Talented Education (KE37) endorsement.

In addition to advanced certification, the Certificate may also be completed by individuals in a variety of careers such as counselors, psychologists, international students, and others who are not certified teachers.

**Admission Requirements (Catalog field: Program Admission)**

1. Applicants must meet the minimum Graduate School Admission requirements.
2. A copy of the applicant's teaching certificate or statement of eligibility must be submitted with the application for admission for the student to be recommended for Advanced Certification. Applicants who are not pursuing Advanced Certification must contact the Program Coordinator to waive this admission requirement.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

Code	Title	Hours
<b>Required Courses</b>		
PSY 432G	Psychology of the Gifted and Creative	3
GTE 536	Nature and Needs of Gifted, Creative, and Talented Students	3
Select 6 hours from the following:		6
GTE 537	Curriculum, Strategies, and Materials for Gifted Students <sup>1</sup>	
GTE 538	Practicum for Teachers of Gifted Students <sup>1,2</sup>	
GTE 539	Assessment and Identification of Gifted and Talented Children	
GTE 540	Developing Creativity and Leadership in Gifted Youth	
GTE 636	Issues in Gifted Education and Talent Development	
GTE 637	Seminar in Gifted Education and Talent Development	
Total Hours		12

- 1 Required course for students pursuing Advanced Certification.
- 2 Restricted for only students pursuing Advanced Certification.

**Will this program be interdisciplinary?**

No

**Relation to Mission and Strategic Plan**

**Explain how the proposed program relates to the institutional mission and academic strategic plan.**

WKU’s mission specifically states “The University provides research, service and lifelong learning opportunities for its students, faculty, and other constituents.” The Certificate in Gifted Education and Talent Development is an example of providing lifelong learning opportunities. It is available for teachers and others interested in supporting individuals with advanced cognitive ability. The Certificate will be taught online which will increase its availability to constituents beyond state and national boundaries. The courses for the Teaching Endorsement are currently being taught and teachers are recommended for the endorsement by WKU. Creating a separate certificate will provide increase prestige by allowing students to obtain a Western Kentucky University credential.

**Explain how the proposed program addresses the state’s postsecondary education strategic agenda**

The State’s largest goal is to increase the population’s degree-holders to 60% and specifically states that Certificates will help to meet this goal and fulfill areas of need throughout the State. The postsecondary education strategic agenda stresses the availability of coursework to increase the opportunity for people to access high quality education. The Certificate in Gifted Education is offered fully online for those seeking the Advanced Understanding Focus and mostly online for those seeking the Teacher Endorsement. The Certificate helps to fulfill the State’s plan for improvements in teaching and learning by providing teachers with research-based strategies that help all children and adolescents.

The proposed Certificate also connects to Kentucky’s post-secondary education strategic agenda by encouraging teachers to take advantage of post-secondary opportunities, leading to more teachers with advanced credentials who are prepared to serve their districts in more engaging ways. By providing candidates the opportunity to advance their teaching skills via graduate course and professional development in collaboration with our regional districts, this program will produce teachers who will lead students in the P-12 context to higher levels of student achievement through more engaged classrooms. Graduates of this program and the students they will ultimately interact with will contribute to more economic growth and development that benefits communities economically, and in turn, makes Kentucky more prosperous.

**Program Quality and Demand**

**Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.**

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

**Learning Outcomes and Measurement Plan**

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Students will apply foundational concepts of gifted education including terminology, theories, and best practices.	Advocacy Video (PSY 432G) Midterm Exam (GTE 536) Case Study (PSY 432G)
SLO 2	Students will analyze research and best practices to recommend professional learning to improve the lives of gifted children and adolescents.	Advocacy Video (PSY 432G) Excellence Gap Essay (GTE 536) Program Development Proposal (PSY 432G)
SLO 3	Students will systematically develop job-embedded practices that implement research for gifted children and adolescents.	Administration Letter (GTE 536) Contract for Job-Embedded Final Project (GTE 536)

