

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – F

DATE: March 28-30, 2017

SUBJECT: New Site: SDSU BS in Psychology

South Dakota State University (SDSU) requests authorization to offer the Bachelor of Science (BS) in Psychology online. SDSU notes that studies by the Education Advisory Board indicate demand for the skills associated with Psychology majors has grown significantly in recent years. In addition, Psychology remains one of the most popular majors at SDSU and in the Regental system. SDSU estimates graduating 8 students per year from the online program after full implementation. Black Hills State University, Northern State University, and the University of South Dakota all offer a major in psychology on their main campus but not online. SDSU has previously received approval to offer its minor online.

DRAFT MOTION 20170328_4-F: I move to approve SDSU's request to offer the B.S. in Psychology online as described in Attachment I.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Site Request

UNIVERSITY:	SDSU
DEGREE(S) AND PROGRAM:	Psychology (B.S.)
NEW SITE(S):¹	Online
INTENDED DATE OF IMPLEMENTATION:	8/15/2017
CIP CODE:	42.0101
UNIVERSITY DEPARTMENT:	Psychology
UNIVERSITY DIVISION:	Arts & Sciences

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.

President of the University

2/14/2017

Date

1. What is the need for offering the program at the new physical site or through distance delivery?

South Dakota State University (SDSU) requests authorization to offer the Psychology major for the B.S. degree through online delivery. Because the growing demand for psychology-related skills is partially being fueled by non-traditional, place-bound, and isolated students, this proposal for an online Psychology major was developed and designed to reach students across the state and beyond. The Department of Psychology currently offers an online minor in Psychology.

This proposal for an online Psychology major supports SDSU's *IMPACT 2018* strategic plan². It specifically helps to fulfill Goal #3c: "Use emerging technologies and institutional collaboration to provide undergraduate, graduate, professional and continuing education focused on traditional and adult learners across the state, in the region, nation and globally." *IMPACT 2018* precisely identifies the development of online degrees as a metric for achieving this goal.

The Education Advisory Board's National Employer Demand Analysis for Bachelor's Degrees in Psychology and Psychology related skills has grown by 53.7% from 2013 to 2015³. Potential careers for someone with a bachelor's degree suggests that a psychology major's knowledge and skills can be effectively deployed in a variety of workplace contexts, including human services, health care, research, sales and marketing, and many others⁴. Some other areas include counseling, human resources, probation and corrections, public relations

¹ If the request is for a new physical location, include an address for the location.

² <http://www.sdstate.edu/impact2018/>

³ Education Advisory Board Report (2015) commissioned by Lindsey Hamlin, Director, Continuing Education & Outreach, SDSU.

⁴ American Psychological Association (2013). APA Guidelines for the Undergraduate Psychology Major: Version 2.0.

and social work. Psychology is the 2nd most popular major over the last five years in the Regental system after Nursing; it has been the 6th most popular major at SDSU during that time.⁵

Rajecki and Borden (2011)⁶ cited a PayScale.com 2010–2011 College Salary Report that listed the job titles most frequently reported by employees with a particular undergraduate major. The samples included workers holding only a bachelor’s degree. Workers with all years of experience were included in these popular-occupation profiles, provided they worked full-time in the United States.⁷ The top ten job titles most frequently obtained by undergraduate psychology majors include: (1) Administrative assistant; (2) Social services manager; (3) Social worker; (4) Mental health counselor; (5) Mental health case manager; (6) Applied behavior analyst therapist; (7) Nonprofit organization program coordinator; (8) Human resources administrator; (9) Employment/recruitment or placement specialist; and (10) Substance abuse counselor.

The Bureau of Labor Statistics employment projections include a number of potential careers relevant to the undergraduate Psychology major. For example, from 2014 to 2024:

- Applied behavior analyst therapist is projected to grow 27%, much faster than average.⁸
- Social worker is projected to grow 12%, faster than average.⁹
- Social service and community service manager is projected to grow 10%, faster than average.¹⁰
- Human resources administrator/manager is projected to grow 9%, faster than average.¹¹
- Substance abuse and behavioral disorder counselors is projected to grow 22%, much faster than the average for all occupations.¹²

SDSU will not require additional resources.

2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? Is any non-Regental institutions offering a similar program at the new site(s)? If either answer is “yes,” identify the institutions and programs and explain why authorization is requested.

While regental universities including Black Hills State University, Northern State University, and the University of South Dakota all offer a major in psychology on their main campus, none of these universities currently offers a psychology major online.

In addition, non-system institutions including Augustana University and the University of Sioux Falls both offer a major in psychology on their main campus, but neither institution currently offers a psychology major online.

