

APR 10 2014

Missouri State University Curricular Proposal - New Interdisciplinary Program (Major, Minor, Certificate)

This special form is to be used for internal Missouri State approval of a new Interdisciplinary program involving two or more academic departments/schools including graduate programs, undergraduate majors (comprehensive or non-comprehensive), minors, graduate certificates, and undergraduate certificates

New graduate programs, new undergraduate majors, and certificate programs involving more than 18 credit hours, require approval by the CBHE as well as approval through the Missouri State curricular process. CBHE applications for such programs are processed through the Office of Institutional Research. All proposals for new programs requiring CBHE approval should progress through the Missouri State curricular process accompanied by a draft of the required CBHE documentation.

Attach on separate sheets (1) statement of rationale and objectives, (2) estimated costs for first five years, and (3) complete catalog description (including new courses and course changes pending approval). [Note: For new programs requiring CBHE approval, CBHE forms NP, PS, and PG will satisfy #1 and CBHE form FP will satisfy #2.]

Sponsoring Department (1) (responsible for administration and budget) **Associate Provost, Student Development/Public Affairs**

Sponsoring Department (2) **Biology (College of Natural and Applied Sciences)**

Sponsoring Department (3) **Biomedical Sciences (College of Health and Human Services)**

Sponsoring Department (4) (if applicable) _____

Proposed Program Title: **Bachelor of General Studies**

Check One: other

Degree Applicability (i.e., BA, BS, MA, MS, etc.) **Bachelor of General Studies**

General Education Courses Required: **See Attachment 3 (pp 17-18)** Total Hours _____

General Education Courses Recommended: **See Attachment 3 (pp 17-18)** Total Hours _____

Requirements (including Admission) and Limitations for Specific Program: **See Attachment 3 (pp 17-18)** Total Hours _____

Prerequisites for Required Courses: **See Attachment 3 (pp 17-18)**

Recommended Electives: **See Attachment 3 (pp 17-18)** Total Hours _____

Limitations on Electives: **See Attachment 3 (pp 17-18)**

DEPARTMENT: Route according to ART VI, SEC 3B (1-4) of Bylaws of the Faculty Senate. Attach New Program Resource Information form (FS-302a/06) and forward three typed, originally signed forms to one of the following (please mark all that apply.) If the program needs to go through more than one committee/council, forward one additional form for each additional council/committee marked.

- College Council (Send all new undergraduate programs through College Council as first step before forwarding either to PEC, CGEIP, or directly to Faculty Senate)
- Professional Education Committee (All proposals affecting BS and MS in Education and Educational Specialist degrees)
- Committee on General Education and Intercollegiate Programs (All general education and multi-college programs)
- Graduate Council (All graduate programs)

Signatures of department heads:

Rachelle Daniels Date 2-24-14
Sponsoring Department (1) (responsible for administration and budget)

Amathio BIO Date 2-21-14
Sponsoring Department (2)

Colleen W. ... BMS Date 2-25-14
Sponsoring Department (3) (if applicable)

Sponsoring Department (4) (if applicable) Date _____

ROUTING

1. SPONSORING COLLEGE COUNCIL (1) (ART VI, SEC 3B)

APPROVED After dean review/comment, forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward appropriate number of copies to next committee level for approval.
 DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature *Janet Kover* Date 3-18-2014

Chairperson

DEAN OF THE SPONSORING COLLEGE (ART VI, SEC 5)

REVIEWED Return to College Council Chair within ten days of receipt for disposition.

Comment(s) OK _____

Signature *Tahnie* Date 3/19/14

Dean of the College

2. SPONSORING COLLEGE COUNCIL (2-if applicable) (ART VI, SEC 3B)

APPROVED After dean review/comment, forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward appropriate number of copies to next committee level for approval.
 DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature *Wanda* Date 3-20-14

Chairperson

DEAN OF THE SPONSORING COLLEGE (ART VI, SEC 5)

REVIEWED Return to College Council Chair within ten days of receipt for disposition

Comment(s) _____

Signature *Aileen* Date 3-20-14

Dean of the College

3. SPONSORING COLLEGE COUNCIL (3-if applicable) (ART VI, SEC 3B)

APPROVED After dean review/comment, forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward appropriate number of copies to next committee level for approval.
 DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature _____ Date _____

Chairperson

DEAN OF THE SPONSORING COLLEGE (ART VI, SEC 5)

REVIEWED Return to College Council Chair within ten days of receipt for disposition.

Comment(s) _____

Signature _____ Date _____

Dean of the College

4. SPONSORING COLLEGE COUNCIL (4-if applicable) (ART VI, SEC 3B)

APPROVED After dean review/comment, forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward appropriate number of copies to next committee level for approval.
 DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature _____ Date _____

Chairperson

DEAN OF THE SPONSORING COLLEGE (ART VI, SEC 5)

REVIEWED Return to College Council Chair within ten days of receipt for disposition.

