REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue - why the issue is being considered:
The proposed certificate in Organizational Leadership and Communication (OLC) will supplement the current online, comprehensive major within the Bachelor of Professional Studies online degree completion program (see pages 73-74 or the current catalog for details). The Certificate will fill a need for adult learners with at least 30 credits from an accredited college of university to obtain a useful academic credential without committing to the comprehensive major.

The proposed Organizational Leadership and Communication Certificate will consist of 12 credits:
- PSAS 300 (Introduction to Organizational Leadership and Communication—3 credits) must be taken first, as it reacquaints students with college coursework and provides a foundation for later courses.
- 1 course from a list of 3 Communication and Journalism courses (3 credits total)
- 2 courses from a list of Communication and Journalism and Professional Studies Business courses (6 credits total)

PSAS 300 is offered each semester; the remaining courses are offered on a two-year rotation. Students choose from two lists of courses from Communication and Journalism and from the Bachelor of Professional Studies for the remaining 9 credits. Per university requirements, undergraduate students pursuing this certificate must earn at least a C+ in each course and an overall GPA of 2.5.

Note on abbreviations related to this certificate:
- BPS: Bachelor of Professional Studies—the degree
- OLC: Organizational Leadership and Communication—the online, comprehensive major and the proposed certificate
- PSAS: Professional Studies Arts and Sciences—courses taught in the College of Arts and Sciences
- PSB: Professional Studies Business—courses taught in the College of Business

Points Discussed by Committee:
1. This certificate fills a need by students who are unable to complete the major but want some classes. Students who start in the certificate program can go into the full program later—the certificate would be a good way to start.
2. The PSAS 300 course is a gentle transition back into academia for students who have been out of school for a while.
3. The 30-credit admission requirement is based on characteristics of the population the program serves: most students come in with 30 credits. Having students with no college experience join a program alongside students with considerable college experience is not appropriate.
4. Enrollment for the OLC major is currently at 28 (the program is in its 3rd year). The OLC major was initially projected to have hundreds of students after 5 years. The proposers are glad that growth has not been that high because structures needed for adult learners are not fully in place. Growth is expected to increase once active recruitment from local business begins. Presumably, as enrollment grows, there will be revenue; if revenue does not support growth, enrollment will have to be limited. The goal is to scale up this program via marketing its benefits to local businesses.
5. Interviews with students indicate that the program is well organized (at least from a student perspective—the faculty do much behind the scenes to ensure students a good learning experience).
6. The two-year rotation of classes is not causing problems for students at this time. Academic Director Lang and the UW Extension Coordinator work one on one with students; UW-Extension offers more sections, if needed.
7. This certificate might have a resource impact on Communication and Journalism, where adjuncts are teaching the courses.
Pros of Recommendation:
1. The proposed certificate fills a need expressed by members of our community and beyond.
2. The proposed certificate provides a transition step into the Organizational Leadership and Communication major.
3. UW Extension funds the OLC program, which would include the proposed certificate.

Cons of Recommendation: None

Technology/Human Resource Impact: None. All funding comes from Extension. There is a possible need for additional adjunct faculty in Communication and Journalism.

Committee Recommendation:

Establish an Organizational Leadership and Communication Certificate supported by the Bachelor of Professional Studies program, the Department of Communication and Journalism, and the College of Business and administered by the College of Arts and Sciences.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of _9___ for to _0___ against on 11/20/2012,

recommends that an Organizational Leadership and Communication Certificate supported by the Bachelor of Professional Studies program, the Department of Communication and Journalism, and the College of Business and administered by the College of Arts and Sciences be established.

Implementation Date: Spring 2013

Signed: ______ Jean A. Pratt ______
Chair of the Committee

Send to: University Senate Office