**Upload Assessment Plan**

Gifted Certificate Assessment Plan.docx

**Specify any distinctive qualities of the program.**

The proposed certificate program already exists in the School of Teacher Education as a “Teacher Education – Certification Only” program. Students who complete the existing program and pass the Gifted Education Praxis examination qualify to add the Gifted and Talented Education Endorsement to their current Kentucky teaching certification. The certification and endorsement process is administered by the Kentucky Education Professional Standards Board and is distinct from any official recognition of accomplishment from WKU. Thus, completers of this program in its current form do not receive a WKU credential. Moreover, admission to the current Certification Only program requires the applicant to hold or be eligible for a teaching certificate, thus precluding anyone else with an interest Gifted Education and Talent Development from enrolling (e.g. counselors, psychologists, international students, and others who are not certified teachers). Approving this program as a WKU certificate will enhance the

existing program by enabling completers to obtain a graduate credential from WKU with the added benefit of opening up this program to new audiences.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

No

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

Yes

**Please explain**

Creating a WKU Certificate in Gifted Education and Talent Develop with a professional focus will allow others who are not certified teachers in KY to obtain education and training. Previously the certificate only had the single teaching component. Expanding the offering to include other professions such as counselors, public health workers, and others provides opportunities to serve different student populations. Further, we have been contacted by entities outside of KY and internationally who are interested in participating in our course of study which broadens the student population significantly.

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

As a graduate certificate program this program will be open to anyone who meets graduate school admissions criteria. Few, if any, other institutions offer programs in gifted studies.

**Describe student demand data for this program.**

.An endorsement in gifted education is required by the State of Kentucky for licensed teachers wishing to serve as a gifted coordinator. Demand for this program has remained strong since its inception. In the Teacher Shortage Nationwide Listing, U.S. Department of Education, Office of Postsecondary Education, Gifted Education is listed as a shortage area in the Green River Region, the Kentuckiana Works Region, the Northern Kentucky Region, and the Bluegrass Region, the East Kentucky Concentrated Employment Program Region, West Kentucky Region.

Interest expressed by other disciplines, such as counseling and social work, along with international and out of state interest, demonstrates the need for a certificate program where candidates will receive a WKU credential to expand the reach of the program.

Many districts in our region and across Kentucky (from which 92% of STE masters seekers come), are in dire need for GTE teachers. In fact, Gifted Education has been identified by the U.S. Department of Education Office of Postsecondary Education as a Teacher Shortage Area numerous regions of Kentucky including the Green River region. This certificate provides an excellent professional development opportunity for students plus it fulfills employer demand.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

Certificate Demand Information.docx

**Delivery Mode**

**Is it possible for the program/degree to be completed 100% face-to face (F2F)?**

No

**Is it possible for the program/degree to be completed 100% distance?**

Yes

**Is the program offered in a F2F/Distance Learning Hybrid Format?**

Yes

**Rationale for the program proposal?**

Even though the current Gifted and Talented Education Endorsement is currently the most popular option of its type in CEBS, enhancing it into a WKU Certificate will make it even more attractive to certified teachers in the state and region because it will become an ideal "stackable" credential with our recently transformed MAE in Advanced Teacher Education. The MAE is designed with two instructional components. The first component, professional education, provides 15 hours of study collaboratively developed between WKU and the administration of the specific school district in which the candidate is employed. This includes a study of education in positive behavioral supports, teaching strategies and curriculum development. The second component, the concentration, directs the candidate into an individual program in content, pedagogy, and/or areas of professional growth concurrent with the goals of each candidate. This proposed Certificate directly addresses the second component (i.e. the concentration) All 12 hours of the Gifted Education and Talent Development Certificate may be used as the concentration component of the MAE. Students



may take another 3 hours of GTE coursework plus the pedagogical core and receive the MAE plus the Rank II (promotion and pay increase). Many districts in our region and across Kentucky (from which 92% of STE masters seekers come), are in dire need for GTE teachers. In fact, Gifted Education has been identified by the U.S. Department of Education Office of Postsecondary Education as a Teacher Shortage Area numerous regions of Kentucky including the Green River region. This certificate provides an excellent professional development opportunity for students plus it fulfills employer demand.

