October 15, 2009

To: College of Arts and Sciences Curriculum Committee

From: Lori Bica
Chair, Department of Psychology

Re: New Program

We request implementation of a new program with the next possible University Catalogue.

Name of Program – Major: Psychology, Behavior Analysis, Liberal Arts

Behavior analysis is an area of specialization within the discipline of psychology. Behavior analysts systematically apply basic behavioral principles to improve socially significant behavior (e.g., language, social skills, academic, daily living, self-care, vocational, and/or recreation and leisure skills). They work in diverse areas such as autism and other developmental disabilities, education, gerontology, mental health, brain injury, behavioral safety, and organizational behavior management for business/industry.

In 2000, the Psychology Department first began offering undergraduate coursework and internship experience that enabled graduates to be eligible to sit for the national certification examination leading to credentialing as a Board Certified Associate Behavior Analyst®. We are the only university in Wisconsin to offer this program and the demand for behavior analysts is high.

The opportunities section of Psychology’s PEEQ report documents our intentions to request approval to introduce Behavior Analysis as an emphasis in the 2010-11 University Catalogue. As indicated in that report, no new faculty members, facilities, or other resources are needed to offer the Behavior Analysis emphasis.

Please see the attached document detailing emphasis requirements.