

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 8 – E (2)
DATE: June 26-28, 2018

SUBJECT

New Site Request: SDSU Undergraduate Certificate in Workplace Intercultural Competency

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval
[BOR Policy 2:12](#) – Distance Education

BACKGROUND / DISCUSSION

South Dakota State University (SDSU) requests authorization to offer the Workplace Intercultural Competence Certificate through online delivery. The Board originally approved the certificate for on campus delivery at the [June 2017](#) meeting. The Workplace Intercultural Competence Certificate prepares students with the knowledge and skills needed to provide management of diverse workplaces in a variety of settings including business, construction, and agriculture. The certificate responds to growing demand for intercultural competencies by mid-level management at many South Dakota and regional companies. This proposal for online delivery is intended to reach non-traditional, place-bound professionals across the state and beyond.

IMPACT AND RECOMMENDATION

SDSU currently has two other undergraduate certificates available online. SDSU does not request any new resources. The certificate consists of 12 credit hours using existing courses.

Board office staff recommends approval to offer the certificate online.

ATTACHMENTS

Attachment I – New Site Request Form: SDSU – Workplace Intercultural Competence Certificate (online delivery)

DRAFT MOTION 20180626_8-E(2):

I move to approve SDSU’s new site proposal to offer the Workplace Intercultural Competency Certificate through online delivery.



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

New Site Request

UNIVERSITY:	SDSU
DEGREE(S) AND PROGRAM:	Workplace Intercultural Competence Certificate [S.CERTU.WINC]
NEW SITE(S):¹	Online
INTENDED DATE OF IMPLEMENTATION:	2018-2019 Academic Year
CIP CODE:	30.2301
UNIVERSITY DEPARTMENT:	Modern Languages & Global Studies
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.

Barry H. Dunn

President of the University

5/8/2018

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 Workplace Intercultural Competence Certificate through online delivery. The Workplace Intercultural Competence Certificate prepares candidates with the knowledge and skills needed to provide management of diverse workplaces in a variety of settings including business, construction, and agriculture. Students gain a basic understanding of the challenges of second-language acquisition and intercultural communication, and will acquire and hone the skills required to work in a diversity-rich setting and engage in intercultural communication. Students also are introduced to basic theories and research regarding intercultural competence and management.

There is a growing demand for intercultural competencies by mid-level management at many South Dakota and regional companies. This proposal for online delivery of the Workplace Intercultural Competence Certificate was developed and designed to reach non-traditional, place-bound professionals across the state and beyond. In the first year of enrollment in the face-to-face setting, 8 students have enrolled and are pursuing certificate coursework: 4 in Animal Science, and 1 each in Consumer Affairs, Communication Studies, Computer Science, and Economics.

¹ If the request is for a new physical location, include an address for the location. Delivery methods are defined in [AAC Guideline 5.5](#).

This proposal for an online Workplace Intercultural Competence Certificate supports SDSU's *Imagine 2023* strategic plan². It specifically speaks to the core value of diversity (“diversity of community and ideas”) by helping industry partners to establish “a supportive, inclusive, collaborative, and cohesive environment with a focus on access” and by teaching the skills necessary for “collaboration and . . . respect [for] individuals with differing perspectives, backgrounds, and areas of expertise.” Furthermore, this online certificate program helps to “Attain academic excellence” (Goal: “Achieve Excellence Through Transformative Education”). Specifically, it will:

- 1a. “Increase and sustain the number of accredited and certified programs”;
- 1b. “Develop and grow high-quality and distinct academic programs designed to meet the needs of diverse students and market demands”;
- 1c. “Increase programs offered which use a diversity of delivery methods, times, (or scheduling) and locations”;
- and
- 1e. “Incorporate and assess cross-curricular skills into academic and co-curricular endeavors.”

Finally, this online certificate program helps to “Increase recruitment, retention, and graduation of professionally prepared global citizens” (Goal: “Achieve Excellence Through Transformative Education”). Specifically, it will:

- 3b. “Develop and enhance key retention and persistence programs that facilitate the development of skills in intercultural engagement, global citizenry, and international relationships.”

In short, *Imagine 2023* identifies the development of online, cross-curricular certificates as a strategy for achieving academic excellence. The online Workplace Intercultural Competence Certificate will provide undergraduate, professional and continuing education focused on traditional and adult learners across the state, in the region, nation and globally.