Comment(s) _____

Signature _____ Date _____

Dean of the College

5. PROFESSIONAL EDUCATION COMMITTEE (ART III, SEC 9)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward three signed copies to next committee level for approval.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature _____ Date _____
Chairperson

6. COMMITTEE ON GENERAL EDUCATION AND INTERCOLLEGIATE PROGRAMS (ART IV, SEC 2)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward three signed copies to next committee level for approval.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature KA Swearingen Date 4-9-14
Chairperson

7. GRADUATE COUNCIL (ART V, SEC 3, OR ART VI, SEC 3B)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s) _____

Signature _____ Date _____
Chairperson

8. BUDGET AND PRIORITIES COMMITTEE (ART I, SEC 9)

REVIEWED Return to Faculty Senate for disposition.

Comment(s) _____

Signature _____ Date _____
Chair of the Budget and Priorities Committee

9. FACULTY SENATE (ART VI, SEC 9)

APPROVED

DISAPPROVED

Comment(s) _____

Signature _____ Date _____
Chairperson

10. PROVOST (ART I, SEC 6; ART VI, SEC 9)

RECOMMENDED TO PRESIDENT

NOT RECOMMENDED TO PRESIDENT

Comment(s) _____

Signature _____ Date _____
Provost

11. PRESIDENT

APPROVED

DISAPPROVED

Comment(s) _____

Signature _____ Date _____
President

Request for Bachelor of General Studies (BGS) Degree, Missouri State University

New Program Proposal (form NP)

Sponsoring Institution(s): Missouri State University
Program Title: Bachelor of General Studies Degree
Degree/Certificate: Bachelor of General Studies Degree
Options: (Not Applicable)
Delivery Site(s): Springfield campus
CIP Classification: ~~24.1050~~ 24.0102
Implementation Date: AY 2015-2016
Cooperative Partners: (Not Applicable)
Expected Date of First Graduation: May 2017
Name/Title of Institutional Officer: Michelle Olsen, Director of Institutional
Research/signature Michelle D. Olsen /date) 4/2/14

Person to contact for more information: Rachelle L. Darabi, Ph.D.
Associate Provost for Student Development and Public Affairs, Stu Development & Public Affairs
417-836-8346 RDarabi@MissouriState.edu

Individual(s) responsible for success of program: Kathy Davis, M.S.
Director of Academic Advising
417-836-5258 KathyDavis@MissouriState.edu
Rachelle L. Darabi, Ph.D.
Associate Provost for Student Development and Public Affairs, Stu Development & Public Affairs
417-836-8346 RDarabi@MissouriState.edu

- I. Table of contents (optional)
- II. Executive Summary
- III. Introduction
- IV. Alignment With Mission and Goals

1. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete table below) (estimates to be supplied by OIR)

	Year				
	1	2	3	4	5
Full Time	5	7	15	20	20
Part Time	5	8	15	20	20
Total	10	15	30	40	40

- ii. Will enrollment be capped in the future? No
- iii. Please provide a rationale regarding how student enrollment projections were calculated

According to MSU's Office of Enrollment Management and Services, approximately 4800 students have left the university in the past 10 years with 90 or more credit hours and no degree.

Research on student numbers for similar universities with BGS programs are reflected in the tables below, including one benchmark institution and one Missouri institution.

Grand Valley State University—Benchmark Institution					
	Year				
	1	2	3	4	5
Full Time	16	29	29	41	41
Total	16	29	29	41	41

University of Missouri – St. Louis					
	Year				
	1	2	3	4	5
Full Time	2	34	67	69	94
Total	2	34	67	69	94

B. Market Demand:

- i. National, state, regional, or local assessment of labor need for citizens with these skills

Of the 20 fastest growing occupations in Missouri (2011-2013), 11 typically require at least a bachelor's degree (Missouri Economic Research and Information Center). By facilitating degree completion, the General Studies

program will help to increase access to these emerging career paths for students in this region who might not otherwise qualify.

The General Studies program will also serve persons seeking positions that require four-year degrees, but not necessarily in particular fields. According to the MSU Career Center's Annual Report for 2011-2012, "Employers who post their full- and part-time positions through the Career Center often seek candidates from many or all colleges" (20). The program will also benefit currently employed persons who qualify for promotions in other respects except for having a four-year degree.

According to the Center for Adult and Experiential Learning (CAEL), "The Georgetown University Center on Education and the Workforce reports that the US will need 22 million new college degrees by 2018, but will fall short of that number by at least 3 million post-secondary, degrees, associates, or better (<http://www.cael.org/How-We-Help/Adult-Students>).