We have also had interested expressed by individuals beyond the state of Kentucky. The State of Georgia has listed our program as one that is accepted for their teacher endorsement requirement which allows us access to recruit from beyond the state. We have been approached by international colleagues who are interested in receiving training for their university faculty as well as regional teachers. Offering a certificate in Gifted and Talented Education that leads to a credential for those who are not eligible for the Kentucky endorsement provides a way for them to document their advanced education in this area. Given that the Headquarters for the World Council for Gifted and Talented Children is housed at WKU, it offers a prime opportunity to recruit international students into our certificate program.

Other programs within the College of Education and Behavior Sciences such as Counseling and Educational Leadership have expressed an interest in working to develop partnership opportunities for their students who would benefit from learning more about the needs of Gifted and Talented students. We plan on working with our colleagues in other WKU programs to promote the certificate.

## **Budgetary Implications**

**What are the potential budget implications for this proposal (including faculty, resources, equipment, space, etc.)?**

N/A

**Will any additional staffing be required?**

No

Certificate Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

Program Budget Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

## **Reviewer Comments**

**Josiah Super (josiah.super) (Fri, 11 Sep 2020 15:57:36 GMT):** Rollback: Make friendly amendment to admission requirements.

**Josiah Super (josiah.super) (Tue, 06 Oct 2020 21:01:52 GMT):** Rollback: Proposal rolled back for further revision.

Key: 134



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**EMERITUS  
APPOINTMENTS**

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**REQUEST:** Approval of faculty emeritus status for Dr. Larry Byrd and Mr. Jonathan Jeffrey.

**FACTS:** Listed below are faculty members who have been recommended by tenured faculty, department chairs, and college deans to be awarded emeritus status. All have served the university for at least ten years and have had distinguished records of achievement and service.

***Ogden College of Science and Engineering***

Dr. Larry Byrd, Professor of Chemistry, Emeritus

***University Libraries***

Mr. Jonathan Jeffrey, Professor of Library Special Collections, Emeritus

**BUDGETARY IMPLICATIONS:** No funds requested.

**RECOMMENDATION:** President Timothy C. Caboni recommends awarding Dr. Larry Byrd and Mr. Jonathan Jeffrey emeritus status.

**MOTION:** Approval of emeritus status awarded for the recommended individuals.

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## DISSOLUTION OF THE DEPARTMENT OF PHILOSOPHY AND RELIGION

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**REQUEST:**

Approval of the dissolution of the Department of Philosophy and Religion effective July 1, 2021.

**FACTS:**

*Background:* On Friday, November 20, 2020 the permanent tenured faculty within the Department of Philosophy and Religion voted in support of dissolving the Department of Philosophy and Religion. There are currently no tenure-eligible faculty in the department. Dean Larry Snyder and Provost Cheryl Stevens support this decision.

*Proposed Action:* All tenured faculty have been accepted into either the Department of History or the Department of Political Science, and their programs and their tenure home will move to those departments effective July 1, 2021, as memorialized via letter and personnel action.

All faculty will follow the policies of their new department, and of Potter College, regarding issues addressed by the [Faculty Handbook](#), in particular eligibility for promotion within their new department. The Department of Philosophy and Religion will cease to exist effective July 1, 2021. This change does not affect the content of any academic programs offered.

**BUDGET IMPLICATIONS:**

The resulting dissolution will result in permanent savings, primarily in the salaries of the department head and the office associate. These administrative posts are currently unfilled with the positions having been surrendered to previous budget cuts. No personnel action will be required. The remaining operating budget of the unit will be redistributed within the college.

**RECOMMENDATION:**

President Timothy C. Caboni recommends approval of the dissolution of the Department of Philosophy and Religion effective July 1, 2021.

**MOTION:**

**Approval of the dissolution of the Department of Philosophy and Religion effective July 1, 2021.**