

**Washburn University  
School of Applied Studies**

**Department of Human Services**

**Proposed Program**

**Master of Arts, Human Services  
Emphasis in Addiction Counseling**



**Date of Implementation: August 1, 2012**

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**WASHBURN UNIVERSITY  
SCHOOL OF APPLIED STUDIES**

**DEPARTMENT OF HUMAN SERVICES**

**Proposed Program**

**MASTER OF ARTS**

**I. BASIC PROGRAM INFORMATION**

1. Proposing Institution: Washburn University
2. Title of proposed program: Master of Arts, Human Services
3. Degree to be offered: Master of Arts (MA), Human Services
4. Anticipated date of implementation: August 1, 2012
5. Responsible department or unit: Department of Human Services, School of Applied Studies
6. Center for Education Statistics (CIP) code associated with the program: 44.0000 and 51.1501

**II. PROGRAM PROPOSAL NARRATIVE**

**A. Mission of Washburn University:**

Washburn University strives to continue to be an outstanding public metropolitan educational resource for the people of Kansas and the region, emphasizing excellence in teaching. This emphasis on quality instruction in the learning/teaching process has been maintained since Washburn's founding in 1865 and its evolution from a small church college to a comprehensive public metropolitan university. The University takes pride in its faculty and staff and the talent and diversity they bring to the educational process.

The University's educational objectives are to prepare individuals for careers and further study in a variety of disciplines and for a lifetime of continuous learning. The open admissions policy on the undergraduate level allows Washburn to offer higher education to a diverse population, but also requires the University to make a special effort to help individuals reach their full academic potential. An extensive advising system complements the educational program.

Washburn provides educational opportunities principally for the residents of Topeka, Shawnee County and Northeast Kansas. It also attracts students from the entire state, nation and the world. Degrees are awarded at the associate, bachelor, master, and professional levels. The general education foundation is the common base for all the University's undergraduate degrees. The College of Arts and Sciences and the School of Law historically have been and continue to be areas of strength for Washburn. As a metropolitan institution, programs in the Schools of

Business, Nursing and Applied Studies and the Division of Continuing Education are special emphases of the University. Washburn is responsive to the needs of the recent high school and community college graduate, but it also has an additional commitment to provide educational opportunities for the adult learner.

As a metropolitan university, it is not only a university located in the city, it is an integral part of the community, the state and the region. It must focus on the total educational needs of the area and must adapt and change with the ever varying demands placed on it. Through musical and theater performances, library services, public forums, lecture series and art exhibitions, the University enriches the community's cultural and intellectual life. Working with business and industry, health care providers, government, social agencies, public schools, and regional educational institutions, Washburn assists others in establishing and reaching their goals and objectives. University faculty and staff engage in research and creative activities and participate on commissions and boards to improve teaching effectiveness, meet community needs and contribute to the extension of knowledge. The University also joins with other post-secondary institutions and organizations in offering educational opportunities for the people of Kansas and is committed to participation in appropriate cooperative ventures.

Washburn University is accountable to itself, its students, the citizens of Topeka, and the taxpayers of Kansas. It is committed to accreditation of appropriate academic programs, to vigorous regular self-assessment of both academic and non-academic programs, and to continuous improvement.

## **B. Overview:**

The Master of Arts (MA) in Human Services is an innovative program designed to respond to and meet the need for graduate educational opportunities locally, regionally, and nationally. Washburn University is a natural provider for this program due to the success of its existing undergraduate human services program. With more than 30 years of history, the Department of Human Services at Washburn University has established itself as *a leader in human services education*.

Kansas State University, in the School of Family Studies and Human Services, has the only human-services-related graduate program in the state. Kansas State's program centers course work on individual and family development issues. The proposed Washburn University graduate program in human services will focus its coursework on meeting the new requirements established in the State of Kansas under the new licensure law for practice as a Licensed Clinical Addiction Counselor. There is only one other Kansas higher education institution, Emporia State, through its Rehabilitation Counseling Department, which offers addiction studies at the graduate level. The department of Human Services at Washburn University has 30 plus years of experience providing education in the field of addiction counseling.