At the February 2014 Conference on Transfer and Articulation in Jefferson City, Missouri Department of Higher Education Commissioner, David Russell, noted that "currently, 36.4% of Missouri adults have completed a degree while the state goal is 60% of adults with certificates or degrees by 2025." He also noted that there is a 54% increase of returning adults coming to Missouri colleges. The BGS degree will provide a pathway to degree completion for many of these students who already have credit toward a degree. According to Ross Hawkins, Missouri State's transfer advisor, he sees approximately 20 students each year that would be well-served by the BGS degree. These students are in addition to the market that already exists of MSU students who have left without a degree.

ii. Letters of support from potential employers (optional)

C. Societal Need:

i. General needs which are not directly related to employment

By attracting and retaining more students in a General Studies curriculum, the degree program will enable more individuals in southwest Missouri to "develop the capacity to make well-informed, independent critical judgments about the cultures, values and institutions in society" (www.missouristate.edu/longrangeplan). Further, the General Studies degree will support MSU's Public Affairs mission by helping to prepare additional citizens for ethical leadership, cultural competence, and community engagement upon graduation. The students drawn to MSU by this degree program—many of whom will be nontraditional students—will contribute maturity and life experiences to the classroom. At the individual level, the General Studies program will provide personal satisfaction and the habits of lifelong learning that characterize educated, productive citizens.

iii. Letters of support from community leaders (optional)

D. Methodology used to determine "B" and "C" above.

The Center for Adult and Experiential Learning. (2014, January 31). *How We Help Adult Students*. Retrieved February 3, 2014, from CAEL:
<http://www.cael.org/How-We-Help/Adult-Students>

Conference on Transfer and Articulation. Retrieved February 4, 2014, from COTA: <http://www.dhe.mo.gov/cota/cotaconference.php>

Missouri Department of Education (MDHE), Retrieved February 4, 2014, from MDHE: <http://www.dhe.mo.gov/>

Missouri Economic Research and Information Center, Occupational Employment Projections

www.missourieconomy.org/occupations/occ_proj.stm

-- Regional (2010-2020)

--Fastest Growing Occupations, State

Missouri State University Career Center's Annual Report for 2011-2012
www.careercenter.missouristate.edu/assets/careercenter/AnnualReport2011-2012.pdf

Missouri State University, www.missouristate.edu

--2011-2016 Long-Range Plan: Fulfilling Our Promise

--Public Affairs

2. Duplication and Collaboration:

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

For nontraditional students who are already employed and living in southwest Missouri, a General Studies degree at MSU offers a feasible and cost-effective way to complete a four-year degree. No other public institution in the immediate area has a BGS degree. Thus, students can complete the degree without the expense and disruption of traveling to a distant campus. The new program also provides a path for many former MSU students to complete four-year degrees at the same institution where they began.

For current MSU students who have not found a specific major or career path that interests them, a General Studies degree minimizes the risk of attrition. These students will be able to finish four-year degrees at MSU without wasting the considerable time and resources they have already invested in higher education.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete the rest of this section. If no, state not applicable and go to item 3.

(Not Applicable)

Length of agreement (open-ended or limited): _____

- A. Which institution(s) will have degree-granting authority?
- B. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
- C. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
- D. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
- E. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
- F. In addition to the information provided by each participating institution regarding Financial Projections (item 4 below), please address the following items:
 - I. How will tuition rates be determined if they differ among the institutions?
 - II. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.
 - III. What arrangements, if any, have been made for exchange of money between participating institutions?
- G. What commitments have been made by all participants to evaluate the program systematically?
- H. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

3. Program Structure (form PS):

A. What are the total credits required for graduation? This should match C+D+E below.

125 hours minimum

B. Are there any residency requirements?

Residency requirements are the same as for all Baccalaureate Degrees at MSU.

Total Credits by Category

C. General Education courses: Total credits required: 42-45 hours

List of classes that contribute to this total (an example has been entered).

Course ID	Course Title	Credits
All courses included in the MSU General Education core may contribute to the total of 42-45 hours.		

Total above should be the same as item 3.C.

D. Major requirements: total credits required: 45 hours minimum*

List of classes that contribute to this total (an example has been entered).

Course ID	Course Title	Credits
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*Instead of declaring a major, students will complete a minimum of 21 hours in each of two departments, or a minimum of 15 hours in each of three departments. At least 18 of these hours must be upper division. Hours used in the two or three specific departments must be completed with a GPA of 2.5 overall.

Total above should be the same as item 3.C.

E. Free elective credits:

Additional hours will bring the total hours to at least 125. At least 40 hours of the total must be upper division, as in all Baccalaureate Degrees at MSU.

