

Master of Arts in Communication and Leadership, Washburn University

Summary

Washburn University has requested approval of a Master of Arts in Communication and Leadership. Board policy requires the request to be placed on the SCOPS and SCOCAO agendas as an informational item before being reviewed by the Board's Academic Affairs Standing Committee. The request will then be placed on the Board agenda for approval.

<u>Criteria</u>	<u>Program Summary</u>
1. Program Identification	Master of Arts in Communication and Leadership CIP Code 09.0901
2. Academic Unit	Department of Communication Studies
3. Program Description	The Master of Arts in Communication and Leadership is a fully online 30 graduate credit hour interdisciplinary degree program that provides knowledge, skills, and experiences for continuous self and system improvement within a complex, changing, and global context. The program is designed to develop collaborative, adaptive and innovative leaders, with a focus on self-awareness, strategic thinking, and exceptional communication skills. The anticipated date of implementation is Spring 2017.
4. Demand/Need for the Program	<p>Job Outlook 2015, published by the National Association of Colleges and Employers, found that leadership and the ability to work in a team were the most desired attributes sought by employers on resumes, followed by written communication and problem solving skills. Washburn University is positioned to provide a high quality, academically rigorous, graduate education in communication and leadership that will directly address these areas.</p> <p>An online survey of area organizations and Washburn alumni found that 79% of the respondents (369 out of 499) were very or somewhat interested in a graduate leadership degree program. Focus group meetings with members of the Greater Topeka Chamber of Commerce Fast Forward organization (comprised of young professionals), and with the WU Leadership Institute Advisory Board members, comprised of leaders within business, not-for-profit and government organizations, validated the online survey results.</p> <p>In addition to the survey and focus group respondents who expressed an interest in the master's degree, the program will also enable high school instructors who teach concurrent enrollment partnership (CEP) public speaking courses to meet the Higher Learning Commission requirement of 18 graduate credit hours in the discipline and to obtain a master's degree if they have not already earned one. Consequently, the online program will provide educational value for both alumni and the local community, and it will appeal to new student markets.</p>
5. Comparative /Locational Advantage	<p>The program is aligned with the Washburn University Vision 2022 strategic plan and will serve early and mid-career professionals who are seeking to advance their careers and to improve their organizations. No other public university utilizes this Classification of Instructional Program (CIP) code.</p> <p>The curriculum, course schedule, and online delivery will provide flexibility for</p>

	<p>individuals from diverse backgrounds and organizations. The program can be completed entirely online using highly interactive and intuitive learning management and video conference systems. Students may begin the program any term (fall, spring or summer), and the courses will be offered in eight-week terms with a unique but optional special topics course offered in the summers.</p>
<p>6. Curriculum</p>	<p>The program consists of the ten required courses including a capstone, for a total of 30 graduate credit hours. The curriculum was developed after a review of similar programs offered by Drake, Gonzaga, and Seton Hall Universities, and is also based somewhat on the Leadership Washburn program, which graduated its fifth class in April 2016.</p>
<p>7. Faculty Profile</p>	<p>All of the program faculty hold a Ph.D. Four are full-time tenured Communication Studies faculty and one is a lecturer. The Leadership Studies course instructors are all senior administrators with decades of leadership experience, and all have taught leadership courses in the past.</p> <ul style="list-style-type: none"> - Michael Gleason, Ph.D., Iowa State University Director of the Leadership Institute - Cynthia Hornberger, Ph.D., University of Kansas Professor of Nursing & Special Assistant to the President - Juli Mazachek, Ph.D., University of Kansas President, Washburn University Foundation - Kevin O’Leary, Ph.D., Southern Illinois University Director of Forensics/Lecturer - Mary Pilgram, Ph.D., University of Kansas Associate Professor of Communication Studies - Leslie Reynard, Ph.D., University of Kansas Associate Professor of Communication Studies - Tracy Routson, Ph.D., University of Iowa Associate Professor of Communication Studies - Jim Schnoebelen, Ph.D., University of Iowa Associate Professor of Communication Studies - Thomas Underwood, Ph.D., Kansas State University Assistant Dean of Graduate Programs & Academic Outreach
<p>8. Student Profile</p>	<p>The program will serve two primary student populations: (1) early to mid-career professionals from a variety of organizations; and (2) high school instructors who teach Concurrent Enrollment Partnership (CEP) public speaking courses.</p> <p>Although the 499 individuals who responded to the online survey were not asked their age or other demographic questions, their profile is likely to be very similar to that of the individuals who participated in the Greater Topeka Chamber of Commerce Fast Forward and the WU Leadership Institute Advisory Board member focus groups. As the Fast Forward program serves primarily young professionals ages 35 and under, participants in that focus group were younger professionals within the Topeka community. The Leadership Institute Advisory Board is comprised of 14 individuals who have leadership roles within various organizations and would have significantly more work experience. The responses of participants in the Advisory Board focus group were more tailored towards meeting the needs</p>