The proposed MA in Human Services degree is designed to directly support the stated mission of Washburn University to be of service to the state and region through the presentation of a high quality graduate program that provides educational opportunities for the adult learner

who seeks career advancement. In Kansas, as elsewhere, for example, the average hourly minimum wage offered by employers steadily increases with the educational requirements of the position. Occupations requiring an advanced degree, such as a master's or doctorate, were offered the highest average minimum wage at \$35.62 per hour (2010 Kansas Economic Report, Kansas Department of Labor). The projected growth for "Health Care and Social Assistance" from 2008-2018 is 24.4%, with an average of 2.0% per year or twice the rate of all employment (.09%).

Additionally, the MA in Human Services graduate program will provide a new arena in which Washburn University can serve as a valuable community, state, and national resource. Due to the well-established reputation of the Department of Human Services, the opportunity exists for faculty and students to interact with a multitude of agencies not only in Topeka and Kansas but also nationally and internationally.

Currently, we have a successful 2+2 PLAN program with community colleges across Kansas. This has allowed ready access to the university, and specifically the Human Services Bachelor of Applied Studies degree, to students in their own communities. It is anticipated that a good number of these students will, in turn, pursue the advanced degree when it becomes available. The online program in the Department of Human Services has steadily grown beyond the 2+2 PLAN program. We now attract students from across the state of Kansas as well as other states and countries. Students locate our program through a variety of means, including alumni referrals, Internet searches, and recommendation from faculty colleagues at other institutions.

Courses in the MA in Human Services will be offered online and on campus, including brief summer institutes, evening classes, and weekend workshops.

### **C. Program Need and Student Characteristics:**

#### **(1) Need for Graduate Education in Human Services Fields**

According to the "Action Plan for Behavioral Health Workforce Development" created by the Substance Abuse and Mental Health Services Administration (SAMHSA/DHHS) in 2007, the workforce that is specifically trained and credentialed to provide substance use disorders services is small in comparison to the identified need. Only one person in 10 who has a drug use disorder and one person in 20 who has an alcohol use disorder receive treatment for the condition. An estimated 67,000 licensed and unlicensed counselors provide substance use disorder treatment and related services. An additional 40,000 professionals are licensed or credentialed to provide such care. The substance use disorders treatment workforce is primarily female, older, and White while their clientele is predominantly young, male, and minority. In the most compelling study of this issue, McLellan, Carise, and Kleber (2003) found a 50% turnover in frontline staff *and* directors of substance use disorder treatment agencies in a single year.

SAMHSA moreover acknowledges the need for more education and training to prepare the workforce for providing substance use disorder services for the aging population. SAMHSA encourages states to revise licensing and continuing education requirements so that training in

geriatric mental health, behavioral health, and substance use disorders is required for all licensed health, mental health, and social services professionals.

As of August 1, 2011 a new law (HB2577) will go into effect in Kansas requiring licensure for addiction counselors through the Behavioral Sciences Regulatory Board (BSRB). There will be two levels of licensure: The Licensed Addiction Counselor (LAC) will be required to have a baccalaureate degree with specific coursework in addiction counseling. The Licensed Clinical Addiction Counselor (LCAC) will be required to have a Master's degree with specific coursework in addiction counseling. Currently, there is only one Master's degree program in Kansas which will meet the new licensure requirements for the Licensed Clinical Addiction Counselor (LCAC) which is at Emporia State University through its Rehabilitation Counseling department. The proposed MA in Human Services will meet these requirements and provide another option for professionals seeking licensure as a Clinical Addiction Counselor in Kansas.

In addition, Oklahoma recently passed a legislation (Title 59, Chapter 43B, Licensed Alcohol and Drug Counselors Act) requiring all addiction counselors to have a Master's degree with specific coursework in addiction counseling. Currently there is only one university offering this curriculum in Oklahoma. By offering courses online, the proposed MA in Human Services will allow Oklahoma students (and those in other areas) to fulfill their state requirements.

Furthermore, the workforce development initiative from the Substance Abuse and Mental Health Administration at the national level has identified the need for additional professionals trained at the Master's level specifically to provide clinical supervision for addiction counselors. The proposed MA in Human Services will provide an online option for professionals at the national level seeking this credential.

