SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Certificate

UNIVERSITY:	**USD**
TITLE OF PROPOSED CERTIFICATE:	**Organizational Communication**
INTENDED DATE OF IMPLEMENTATION:	**Fall 2020**
PROPOSED CIP CODE:	**09.0901**
UNIVERSITY DEPARTMENT:	**Arts & Sciences-UASG**
UNIVERSITY DIVISION:	**Arts & Sciences 2A**

☒ **Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.7, which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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	5/1/2020
Institutional Approval Signature	Date
President or Chief Academic Officer of the University	

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

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? Please include a brief (1-2 sentence) description of the academic field in this certificate.**
   This certificate prepares students to communicate effectively across disciplines, industries, and organizations, to effect organizational and technological change, and to understand individuals and cultures. Students graduating with a certificate in Organizational Communication will have documented preparation relevant for a variety of fields, including business, media, nonprofit organizations, arts and entertainment, government, human resources and labor relations, customer service, and sports, hospitality, and travel organizations.

3. **If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**
The statutory mission of the University of South Dakota is provided in *SDCL § 13-57*:
Designated as South Dakota's liberal arts university, the University of South Dakota, established and located at Vermillion, in Clay County, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in business, education, fine arts, law and medicine, and other courses or programs as the Board of Regents may determine.

The mission is provided in BOR Policy 1:10:1, University of South Dakota Mission Statement: The legislature established The University of South Dakota as the liberal arts university to meet the needs of the State and region by providing undergraduate and graduate programs in the liberal arts and sciences, and professional education in business, education, fine arts, law, and medicine, and other courses or programs as the Board of Regents may determine. (SDCL 13-57-1).

The Board implemented SDCL 13-57-1 by authorizing undergraduate and graduate programs in the liberal arts and sciences and in professional education and by requiring the University to promote excellence in teaching and learning, to support research, scholarly and creative activities, and to provide service to the State of South Dakota, the region, and beyond. The University of South Dakota is the comprehensive university within the South Dakota System of Higher Education.

Both the statutory mission and Board of Regents mission statement for the University of South Dakota designate the institution as the liberal arts university for the State of South Dakota and as the location of the state's only law school. As such, USD is ideally suited to offer an interdisciplinary minor in organizational communication, which draws upon the disciplinary strengths of existing academic expertise across the liberal arts disciplines. As a program in the College of Arts & Sciences, the minor will complement existing major programs across the university. The proposed program thus strongly supports the statutory mission and Board of Regents approved mission for the University of South Dakota.

The proposed minor in Organizational Communication will support the SD Board of Regents' strategic plan, and directly addresses two of the goals:
1. Student Success – Grow degree production to 7,450 per year by 2020: Given increased demand for bachelor's degree-trained professionals with an understanding of communication issues, the addition of this minor will encourage degree completion and the acquisition of skills essential for the workplace.
2. Academic Quality and Performance – Document that academic programs are of the highest quality: As the designated liberal arts university, USD has a strong foundation to support an interdisciplinary program in Organizational Communication. Moreover, the breadth and depth of USD's liberal arts curriculum allows for the inclusion of disciplines necessary for interdisciplinary breadth.

4. **Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.** *For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.*

The skills emphasized in this certificate represent those skills repeatedly identified as essential by employers. According to respondents to a 2016 report by the Pew Research Center, "interpersonal skills, critical thinking, and good writing and communications skills are the most important skills for doing their jobs. And the share of adults ages 25 and older with a bachelor's degree or higher level of education increased from 17% in 1980 to 33% in 2015. Most of these workers are engaged in jobs requiring higher-level social or analytical skills"[1]. The U.S. Bureau of Labor Statistics reports that the job outlook for 2018-28 is as follows for fields most closely connected to this program: Technical Writers, 8% (faster than average)[2]; Human Resources Managers, 7% (faster than average)[3]; Social and Community Service Managers, 13% (much faster than average)[4]; Public Relations Specialists, 6% (as fast as average)[5]. The South Dakota Department of Labor projects that "Professional, scientific and professional services," an industry that is heavily reliant on the skills emphasized by this program, will be among the top ten growth industries in South Dakota, at 12.05% from 2016-2026.[6] The learning outcomes associated with this program are directly applicable to existing workforce needs and opportunities for advancement through the state and region, and within an increasingly diverse and globally connected environment. This certificate will be available across multiple locations and modalities, including Vermillion campus, the Community College for Sioux Falls, and online.