	<p>of members of their organizations and not necessarily their own professional development needs. Focus group participants were predominately Caucasian with slightly more females than males. They were employed by both private and public sector organizations including energy companies, marketing firms, healthcare and nonprofit entities. Professional experience varied greatly among those who responded.</p> <p>The CEP instructors who will be interested in the program will also likely be early in their careers and reflect the same demographic profile as the survey respondents and focus group participants.</p>
9. Academic Support	Existing academic support services will be available to all students in the program including academic advising, financial aid, library resources, and technical support. Support will be provided by the Communications Department, the Leadership Institute, the Office of Graduate Programs and Academic Outreach, and the Information Technology Services unit.
10. Facilities and Equipment	No new facilities or equipment are needed. The fully online program will utilize the Desire2Learn (aka, Brightspace) learning management system and the Zoom live videoconferencing system. Both systems are hosted by the vendors with 99% reliability. D2L provides content, communication, and calendar functions for hundreds of Washburn University courses and thousands of students. Zoom provides live video for up to 25 students, application sharing, and the recording of class sessions.
11. Program Review, Assessment, Accreditation	The program will be reviewed every five years and will be included in the annual assessment process based on the attached Program Student Learning Outcomes and Curriculum Map. No professional accreditation is available for this program.
12. Costs, Financing	The program will be funded by the tuition revenue. Using existing faculty strengths and based on the current graduate tuition rate with an annual increase of three percent, this program will have positive revenue generation within the first year. First year costs are projected to be \$57,750. Costs are expected to increase to \$84,700 by the third year of the program to accommodate program growth. If the program enrollment grows as projected, a new full-time Assistant Professor of Communication Studies will be added in the third year of the program.

Washburn University

Master of Arts in Communication and Leadership
Program Student Learning Outcomes and Curriculum Map

PROGRAM STUDENT LEARNING OUTCOMES (PSLO)					
<i>If the program has more than 6 PSLO, hit "Tab" in the last cell to add another row. Cells will expand to accommodate text.</i>					
Upon completion of the program students will be able to:					
PSLO 1	Graduates will apply and evaluate strategic assessment, analysis and implementation to achieve organizational purpose with knowledge of complex systems. (application and synthesis)				
PSLO 2	Graduates will design, critique, and communicate actions recognizing values and ethics, strengths and abilities of self and others for application within systems. (synthesis and evaluation)				
PSLO 3	Graduates will engage policy, political, and strategic communication processes to advocate for organizational/community improvement at the local/global level. (application)				
PSLO 4	Graduates will apply process improvement and innovation frameworks to address problems/opportunities for organizational/community improvement at the local/global level. (analysis, synthesis, and evaluation)				
PSLO 5	Graduates will critically examine system financial, human and data resources for effective planning, policies, programs, products or services and communication strategies.				
CURRICULUM MAP (Alignment)					
List <u>all</u> courses required for <u>program majors</u> and indicate, where applicable, (using the following key) the PSLO with which they are associated.					
T = Taught X = Taught and Assessed A = Assessed					
<i>If the program has more than 6 PSLO, "Copy and Paste" rows from this table below the existing table, beginning with the row numbering the PSLO.</i>					
Required Courses	PSLO 1	PSLO 2	PSLO 3	PSLO 4	PSLO 5
LE601: Self and Systems Leadership	T	X		T	T
LE620: Leadership and Resource Stewardship	X	X	T	T	X
LE630: Organizational Improvement/Innovation	X	X	T	X	T
LE640: Public Policy and Global Leadership		X	T		X
CN601: Comm & Intro to Grad School		X	T		
CN680: Strategic Comm for Managers	T	X		T	X
CN642: Team Comm in Orgs		X	T		T
CN630: Conflict and Negotiation		T	T	X	
CN650: Persuasion		T	T	X	
CN698: Capstone			X	X	X
LE698: Capstone	A	A	A	A	A

CURRICULUM OUTLINE
Washburn University

I. Identify the new degree:

Master of Arts in Communication & Leadership

II. Provide courses required for each student in the major:

	Course Name & Number	Credit Hours
Core Courses	<u>CN601: Introduction to Graduate Study in Communication Studies</u>	3
	<u>CN630 Communication in Conflict and Negotiation</u>	3
	<u>CN642 Team Communication in Organizations</u>	3
	<u>CN650 Persuasion</u>	3
	<u>CN680: Seminar in Strategic Management Communication</u>	3
	<u>LE601 Self and Systems Leadership</u>	3
	<u>LE620 Leadership and Resource Stewardship</u>	3
	<u>LE630 Organizational Improvement and Innovation</u>	3
	<u>LE640 Public Policy and Global Leadership</u>	3
Electives	<u>CN695 Special Topics in Communication</u>	3
	<u>LE695 Special Topics in Leadership</u>	3
Practica	<u>CN 698 Capstone or LE698 Capstone</u>	<u>3</u>
	Total	30

IMPLEMENTATION YEAR FY 2017

Fiscal Summary for Proposed Academic Programs

Institution: Washburn University

Proposed Program: Master of Arts in Communication & Leadership

Part I. Anticipated Enrollment	Implementation Year		Year 2		Year 3	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
A. Full-time, Part-time Headcount:		10		20		30
B. Total SCH taken by all students in program	150		300		450	
Part II. Program Cost Projection						
A. In <u>implementation</u> year one, list all identifiable General Use costs to the academic unit(s) and how they will be funded. In subsequent years, please include only the additional amount budgeted.						
	Implementation Year		Year 2		Year 3	
<u>Base Budget</u>						
Salaries	\$30,250		\$46,650		\$67,450	
OOE	\$27,500		\$22,250		\$17,250	
Total	\$57,750		\$68,900		\$84,700	

Indicate source and amount of funds if other than internal reallocation:

tuition revenue