F. Describe any requirements for thesis, internship or other capstone experience.

At least 9 of the hours in the two or three specific departments must be from 400 level courses. The student must fulfill the Public Affairs capstone requirement in one of the two or three specific departments.

G. Describe any unique features such as interdepartmental cooperation.

The General Studies degree will be administered by Interdisciplinary Studies through the Provost's Office under the Associate Provost for Student Development & Public Affairs. The Provost's Office will provide basic resources

to administer the degree program in terms of advising, working out an individual degree plan, and verifying completion of the degree plan.

In addition, a subcommittee of the Faculty Senate Committee on General Education and Interdisciplinary Programs, along with the Associate Provost of Student Development and Public Affairs, will review and act on each application for admission to the BGS degree program.

The General Studies program differs from an individualized major in that the General Studies student is not required to integrate coursework across the two or three specific departments.

4. **Financial Projections (for public institutions only; Form FP):** Please complete table at the end of this document. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate table for each institution.
(data to be supplied by OIR)
5. **Program Characteristics and Performance Goals (form PG).** For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.

A. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Admission to the General Studies program will require at least 75 hours of college credit. The General Studies degree program will not be available to students with fewer than 75 credit hours because these students have not had the opportunity to experience several years of growth and learning as an undergraduate.

Current MSU students will apply with a written essay summarizing their educational backgrounds and explaining how the General Studies program would be personally beneficial in ways that a traditional BA or BS degree program would not. The application will be made to the Associate Provost for Student Development and Public Affairs and approved in consultation with a subcommittee of the Faculty Senate Committee on General Education and Interdisciplinary Programs.

- Characteristics of a specific population to be served, if applicable.

The General Studies degree will serve students who left the university or transferred in with considerable numbers of credits and expense but no degree and would benefit personally and professionally from the opportunity to complete a degree. The BGS degree is also appropriate for current students who through several years of interdisciplinary and focused study have learned that their interests are not well served with a specialized academic major.

B. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
(Not Applicable)
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
(data to be supplied by OIR)
- Expectations for professional activities, special student contact, teaching/learning innovation.

At least 9 of the hours in the two or three specific departments must be from upper-division courses. In some cases, faculty in those departments may elect to develop projects or assignments that enable General Studies students to build on unique professional or life experiences. The student must complete the Public Affairs capstone course in one of the two or three specific departments.

C. Enrollment Projections (repeat section 1.A.i) (estimates to be supplied by OIR)

- Student FTE majoring in program by the end of five years.
- Percent of full time and part time enrollment by the end of five years.

D. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
(estimates to be supplied by OIR)
- Special skills specific to the program.
(Not Applicable)
- Proportion of students who will achieve licensing, certification, or registration.

Because the General Studies degree will be an interdisciplinary program for students with broad interests and capabilities, we expect that few undergraduates in this program will pursue certification or licensing in a single area. BGS students' diplomas will include no mention of the two or three specific academic areas.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

General Studies students must achieve a 2.0 GPA overall to graduate with no grade lower than a "C" in courses in their areas of emphasis. Their assessment results should be commensurate with those of other baccalaureate students and benchmark institutions.

- Placement rates in related fields, in other fields, unemployed.
(estimates to be supplied by OIR)
- Transfer rates, continuous study. (transfer rates from OIR)

To enter the General Studies program, students must have at least 75 credit hours. Many students transferring to MSU with an Associate's Degree from another institution will have to complete at least one semester of coursework before they can be admitted to the General Studies program.

E. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.
(Not Applicable)

F. Alumni and Employer Survey (estimates to be supplied by OIR)

- Expected satisfaction rates for alumni, including timing and method of surveys
- Expected satisfaction rates for employers, including timing and method of surveys

6. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

(Not Applicable)

7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

MSU offers a wide range of academic disciplines that will enable General Studies students to develop a program of study focusing on two or three particular areas. At MSU, the path leading to a four-year General Studies degree is affordable, and the good value will appeal to students in southwest Missouri. A General Studies degree is appropriate preparation for many emerging career paths, promotions, and entry-level positions in MSU's regional market.

8. Any Other Relevant Information (Not Applicable)

Financial information (Section 4) (to be supplied by OIR)

	Year 1	Year 2	Year 3	Year 4	Year 5
1. Expenditures					
A. One-time:					
New/renovated space					
Equipment					
Library					
Consultants			\$2,000		
Other					
Total for One-time Expenditures	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
B. Recurring:					
Faculty					
Staff	17,000	17,000	17,000	17,000	17,000
Benefits	5,746	5,746	5,746	5,746	5,746
Equipment (supplies)	200	200	200	200	200
Library					
Other (advertising and marketing)	2,500	2,500	2,500	2,500	2,500
Total for Recurring Expenditures	\$25,446	\$25,446	\$27,446	\$25,446	\$25,446
TOTAL (A + B)	\$25,446	\$25,446	\$27,446	\$25,446	\$25,446
2. Revenues					
*State Aid - CBHE					
*State Aid - DESE					
Tuition/Fees					
Institutional/Resources					
Other					
TOTAL REVENUES					

*Please provide a brief description of the nature of the state aid. Is "new" money requested or is "old" money going to be used? What is the nature of the "old" money?