The Department of Human Services has always taught its curriculum from the integrative model of multidisciplinary and holistic perspectives (bio-psycho-social-spiritual needs of clients/consumers). This approach has been growing across the health and service professions for a number of years. The Department of Human Services at Washburn University is uniquely positioned to provide addiction counseling education at the graduate level. The faculty represent expertise in what Corey (2009, *Theory and Practice of Counseling and Psychotherapy*, p. 390) terms "assimilative integration." "Integrative," means that various methods mutually contribute to the health and wellbeing of persons and communities, and are employed because they provide multiple but not conflicting/adverse entry points for assistance and strengthening. These integrative practices are more than palliative or alleviating; their impact is profound and comprehensive in making a difference in human lives.

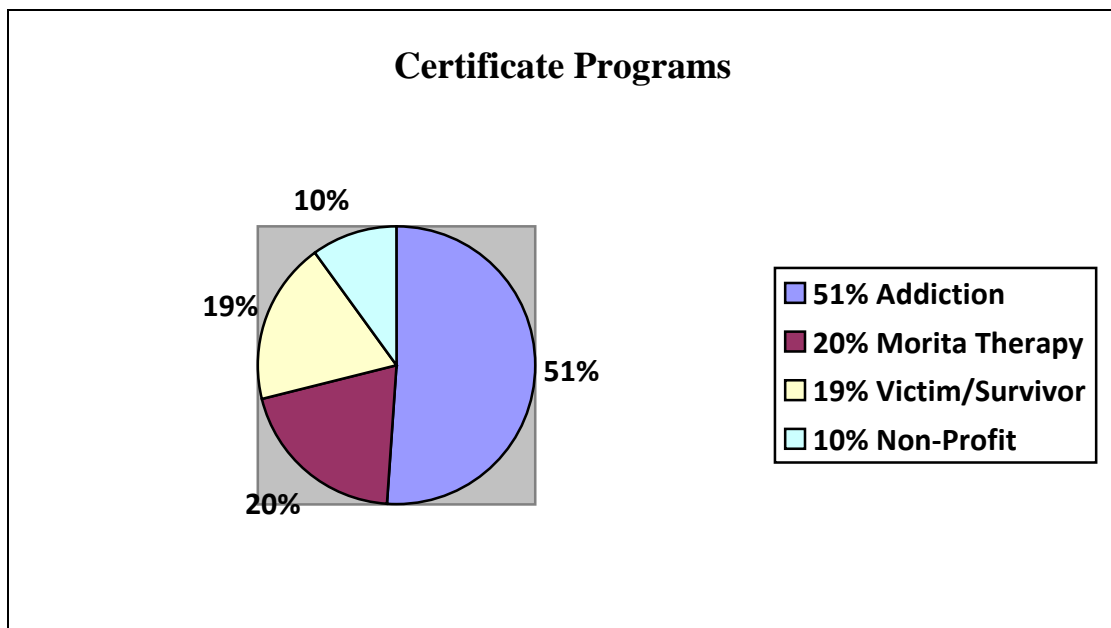
#### **D. Relevance to Washburn University:**

The Department of Human Services is known nationally for its Addiction Counseling program. Washburn faculty have provided leadership in the development of curriculum standards for the Kansas Social and Rehabilitation Addiction and Prevention Services counselor credentialing. Currently, Washburn faculty are assisting in writing the educational regulations for the Kansas Behavioral Sciences Regulatory Board (BSRB) as it prepares to implement the new