5. **Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?**
   Because three of the four courses in this certificate fulfill distinct system graduation requirements, many students will find this collection of courses both desirable and easy to fulfill within other program requirements. The outcomes associated with these courses will complement any major program and will provide students with a basic grounding in the skills in highest demand among employers.

6. **Certificate Design**
   A. **Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?**
      Because these courses are readily across multiple locations and modalities, this certificate is a viable stand-alone credential that may be completed by anyone with credit in college composition.

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[1] Pew Research Center, October, 2016, "The State of American Jobs: How the shifting economic landscape is reshaping work and society and affecting the way people think about the skills and training they need to get ahead." https://www.pewsocialtrends.org/2016/10/06/1-changes-in-the-american-workplace/
[2] Occupational Outlook Handbook, Technical Writers, U.S. Bureau of Labor Statistics https://www.bls.gov/ooh/media-and-communication/technical-writers.htm.
[3] Occupational Outlook Handbook, Human Resources Managers, U.S. Bureau of Labor Statistics https://www.bls.gov/ooh/management/human-resources-managers.htm
[4] Occupational Outlook Handbook, Social and Community Service Managers, U.S. Bureau of Labor Statistics https://www.bls.gov/ooh/management/social-and-community-service-managers.htm
[5] Occupational Outlook Handbook, Public Relations Specialists, U.S. Bureau of Labor Statistics https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm
[6] South Dakota Department of Labor and Regulation, Labor Market Information Center, Employment Projections by Occupations https://dlr.sd.gov/lmic/menu_projections_occupation.aspx

B. Is the certificate a value added credential that supplements a student's major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

Students in any major program at the associate or bachelor's level would benefit from adding this certificate, since 9 credits may be completed as part of the general education requirements.

C. Is the certificate a stackable credential with credits that apply to a higher level credential (i.e., associate, bachelor's, or master's degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

This certificate is stackable with any associate or bachelor's degree program, with 9 of the required credits fulfilling general education requirements. Moreover, students majoring in Communication Studies may apply 6 credits toward both the certificate and the major, and students majoring in English or Media & Journalism may apply 3 credits toward both the certificate and the major.

7. 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).

Prefix	Number	Course Title *(add or delete rows as needed)*	Prerequisites for Course *Include credits for prerequisites in subtotal below.*	Credit Hours	New (yes, no)
ENGL	205	Business Writing	ENGL 101 or UHON 110 (required for all undergraduate students)	3	No
SPCM	201	Interpersonal Communication	None	3	No
MCOM	151	Introduction to Mass Communication	None	3	No
SPCM	410	Organizational Communication	None	3	No
			Subtotal	12	

8. Student Outcome and Demonstration of Individual Achievement.

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

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

Students will:
- Demonstrate effective oral and written communication skills.
- Demonstrate interpersonal communication skills appropriate to different organizations.
- Demonstrate an understanding of the theory and practice of communication within diverse cultural and organizational contexts.

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row.

Individual Student Outcome Students will:	Program Courses that Address the Outcomes			
	ENGL 205*	SPCM 201*	MCOM 151*	SPCM 410*
Demonstrate effective oral and written communication skills.	X			X
Demonstrate interpersonal communication skills appropriate to different organizations.		X		X
Demonstrate an understanding of the theory and practice of communication within diverse cultural and organizational contexts.			X	X

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

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

	Yes/No	*Intended Start Date*
On campus	Yes	**Fall 2020**

	Yes/No	*If Yes, list location(s)*	*Intended Start Date*
Off campus	Yes	CCSF	**Fall 2020**

	Yes/No	*If Yes, identify delivery methods* *Delivery methods are defined in [AAC Guideline 5.5](#).*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	Yes	015 Internet Asynchronous – Term Based Instruction	**Fall 2020**
Does another BOR institution already have authorization to offer the program online?	No	**If yes, identify institutions:**	

A. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? *This question responds to HLC definitions for distance delivery.*

	Yes/No	*If Yes, identify delivery methods*	*Intended Start Date*
Distance Delivery (online/other distance delivery methods)	Yes	015 Internet Asynchronous – Term Based Instruction	**Fall 2020**