This will primarily be accomplished through existing funds. The duties of a current advisor within the Academic Advisement Center will be redirected to advise these students. The Offices of Admissions and Access and Outreach will help with the marketing. Some new funding will come from the Office of the Provost to support the marketing budget which is currently listed as \$2500/year as well as the consultant in year three. All other costs will be absorbed by the Student Development and Public Affairs unit.

4a Business and Marketing Plan: Recruiting and Retaining Students (NEW)

- Describe the initial marketing plan for the new degree program. Describe how you will attract new students to campus and to the proposed program. Include the names and positions of the individuals responsible for marketing the program.

- Project how the program will grow over time and how marketing will change as the program grows.
- Estimate the costs for marketing and include them in the budget.
- Describe plans to retain students through graduation.
- Describe plans to ensure program enrollment outcomes are achieved.

According to our data, 4800 students have left Missouri State in the last ten years with 90 credit hours or more and no degree; therefore, we will use this group for our original market. Many from this group will not be accessible having moved to other areas; however, from the 4800, we will be able to identify a large enough group to market this degree. In addition, we will market internally to students who have acquired a large number of hours without securing a degree. This internal marketing will be done through advisors. Our external marketing will be done by our Access and Outreach group. Their recommendation is to market through radio ads. Joye Norris, the Associate Provost for Access and Outreach will be in charge of the external marketing campaign. Rachelle Darabi, Associate Provost for Student Development and Public Affairs, will be responsible for the development of appropriate web resources that will be available through the Academic Advisement website. Don Simpson, the Associate Vice President for Enrollment Management, oversees the Office of Admissions and will be responsible for the inclusion of the BGS degree in appropriate Admissions resources.

As the program grows, we will continue to market through Access and Outreach, particularly to adult student populations. We will also continue to keep web resources up-to-date as a marketing tool. We expect gradual growth as displayed above in Section 1. A; therefore, we do not anticipate drastic changes in our marketing approach.

Estimated costs for marketing are \$2500/year for radio ad and web development.

We will utilize the resources of Adult Student Services, including an on-campus orientation, to welcome or welcome back students to our campus. We will also utilize the services of an advisor from the Academic Advisement Center. This advisor will utilize developmental advising approaches as advocated by NACADA (National Academic Advising Association). This advisor will track students' progress toward graduation. Students will also have access to our degree audit system to track their own progress. Students will be encouraged to utilize other campus resources like the Bear CLAW (Center for Learning and Writing).

As other programs, the BGS program will be subject to a cycle of program review to ensure that outcomes are achieved. The program will provide a yearly report to the Office of Assessment. Individual courses that make up the degree will be assessed by their respective departments.

4b. Institutional Capacity (NEW)

- Project the burden of the program on existing resources. Provide evidence that there are sufficient students and funds available to implement and sustain a high quality program without compromising the quality of existing programs.

There will be no burden to existing programs as the Bachelor of General Studies degree will utilize existing courses and existing staff to support the program.

**New Degree Proposal for Missouri State University
Bachelor of General Studies (BGS) Degree**

Spring 2014

Background and Commitment

[1] The proposed Bachelor of General Studies (BGS) is an interdisciplinary degree program designed for students with broad interests and capabilities rather than a focused area of specialization. The BGS degree was developed by a faculty committee charged by their deans to develop a new degree with the broadest possible requirements to serve this existing need. Member of the committee were recruited from all six Colleges plus the School of Agriculture. Since appointed, the committee has reported as appropriate to the Committee for General Education and Interdisciplinary Programs in the Fall of 2013 and will report to CGEIP and the Faculty Senate in the Spring of 2014.

[2] The committee was assured that the Office of the Provost would provide basic resources to administer the new degree program including advising support, preparing student degree plans and verifying the completion of the degree requirements. As such, the BGS degree will be administered by Interdisciplinary Studies through the Associate Provost for Student Development and Public Affairs.

[3] The new auditing system now under consideration for MSU has the capability to track an interdisciplinary program with the structure of the proposed BGS. The administration has committed to a tracking system that will give participating departments credit for the FTEs earned through BGS enrollments.

Rationale and Objectives

[4] It is anticipated that the BGS degree will be an attractive option for several reasons.