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates (replace “XX” in the table with the appropriate year).

⁵ SDBOR Graduate Production Dashboard, <https://www.sdbor.edu/dashboards/Pages/Graduate-Production.aspx>

⁶ Rajecki, D.W. & Borden, V.M.H. (2011). Psychology Degrees: Employment, Wage, and Career Trajectory Consequences. *Perspectives on Psychological Science*, 6(4): 321-335.

⁷ PayScale.com. (2010). Most popular jobs by major. Retrieved February 10, 2011, from <http://www.payscale.com/best-colleges/popular-majors.asp>

⁸ http://study.com/articles/Applied_Behavior_Analysis_ABA_Therapist_Salary_and_Career_Info.html

⁹ <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

¹⁰ <http://www.bls.gov/ooh/management/social-and-community-service-managers.htm>

¹¹ <http://www.bls.gov/ooh/management/human-resources-managers.htm>

¹² <http://www.bls.gov/ooh/community-and-social-service/substance-abuse-and-behavioral-disorder-counselors.htm#tab-6>

As seen in the table below, the new online program is expected to initially attract eight new students to the university in the first two years and the numbers are expected to increase by four new students per year. Estimates were developed from data provided by the Office of Continuing & Distance Education at SDSU. The Office of Continuing & Distance Education has identified the number of students who applied to SDSU indicating psychology as a major and the internet as the (preferred) location. Over the past eight academic years (2009/2010 – 2016/2017) the average number of students indicating psychology as a major and the internet as the (preferred) location was 9.13 per academic year with a range between 7 and 12 students.

	Fiscal Years*			
	1st	2nd	3rd	4th
<i>Estimates</i>	FY 18	FY 19	FY 20	FY 21
Students new to the university	8	8	12	16
Students from other university programs	2	2	2	2
=Total students in the program at the site	10	19	31	38
Program credit hours (major courses)**	40	193	329	441
Graduates***	0	0	0	8

*Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

*** Assumes all students are new to the psychology major.

4. What is the perceived impact of this request on existing programs in the Regental system?

Over the past several years, the Department of Psychology has been slowly increasing the number of courses that it has been offering online. This proposal represents a commitment to offer all core courses and the majority of courses in each of four domains (in some cases all – Domains II & III) that satisfy the major, and to offer them regularly so that students can be assured of completing the program in four years. Because this online psychology major is intended to reach the non-traditional, place-bound, and isolated students in the state and beyond, any negative impact on existing programs should be negligible.

The approval of the online major will give the department the ability to advertise and recruit more students and allow greater variety of courses to be offered more frequently. The increased offerings of online psychology courses has been supported by full time faculty as well as offsite, part-time instructors who work in the field of psychology. A robust, fully operational online psychology degree likewise will offer more educational opportunities to SDSU’s onsite students and thereby strengthen the onsite program.

5. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.

	Credit hours	Credit hours currently available from this university online	Credit hours currently available from other universities available online	Credit hours new to this university for online delivery
B.S. in Psychology				
System General Education Requirements*	30	30	30	0
<i>Subtotal, Degree Requirements</i>	30	30	30	0
College of Arts and Sciences	7	4	4	3
Major Requirements	39	27	6	12
<i>Subtotal, Requirements of the Proposed Major</i>	46			

Electives	44	44	44	0
<i>Total, Degree with Proposed Major</i>	120	105	84	15

* Note: PSYC 101 General Psychology (3 cr.), a major requirement, is listed as fulfilling SGR #3 above.

The curriculum as it appears in the current catalog is provided in Appendix A. All of the courses listed in the curriculum are offered on the SDSU Brookings Main Campus. There are currently three major core courses that will be developed for online delivery to provide for a complete major offering. These course are: PSYC 375/375L, Research Methods in Psychology & Lab; PSYC 376/376L, Research Methods II and Lab; and PSYC 409, History and Systems of Psychology. In addition, PSYC 201, The Field of Psychology (1 credit), will replace PSYC 202, The Psychology Major (3 credits) which has been offered online for several years.

6. How will the university provide student services comparable to those available for students on the main campus?

A program area advisor will serve as the academic advisor to students in the major. Appointments may be conducted using e-mail, phone, Skype, and other technologies facilitating long-distance communication. A student services facilitator is housed in Continuing and Distance Education and is available to assist students in connecting to necessary resources on-campus and online. In addition, online tutoring support is available through Smarthinking (Pearson Education).

Library support services will be available to students through a variety of means:

- Students can contact librarians for research assistance. The Psychology Librarian provides on-line research guides and is available for consultations with faculty and students.
- Distance Library Services include book and article delivery for materials owned by the library. Students may request materials not held by the library through interlibrary loan.
- SDSU students have on-line access to research databases such as Web of Science, EBSCOhost MegaFILE, and JSTOR.