Faculty and administrators from the Colleges of Agriculture and Biological Sciences, Arts and Sciences, Education and Human Sciences, and Engineering designed the Workplace Intercultural Competence certificate with input from several South Dakota based industries with highly diverse workforces (e.g., Tyson, Bel Brands, Hilltop Dairy). Such organizations face unique challenges that require knowledge and skills in language and intercultural competence so workers may bridge cultural differences and identify common values, expectations, beliefs and practices. At the end of the first year, the certificate has 8 enrolled students. Based on the first-year success of the face-to-face program as well as potential place-bound industry participants, the University sees demand for an online program.

Although the South Dakota Department of Labor does not maintain statistics on the internationalization of the state's workforce by immigrants specifically, a variety of non-profits provide reliable data that verifies the increases in the number of immigrants seen by Tyson and other industries. This increase is seen not only among agricultural and meat-processing workers, but also among business owners and STEM professionals. Nationally, the immigrant population stands at nearly 3%, but the overall growth rate in South Dakota between 2000-2013 has been 58.6%, according to the Partnership For a New American Economy, a non-

² <https://www.sdstate.edu/imagine-2023-aspirer-discover-achieve>

profit group headed by Michael Bloomberg, Rupert Murdoch, and other mayors and business leaders.

As a result of increases in foreign-born skilled and unskilled workers, academic work on intercultural competence in the workplace has risen and studies increasingly point to intercultural competence as one of the common traits of the most productive companies and business teams.³ Chambers of commerce in both the U.S. and Europe are increasingly launching policy initiatives to improve intercultural integration in workplaces in both large and small cities.⁴ This certificate provides learners in a wide variety of disciplines the necessary knowledge and skills to succeed in a diverse and multicultural workforce.

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? If “yes,” identify the institutions and programs and explain why authorization is requested.**

No, no other Regental university offers a similar program through online delivery.

- 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.**

The online certificate is expected to attract three to five students per year. Students will either be new to the university or current SDSU students who want to complete the certificate online. Students and professionals like the flexibility of online programs that allow them to continue to live and work anywhere in the state. It is not expected that the online certificate will have much impact on the enrollments in face-to-face, on-campus courses.

	Fiscal Years			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 19	FY 20	FY 21	FY 22
Students new to the university	3	3	5	5
Students from other university programs	1	2	4	4
=Total students in the program at the site	4	7	14	19
Program credit hours (required courses)	32	46	87	102
Graduates	0	0	2	5

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

This online certificate will increase the number of non-degree seeking students at SDSU as well as provide a pathway for working professionals to obtain critical need skills. The

³ <http://www.sciencedirect.com/science/article/pii/S0147176795000437>

Waldeck, Jennifer et al. “Communication in a Changing World: Contemporary Perspectives on Business Communication Competence.” *Journal of Education for Business* 87: (2012) 230-24.

<http://eds.b.ebscohost.com/excelsior.sdstate.edu/eds/pdfviewer/pdfviewer?vid=2&sid=d227af09-2c0f-41b4-bf51-8be5942cfd82@sessionmgr101&hid=119>

Neculaesei, Angelica-Nicoleta. “Intercultural Competence: Between Desirability and Necessity.” *Cross-Cultural Management Journal* 18.1 (2016): 7-16.

⁴ <http://britishchamber.be/event/training-intercultural-competence-working-across-borders-and-cultures>

<http://www.cityofdubuque.org/DocumentCenter/Home/View/3623>

http://www.gaccmidwest.org/fileadmin/ahk_chicago/ChamberBrief/ChamberBrief_January_2011.pdf

<http://www.goethe.de/ges/spa/prj/sog/fst/pl9483238.htm>

existing diversity on their plant floors urgently demands this competence. In exploratory conversations with Tyson and our ESL liaison with Dakota Provisions, employees have expressed interest in pursuing this certificate. To date, SDSU has not discussed establishing cohorts of employees with these organizations. Those discussions would be our top priority if this new site request is granted.

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.

The curriculum for the existing Workplace Intercultural Competence Certificate is included in Appendix A. The Department of Modern Languages and Global Studies submitted a minor program modification due to a new course request for GLST 280 Developing Intercultural Competence (3 cr.). Required courses at all sites are or will be offered in a regular rotation.

Workplace Intercultural Competence Certificate	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
Required Coursework	11	8	8	3
Electives	3-4	3	3	0
Total, Requirements for the Certificate	14-15	11	11	3

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

Faculty in the Department of Modern Languages and Global Studies (MLGS) will continue to advise on-campus and online Workplace Intercultural Competence certificate students, assisting them in preparing a plan of study. Students are referred to the department head or to other MLGS advisors for questions regarding certificates. 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 or to assist with general questions regarding online courses.

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

- Students can contact librarians for research assistance. The 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).