[5] **The BGS provides an alternative degree path for former MSU students.** First and foremost, students who left the university with considerable numbers of credits and expense but no degree would benefit personally and professionally from the opportunity to complete a degree. Many of these students already have started their careers. In addition to the inevitable personal satisfaction associated with obtaining a college degree, many of these students may also experience an improved career path as college graduates.

“By 2018, approximately 60% of all jobs in Missouri will require some form of postsecondary education – a professional certificate or a two-year, four-year or advanced degree. The state has set a goal- Missouri’s Big Goal-for 60 percent of adults to have a certificate or degree by 2025,” stated in the Department of Higher Education initiatives. For additional information, see the following link:
<http://dhe.mo.gov/initiatives/>

Dewayne Matthews, vice president of policy and strategy for the Lumina Foundation, told a group of higher education leaders in Jefferson City recently that 755,000 Missourians have attended college but don't have a degree. For additional information, see the following link:
[http://dhe.mo.gov/news/show.php?u=Missouri 6th in Degree Growth&yr=2013](http://dhe.mo.gov/news/show.php?u=Missouri%206th%20in%20Degree%20Growth&yr=2013)

The Lumina Foundation stated in their annual report, “Increasing the number of college graduates will not only bolster our economy, it will also strengthen our democracy and communities throughout the nation. These social and cultural reasons for increasing educational attainment are, at times, undervalued. There is a wealth of evidence that increased attainment improves health, lowers crime rates, and yields citizens who are both globally aware and participate more in civic and democratic processes such as voting and volunteering. All of these factors have enormous implications for our democracy.” For additional information, see the following link:
[http://www.luminafoundation.org/publications/A stronger nation through higher education-2013.pdf](http://www.luminafoundation.org/publications/A%20stronger%20nation%20through%20higher%20education-2013.pdf)

[6] **The BGS provides an alternative degree path for current MSU students who are not well served by the traditional major/minor system.** Another group of students who would benefit from the BGS option comprises current students who are at risk of leaving the university without a degree because they have not found one specific major or career path that sufficiently interests them. The existing system of individualized majors serves students whose academic interests are specialized and closely integrated. By contrast, the BGS would provide structure for students who prefer the option of pursuing an interdisciplinary degree plan in two or three areas that may or may not be related. It is important to note that the BGS degree is NOT designed for students who have pursued an unfocused collection of credits. It would be agreed that a quality education would be maintained with all course content remaining the same regardless of which degree program students are in.

“We do need to foster innovation to raise productivity in this environment in a way that maintains quality,” said Dr. Eduardo Ochoa, Assistant Secretary for Postsecondary Education at the U.S. Department of Education. For additional information, see the following link: <http://diverseeducation.com/article/17128/>

[7] The BGS will require students to satisfy the established General Baccalaureate Degree Policies and Requirements outlined in the undergraduate catalog with two exceptions: For obvious reasons, the policies applying to “Majors and options” and “Multiple Degrees and/or multiple majors” will not apply to the new degree. Students pursuing multiple degrees will not be allowed to include a BGS degree; however, those who complete the BGS degree will be permitted to pursue a subsequent undergraduate degree. The BGS students will be expected to complete all of the bachelor degree requirements pertaining to General Education, the catalog of graduation, constitutional study, credits and grade point averages, the university exit exam, residence, and appeals for exceptions.

[8] **The BGS is a performance indicator that characterizes several of MSU’s benchmark institutions.** Degrees similar to the BGS are offered by a growing number of colleges and universities. Of MSU’s 11 benchmark institutions, 8 offer a General Studies degree program: Ball State, Grand Valley State, Illinois State, James Madison, Louisiana Tech, University of North Iowa, University of Texas at Arlington, and Wichita State. (**Appendix 1** contains GPA requirements for these degrees in the benchmark and Missouri institutions used to determine reasonable grade requirements for this degree.)

[9] Within Missouri, Drury University, UM/Columbia, UM/St. Louis, and Southeast Missouri University offer some type of Bachelor’s Degree in General Studies. (**Appendix 2** contains data comparing the number of General Studies graduates to all Bachelor’s Degrees awarded at these schools.)

[10] **The BGS supports MSU’s Public Affairs mission.** By offering an alternative path to degree completion, the BGS is evidence of MSU’s ethical leadership in southwest Missouri. The BGS builds inclusiveness, helps make MSU a more integral part of the greater Springfield area, and improves community engagement. The BGS also helps address the national problem of students who fail to complete college degrees.