Other student services such as disability services accommodations will be available to students upon request.

7. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

There is no accrediting body for undergraduate psychology programs. However, the psychology major curriculum at SDSU closely follows the APA Guidelines for the undergraduate psychology major.¹³

8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.

None

9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.

The program will be funded by self-support tuition revenue generated from online tuition.

¹³ American Psychological Association (2013). APA Guidelines for the Undergraduate Psychology Major: Version 2.0.

South Dakota State University
New Site Request: B.S. in Psychology – Online Delivery

A budget is not provided because the courses for this program already are online or soon will be. Any addition of courses to meet growth will be met by self-support tuition. It is anticipated that additional revenue will result from more students completing online courses and may average \$50,000 to \$70,000 per year once the program is established. Therefore, no additional costs or resources will be needed.

Courses will be taught by SDSU Psychology faculty and temporary faculty. If online enrollment in the B.S. in Psychology grows to a level where a new faculty member is needed, the position will be funded with self-support tuition revenue.

Appendix A
B.S. in Psychology – Proposed 2017-2018 Program Requirements

Pref.	Num.	Title	Cr. Hrs.
System General Education Requirements			30
SGR #1 – Written Communication ENGL 101 Composition I (3) Student Choice (3)			6
SGR #2 – Oral Communication			3
SGR #3 – Social Sciences/Diversity *PSYC 101 General Psychology (3) Student Choice (3)			6
SGR #4 – Humanities and Arts/Diversity			6
SGR #5 – Mathematics			3
SGR #6 – Natural Sciences			6
College of Arts and Sciences Requirements			13+
<i>Additional required credits of coursework beyond SGRs, Major, and Support Courses</i>			7+
Natural Sciences (10+) Satisfying coursework must include - at least two classes with laboratory components - at least two different prefixes <i>(MATH and STATS courses do not count toward the Science requirement.)</i> <i>(6 credits of SGR #6 are counted toward this goal)</i>			10+ 4+
A&S	111	Introduction to Global Citizenship and Diversity	3
One declared minor outside of the major prefix OR a second major OR a teaching specialization. The minor may be a traditional minor within one department or it may be interdisciplinary involving more than one department. The minor can be in a different college. The minor must be declared no later than the student's third semester of enrollment.			-
Capstone course within major PSYC 409 History and Systems of Psychology			-
Upper Division Credits (300-400 level coursework inside and outside of the major)			33
Major Requirements			42
<i>Additional required credits of coursework beyond SGRs and Support Courses</i>			39
*PSYC	101	General Psychology (SGR #3)	--
*PSYC	201	The Field of Psychology	1
*PSYC	210	Introduction to Biopsychology	3
PSYC	375-375L	Research Methods in Psychology & Lab	4
PSYC	376-376L	Research Methods II and Lab	4
PSYC	409	History and Systems of Psychology	3
Domain I - Select <u>two</u> of the following:			6
PSYC	301	Sensation and Perception	3
PSYC	305	Learning and Conditioning	3
*PSYC	406	Cognitive Psychology	3
PSYC	411	Physiological Psychology	3
*PSYC	414	Drugs and Behavior	3
Domain II - Select <u>two</u> of the following:			6
*PSYC	324	Psychology of Aging	3
*PSYC	327	Child Psychology	3
*PSYC	364	Cross Cultural Psychology	3
*PSYC	367	Psychological Gender Issues	3
Domain III - Select <u>two</u> of the following:			6
*PSYC	417	Health Psychology	3
*PSYC	441	Social Psychology	3
*PSYC	451	Psychology of Abnormal Behavior	3
*PSYC	461	Theories of Personality	3
Domain IV - Select <u>two</u> of the following:			6
*PSYC	331	Industrial & Organizational Psychology	3
PSYC	357	Psychological Therapies	3
*PSYC	358	Behavior Modification	3
*PSYC	389	Pseudoscience and Psychology	3
PSYC	427	Child Psychopathology	3
*PSYC	440	Forensic Psychology	3

South Dakota State University

New Site Request: B.S. in Psychology – Online Delivery

PSYC	477	Psych Testing & Measurement	3
Electives <i>(Taken as needed to complete any additional degree requirements)</i>			44
Summary of Credits Psychology (B.S.)			
System General Education Requirements			30
College of Arts and Sciences Requirements			7
Majors Requirements			39
Electives <i>(Taken as needed to complete any additional degree requirements)</i>			44
Total number of hours required for degree			120

* Courses currently offered online through SDSU Department of Psychology.