

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 7 – A (3)

DATE: June 27-29, 2017

SUBJECT: New Certificate: USD Undergraduate Certificate in Communication and Leadership

The University of South Dakota (USD) requests authorization to offer an undergraduate certificate in Communication and Leadership. The certificate will provide competency in communication and leadership within an array of corporate and non-profit environments. The certificate is designed for individuals to enhance their practice and understanding of communications and leadership theory within an organization. USD developed the certificate in consultation with business leaders who identified a need for skills in this field for their employees. The certificate can serve as a stand-alone credential or can be applied as a stackable option to the BS in Technical Leadership. The certificate consists of 12 credit hours and utilizes existing courses.

USD is requesting authorization to offer the certificate on campus, online, and at the University Center-Sioux Falls.

DRAFT MOTION 20170627_7-A(3): I move to approve USD’s undergraduate certificate in Communication and Leadership as described in Attachment I.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Communication and Leadership
INTENDED DATE OF IMPLEMENTATION:	8/18/2017
PROPOSED CIP CODE:	09.0101
UNIVERSITY DEPARTMENT:	UAS
UNIVERSITY DIVISION:	UIDL

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Elizabeth M. Freeburg

5/16/2017

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

1. Is this a graduate-level certificate or undergraduate-level certificate?

Undergraduate Certificate Graduate Certificate

2. What is the nature/purpose of the proposed certificate?

The University of South Dakota seeks permission to offer a new certificate in Communication and Leadership. A certificate in Communication and Leadership will help to develop exceptional communicators and innovative leaders to meet the demands of complex organizations within the global community. Certificate graduates will develop highly polished interpersonal and organizational skills needed to excel in the competitive corporate and non-profit environments. The certificate stacks to the BS in Technical Leadership, one of five proposed certificates that would stack to that degree. The certificate is designed to appeal to students who do not yet possess a bachelor's degree and need additional management-level skill development to advance within their careers.

3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹

After conversations with local businesses, SF advisory board, and Technical College leadership, communication and leadership was identified as an important certificate option. The U.S. Bureau of Labor Statistics anticipates job growth in office and administrative support occupations to be 8% over the next 8 years². These positions supervise process standards,

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

² <https://www.bls.gov/ooh/about/data-for-occupations-not-covered-in-detail.htm#Office and administrative support occupations>

resolve customer complaints, and guide employees on how to communicate with difficult situations.

The certificate in Communication and Leadership, as well as the additional certificates stackable to the BS in Technical Leadership, provides students with workplace skills cited by industry executives as high demand, as well as providing alternate pathways for students to earn the bachelor's degree.

4. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

Students who are enrolled in the Bachelor of Science in Technical Leadership who will likely work in leadership roles after obtaining their baccalaureate degree would be part of the market for this certificate program. Additionally, industry leaders have indicated that they would be likely to send prospective “managers” to the certificate program to learn the skills needed to be a successful leader.

5. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):³

Communication and Leadership- (New Certificate)				
EDFN	475	Human Relations	3	No
LDR	404	Leadership and Conflict Resolution	3	No
Choose 2 courses of the following:				
ENGL	305	Written and Technical Proposal Writing	3	No
SPCM	470	Intercultural Communication	3	No
SPCM	487	Team Building and Decision Making	3	No
Subtotal			12	

6. Student Outcome and Demonstration of Individual Achievement.⁴

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?

Communication and Leadership Certificate graduates will:

1. Provide students an understanding of communication in personal and organizational life.
2. Combine theoretical knowledge, skills, and communication strategies to improve teamwork, problem solving, and decision-making.
3. Recognize cultural differences within and across organizations and use best communication practices to enhance understanding and excellence in exchange of information.
4. Communicate ideas clearly, powerfully, and intentionally to inspire and lead others to create vision, shape culture, and achieve organizational goals.

³ Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

⁴ Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

B. Complete Appendix A – Outcomes using the system form.

See attached Appendix A.

7. On-line and Off-campus Delivery.⁵

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire certificate at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or seeks authorization to deliver the entire certificate through distance technology (e.g., as an on-line program)?

	Yes/No	<i>If Yes, list location(s), including the physical address</i>	<i>Intended Start Date</i>
Off-campus	Yes	University Center, Sioux Falls	8/18/2017

	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
Distance Delivery	Yes	Online	8/17/2018

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? N/A

	Yes/No	<i>If Yes, identify delivery methods</i>	<i>Intended Start Date</i>
Distance Delivery	No		
Delivery Method (if applicable)			

8. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*

⁵ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

Appendix A

Communication and Leadership					
	EDFN 475	LDR 404	ENGL 305	SPCM 470	SPCM 487
To provide students an understanding of communication in personal and organizational life.		X		X	X
To combine theoretical knowledge, skills, and communication strategies to improve teamwork, problem solving, and decision-making.	X	X		X	X
To recognize cultural differences within and across organizations and use best communication practices to enhance understanding and excellence in exchange of information.	X	X	X	X	X
To communicate ideas clearly, powerfully, and intentionally to inspire and lead others to create vision, shape culture, and achieve organizational goals.	X	X	X	X	X