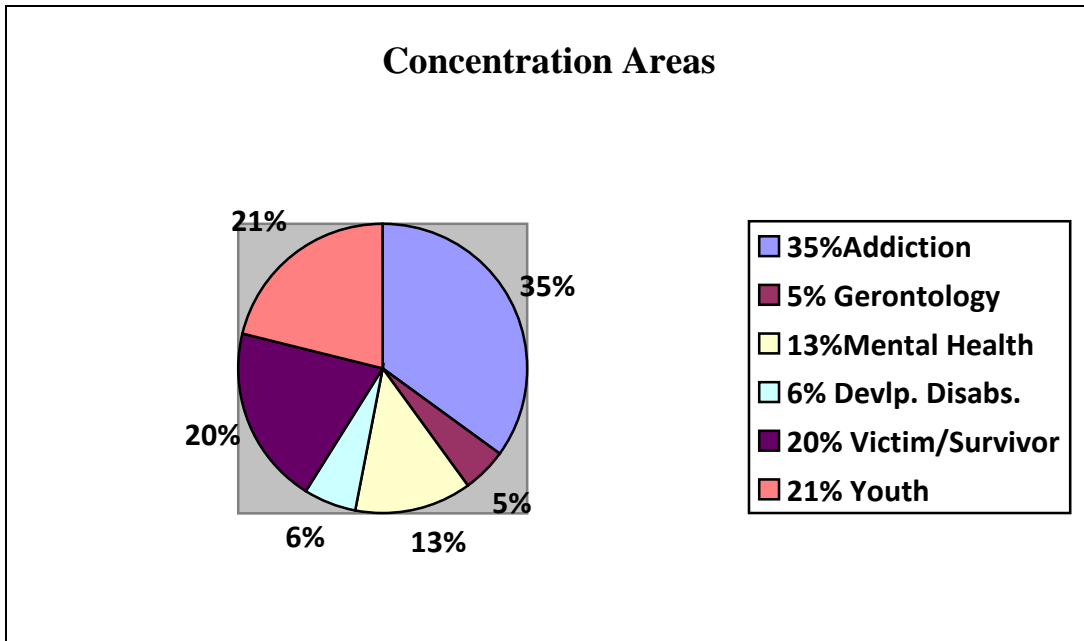


Addiction Counseling licensing law which goes into effect August 1, 2011. Our faculty also provide leadership on the regional level as members of the MidAmerica Addiction Technology Transfer Center Coordinating Council charged with workforce development and assisting with bridging the gap between research and practice. Washburn provides leadership at the international level by representation in the International Coalition of Addiction Studies Education.

There are currently (January 26, 2011) more than 250 individual undergraduate students enrolled in the bachelor, associate, and certificate programs in the Department of Human Services. The following chart (October 27, 2010 data) indicates the percentage of both undergraduate and graduate students enrolled in the four certificate programs (Addiction Counseling, Morita Therapy, Victim/Survivor Services, and Non-Profit Management):



We expect the nature of undergraduate certificate enrollment will help generate graduate degree enrollment. The following chart indicates the percentage of Bachelor degree students in the various departmental concentration areas (Addiction Counseling, Gerontology, Mental Health, Developmental Disabilities, Victim/Survivor Services, and Youth Services) as of October 27, 2010:



**E. Rationale for program implementation:**

There are significant advantages for Washburn University to implement this program:

- Generates new student credit hours. This is significant in this period of increased competition for undergraduate and graduate student enrollments by all institutions of higher education. The implementation of this Master’s degree, focused on specific high demand professional areas, ensures Washburn University new revenues in the area of student tuition.
- Retains Washburn University’s position of leadership in Human Services education. The department will become increasingly known and respected for our solid program offerings in the area of addiction counseling.
- Enhances undergraduate enrollment. The Master’s degree will provide specific and relevant career ladder and degree progression opportunities and support.

**F. Issues of potential consequence of program not being approved:**

Should Washburn University choose not to pursue the MA in Human Services, it is expected that other private and public institutions may well move in to serve the regional market. Fort Hays State University and Friends University, for example, are both proposing new graduate programs in Addiction Studies. Absence of a graduate program in human services by Washburn University could create long-term damage to our undergraduate program. If both Friends and Fort Hays offer the graduate degree, it is anticipated that undergraduates in addiction studies would be drawn to those institutions where they feel they could continue without