**New Degree Proposal for Missouri State University
Bachelor of General Studies (BGS) Degree**

Spring 2014

Estimated Costs for First Five Years

Financial information (Section 4) (to be supplied by OIR)

	Year 1	Year 2	Year 3	Year 4	Year 5
1. Expenditures					
A. One-time:					
New/renovated space					
Equipment					
Library					
Consultants			\$2,000		
Other					
Total for One-time Expenditures	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
B. Recurring:					
Faculty					
Staff	17,000	17,000	17,000	17,000	17,000
Benefits	5,746	5,746	5,746	5,746	5,746
Equipment (supplies)	200	200	200	200	200
Library					
Other (advertising and marketing)	2,500	2,500	2,500	2,500	2,500
Total for Recurring Expenditures	\$25,446	\$25,446	\$27,446	\$25,446	\$25,446
TOTAL (A + B)	\$25,446	\$25,446	\$27,446	\$25,446	\$25,446
2. Revenues					
*State Aid - CBHE					
*State Aid - DESE					
Tuition/Fees					
Institutional/Resources					
Other					
TOTAL REVENUES					

*Please provide a brief description of the nature of the state aid. Is "new" money requested or is "old" money going to be used? What is the nature of the "old" money?

This will primarily be accomplished through existing funds. The duties of a current advisor within the Academic Advisement Center will be redirected to advise these students. The Offices of Admissions and Access and Outreach will help with the marketing. Some new funding will come from the Office of the Provost to support the marketing budget which is currently listed as \$2500/year as well as the

consultant in year three. All other costs will be absorbed by the Student Development and Public Affairs unit.

Business and Marketing Plan: Recruiting and Retaining Students (NEW)

- Describe the initial marketing plan for the new degree program. Describe how you will attract new students to campus and to the proposed program. Include the names and positions of the individuals responsible for marketing the program.
- Project how the program will grow over time and how marketing will change as the program grows.
- Estimate the costs for marketing and include them in the budget.
- Describe plans to retain students through graduation.
- Describe plans to ensure program enrollment outcomes are achieved.

According to our data, 4800 students have left Missouri State in the last ten years with 90 credit hours or more and no degree; therefore, we will use this group for our original market. Many from this group will not be accessible having moved to other areas; however, from the 4800, we will be able to identify a large enough group to market this degree. In addition, we will market internally to students who have acquired a large number of hours without securing a degree. This internal marketing will be done through advisors. Our external marketing will be done by our Access and Outreach group. Their recommendation is to market through radio ads. Joye Norris, the Associate Provost for Access and Outreach will be in charge of the external marketing campaign. Rachelle Darabi, Associate Provost for Student Development and Public Affairs, will be responsible for the development of appropriate web resources that will be available through the Academic Advisement website. Don Simpson, the Associate Vice President for Enrollment Management, oversees the Office of Admissions and will be responsible for the inclusion of the BGS degree in appropriate Admissions resources.

As the program grows, we will continue to market through Access and Outreach, particularly to adult student populations. We will also continue to keep web resources up-to-date as a marketing tool. We expect gradual growth as displayed above in Section 1. A; therefore, we do not anticipate drastic changes in our marketing approach.

Estimated costs for marketing are \$2500/year for radio ad and web development.

We will utilize the resources of Adult Student Services, including an on-campus orientation, to welcome or welcome back students to our campus. We will also utilize the services of an advisor from the Academic Advisement Center. This advisor will utilize developmental advising approaches as advocated by NACADA (National Academic Advising Association). This advisor will track students' progress toward graduation. Students will also have access to our degree audit system to track their own progress. Students will be encouraged to utilize other campus resources like the Bear CLAW (Center for Learning and Writing).

As other programs, the BGS program will be subject to a cycle of program review to ensure that outcomes are achieved. The program will provide a yearly report to the Office of Assessment. Individual courses that make up the degree will be assessed by their respective departments.

**New Degree Proposal for Missouri State University
Bachelor of General Studies (BGS) Degree**

Spring 2014

Complete Catalog Description

Bachelor of General Studies (BGS)

[11] The Bachelor of General Studies degree is an interdisciplinary degree that requires completion of coursework in two or three departments in place of one major or a major with a minor. No mention of the department areas is included on the transcript or diploma, but a degree plan and graduation check will verify that all the specific requirements have been met.

Procedure for Seeking Candidacy

[12] The BGS degree is by definition appropriate for those who through several years of interdisciplinary and focused study have learned that their interests are not well served within a single academic major. For this reason, the degree is not an available option for freshmen or sophomore students. Admission to the BGS program requires at least 75 hours of college credit including transfer and dual credit hours:

[13] Both former and current students who wish to pursue this degree must identify a faculty or professional staff advocate who is willing to endorse their entrance into the degree program. In most instances, this advocate should come from one of the departments that will be a part of the degree plan. This advocate may also serve as an advising resource for the student. Additional advising resources will be available through the Associate Provost for Student Development and Public Affairs.