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There is no accrediting body for undergraduate language and culture programs. However, the required courses in the Workplace Intercultural Competence curriculum at SDSU closely follows the American Council on the Teaching of Foreign Languages (ACTFL) guidelines for the undergraduate language courses and the faculty member teaching GLST 280 Developing Intercultural Competence will be an IDI® Qualified Administrator. There are currently three faculty in the department qualified to teach this course, with another faculty member who will complete the training this summer. The department will cover the \$2,000 training cost.

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 Department of Modern Languages and Global Studies is not requesting additional faculty or equipment to offer the certificate in Workplace Intercultural Competence.

Appendix A Workplace Intercultural Competence Certificate - 2018-2019 Program Requirements

Requirements for Workplace Intercultural Competence Certificate
 Credits: 14-15 Credits

- FREN 101 - Introductory French I Credits: 4
 or GER 101 - Introductory German I Credits: 4
 or SPAN 101 - Introductory Spanish I Credits: 4 *
- FREN 102 - Introductory French II Credits: 4
 or GER 102 - Introductory German II Credits: 4
 or SPAN 102 - Introductory Spanish II Credits: 4 *
- GLST 280 - Developing Intercultural Competence Credits: 3 *
 or SPCM 470 - Intercultural Communication Credits: 3

Select one management elective course from the following. Credits: 3-4

- AGECE 371 - Agricultural Business Management Credits: 3 *
- AS 445-445L - Value-Added Meat Products and Lab Credits: 3
- AS 474-474L - Cow/Calf Management and Lab Credits: 3
- AS 475-475L - Feedlot Operations and Management and Lab Credits: 3
- AS 478-478L - Swine Production and Lab Credits: 3
- BADM 101 - Survey of Business Credits: 3 *
- BADM/ MGMT 360 - Organization and Management Credits: 3 *
- CM 400 - Risk Management and Construction Safety Credits: 3
- DS 421-421L - Dairy Plant Management and Lab Credits: 4
- DS 481-481L - Dairy Farm Operations II and Lab Credits: 4
- GE 469 - Project Management Credits: 3
- HMGT 171 - Introduction to Hospitality Industry Credits: 3
- HMGT 472 - Hospitality Facilities Management and Design Credits: 3
- HRM 460 - Human Resource Management Credits: 3 *
- OM 462 - Quality Management Credits: 3
- OM 463 - Supply Chain Management Credits: 3

* Courses offered online by SDSU.

The main undergraduate audiences for this certificate program will be students in the following majors: Agricultural Business, Animal Science, Business Economics, Entrepreneurial Studies, Construction, Dairy Manufacturing, Dairy Production, Food Science, Hospitality Management, and Operations Management. However, the certificate will be open to any undergraduate student.

Suggested management elective courses for students in **agriculture, animal Science, or dairy oriented fields of study**; select 1 from the following:

- AGECE 371 - Agricultural Business Management Credits: 3 *
- AS 445-445L - Value-Added Meat Products and Lab Credits: 3
- AS 474-474L - Cow/Calf Management and Lab Credits: 3
- AS 475-475L - Feedlot Operations and Management and Lab Credits: 3
- AS 478-478L - Swine Production and Lab Credits: 3
- BADM 101 - Survey of Business Credits: 3 *
- DS 421-421L - Dairy Plant Management and Lab Credits: 4

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- DS 481-481L - Dairy Farm Operations II and Lab Credits: 4
- HRM 460 - Human Resource Management Credits: 3 *

Suggested management elective courses for students in **business-oriented fields of study**; select 1 from the following:

- AGE 371 - Agricultural Business Management Credits: 3 *
- BADM 101 - Survey of Business Credits: 3 *
- BADM/ MGMT 360 - Organization and Management Credits: 3 *
- GE 469 - Project Management Credits: 3
- HRM 460 - Human Resource Management Credits: 3 *
- OM 462 - Quality Management Credits: 3
- OM 463 - Supply Chain Management Credits: 3

Suggested management elective courses for students in **hospitality, sports, and recreation oriented fields of study**; select 1 from the following:

- BADM 101 - Survey of Business Credits: 3 *
- BADM/ MGMT 360 - Organization and Management Credits: 3 *
- HMGT 171 - Introduction to Hospitality Industry Credits: 3
- HMGT 472 - Hospitality Facilities Management and Design Credits: 3
- HRM 460 - Human Resource Management Credits: 3 *

Suggested management elective courses for students in **construction oriented fields of study**; select 1 from the following:

- BADM/ MGMT 360 - Organization and Management Credits: 3 *
- CM 400 - Risk Management and Construction Safety Credits: 3
- GE 469 - Project Management Credits: 3
- HRM 460 - Human Resource Management Credits: 3 *