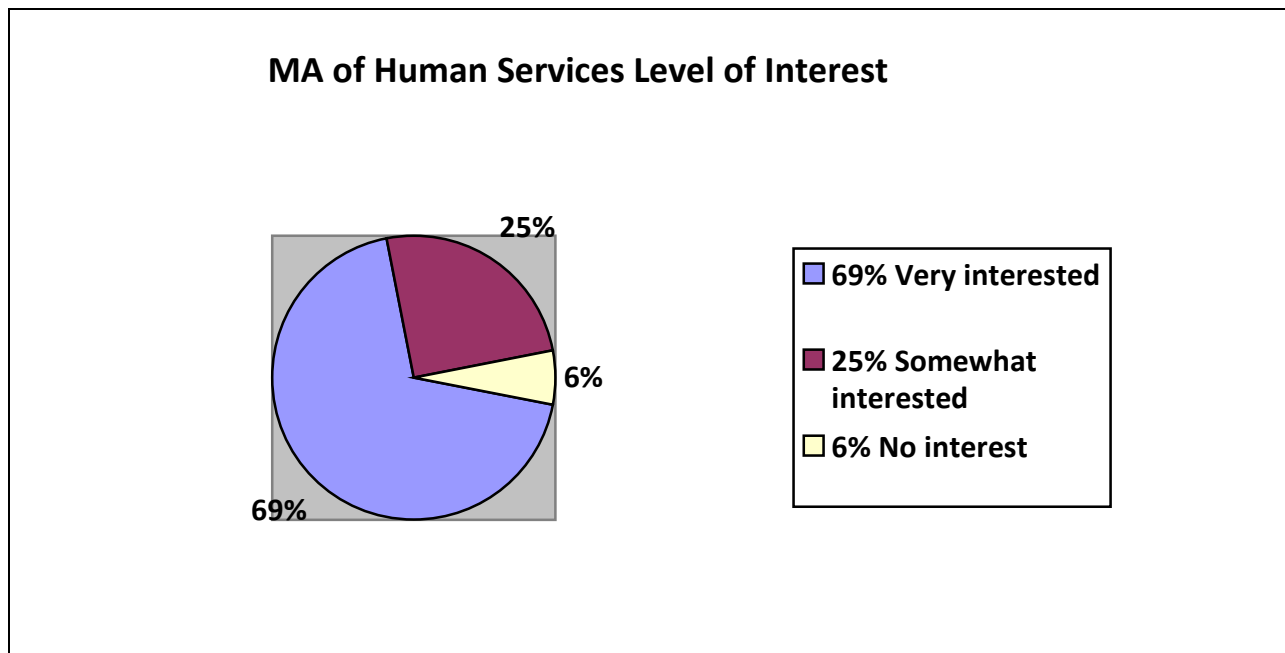
changing institutions. Many students in our department who are now becoming more comfortable with distance education might also seek degrees through other online opportunities.

### **G. Graduate Program Needs Analysis:**

A brief online survey through SurveyMonkey (See Appendix A) was sent to 250 current students and 50 alumni of the Department of Human Services. The goal of developing a Master of Human Services was briefly described as being prompted in part by the new licensure law for addiction counselors in Kansas. Potential students were asked to note their level of interest in a Master of Human Services. Eighty-one people (a respectable 27%) responded to the survey. Results are summarized in the following narrative and charts:

- **General Interest in the Human Services Master of Arts degree**

The respondents indicated a high interest in and support of a MA in Human Services at Washburn University. Only 6% of the respondents indicated “not at all interested” in enrolling in the degree. Twenty-five percent were “somewhat interested” and 69% (56 current and former students) were “very interested.”