[14] All applicants for the BGS degree program must submit a written essay to the Associate Provost for Student Development and Public Affairs which summarizes the student's educational background and explains how the BGS degree program would be personally beneficial in ways that a traditional BA or BS degree program would not. A subcommittee of the Committee on General Education and Interdisciplinary Programs serves as the BGS Admissions Committee to review and act on the application materials.

Degree Requirements

[15] The candidate for this degree must meet the following requirements:

- A. General Education requirements (42-45 hours)
- B. Significant coursework from two or three specific departments (minimum 45 hours)
 1. If three departments, a minimum of 15 hours from each
 2. If two departments, a minimum of 21 hours each plus 3 additional hours in one of the departments to reach the 45 hour minimum
 3. At least 18 of these hours must be upper division

Attachment 3

4. At least 9 of these hours must be 400 level
 5. The public affairs capstone requirement of one of the specific departments
 6. Students must achieve an overall GPA of 2.0 with a grade of C or better in all courses used in the BGS areas of emphasis
- C. Additional hours to bring the upper division total to at least 40
 - D. Additional electives to bring the total hours to at least 125
 - E. All General Baccalaureate Degree requirements except those applying to Majors and Options and Multiple Degrees and/or Multiple Majors

(Missoula, MT)

(General Studies degree program not identified)

UNC-Charlotte
(Charlotte, NC)

U No Iowa ^{18,19} (Cedar Falls, IA)	Liberal St	2.0 overall	27	16	34	24	20	14	19	27	n/a	n/a
	All Bachelor		2592	2584	2669	2423	2259	2221	2268	2347	n/a	n/a
	% Liberal Studies		1.04	0.62	1.27	1.00	0.88	0.63	0.84	1.15		

UT-Arlington^{20,21}
(Arlington, TX)

	University St	2.25 overall	n/a	n/a	n/a	n/a	n/a	n/a	n/a	94	249	309
	All Bachelor									4178	5103	5773
	% University St									2.25	4.88	5.35

Wichita St^{22,23,24}
(Wichita, KS)

	Gen St	2.0, major/minor; 2.0 overall	n/a	n/a	n/a	n/a	17	26	10	24	15	11
	All Bachelor						1744	1854	1843	1988	1943	1984
	% Gen St						0.97	1.40	0.54	1.20	0.77	0.55

¹ http://www.missouristate.edu/assets/oir/2012-13_Fact_Book_FINAL_DRAFT_3-5-13.pdf (p 31)

² http://www.missouristate.edu/assets/oir/Fact_Book_2007-08.pdf (p 31)

³ <http://cms.bsu.edu/about/factbook/archives> [listed under degrees as Interdepartmental]

⁴ <http://cms.bsu.edu/academics/undergradtestudy/catalog/current-year/degreeeq>

⁵ http://prpa.illinoisstate.edu/downloads/12-13_factbook/Book.pdf [reports Univ / Interdisciplinary Studies together, footnoted, for 2006-2012]

⁶ http://prpa.illinoisstate.edu/downloads/07-08_factbook/Book.pdf [reports Other, unfootnoted, for 2001-2007]

⁷ <http://universitycollege.illinoisstate.edu/universitystudies/>

⁸ http://www.jmu.edu/instresrch/statsum/2012_13/T3-2_2012.pdf

- ⁹ http://www.jmu.edu/instresrch/statsum/2012_13/T3-3_2012.pdf
- ¹⁰ http://www.jmu.edu/instresrch/statsum/2010_11/T3-3_2010.pdf
- ¹¹ http://www.jmu.edu/instresrch/statsum/2007_08/T3_3.pdf
- ¹² http://www.jmu.edu/instresrch/statsum/2006_07/T3_3.pdf
- ¹³ http://www.jmu.edu/registrar/academic_standing.shtml

¹⁴ Does not include degrees awarded through Barksdale AFB

¹⁵ <http://www.latech.edu/ir/assets/fact-book-2008-2012.pdf>

¹⁶ <http://www.latech.edu/ir/assets/fact-book-2003-2007.pdf>

¹⁷ http://www.latech.edu/liberalarts/general_studies/additional_requirements.shtml

¹⁸ <http://www.ir.uni.edu/dbWeb/> [Fact Book 10-11]

¹⁹ <http://catalog.uni.edu/generalinformation/academicregulations/>

²⁰ <http://www.uta.edu/irp/factbook/index.php>

²¹ http://wwwb.uta.edu/catalog/content/academics/interdisciplinary_studies.aspx

²² Reported by college/degree type only; may include other multidisciplinary and non-dept degrees, footnoted

²³ http://webs.wichita.edu/depttools/depttoolsmemberfiles/opa/BIPM/Degree_OPAweb.pdf

²⁴ <http://webs.wichita.edu/?u=las&p=/students/degreeoptions>