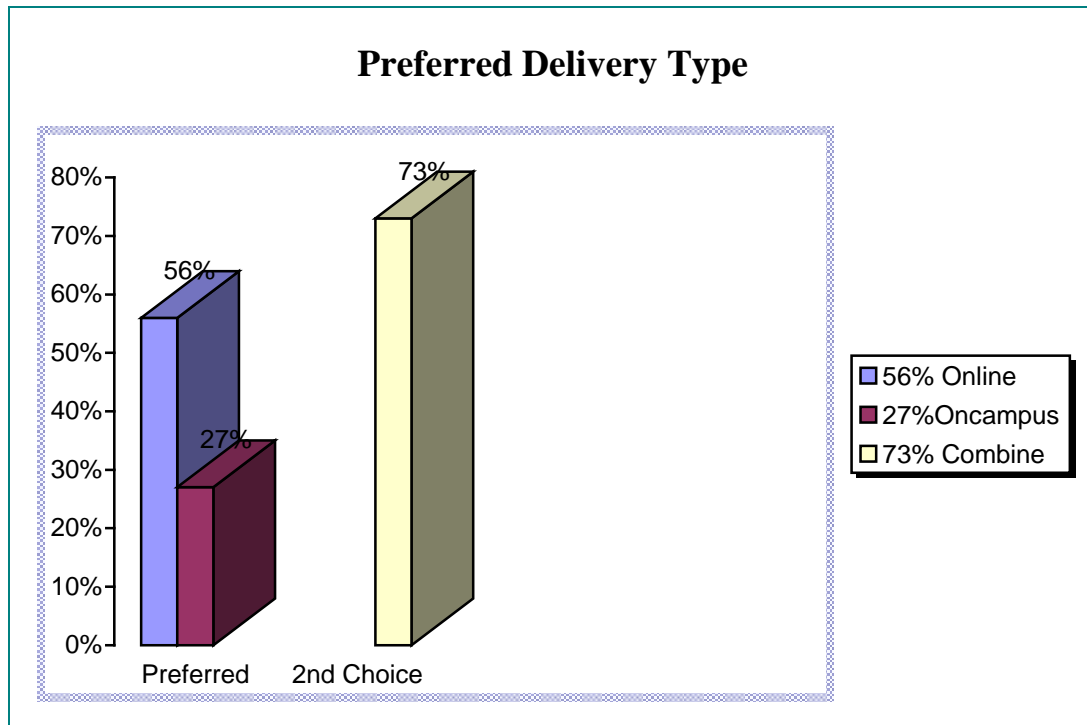


- **Preferred Course Delivery System**

Respondents ranked their preferences for different course delivery systems:

- 56% preferred an entirely online degree as their first choice

- 27% preferred an entirely on-campus degree as their first choice
- “Combined online and on-campus” was the *second* choice of 73% of the respondents.

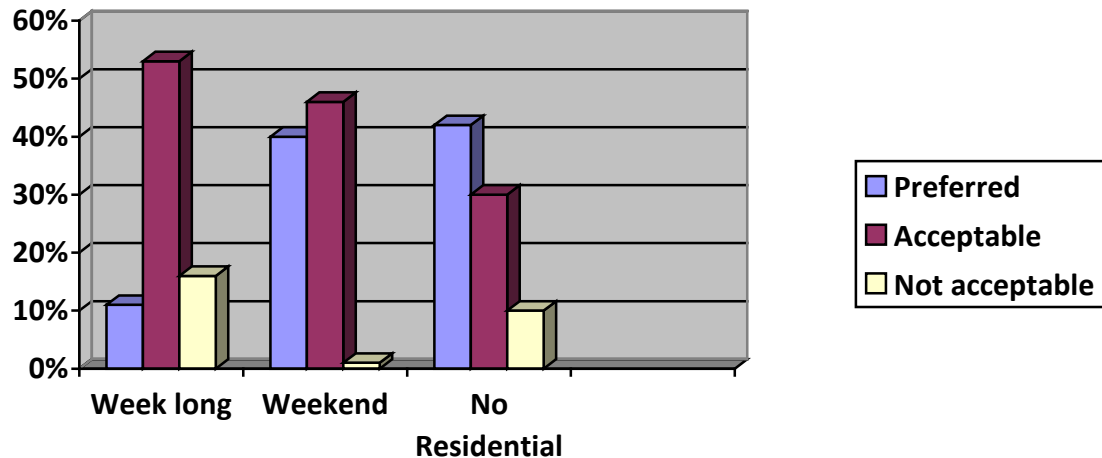


### • Preferred format of Residential Component

Respondents were asked to indicate the acceptability of different forms of residential components, *if the degree was to be offered entirely online* except for a single residential component. Options included one week-long residential seminar, weekend workshop, or online-only.

- 11% of respondents indicated that an online degree with a single week-long residential component would be preferred and 53% regarded it as acceptable.
- 40% indicated that an online degree with a single two-weekend workshop would be preferred and 46% acceptable.
- 39% indicated that an entirely online degree with no residential component would be preferred and 30% acceptable.

## Online Preferred Residential Component



Results therefore indicate that the most viable option for online students with some type of residential component (combining both preferred and acceptable categories) is a single two-weekend workshop (noted by 86% of respondents). The single one-week long seminar was marked the highest as not acceptable by 16% of respondents, with only 11% marking preferred.

### • Qualitative Comments by Respondents

Forty-one (51%) of the 81 respondents provided additional written comments indicating support of the Master's degree program. Some of these comments were entirely supportive, while others indicated support of the concept in general but provided feedback indicating preferences that are not currently available (such as alternate areas of emphasis). Twenty-four of the letters were unconditionally supportive of the program. Selected comments are presented in Appendix B.

### • Analysis of Needs Assessment Data

Eighty-one respondents, including current students and alumni, participated in a survey to determine interest in a MA degree in Human Services. General interest in the program is high, with nearly 70% of respondents indicating a very high level of interest. The identified preferred formats of delivery are an online program with a two-weekend workshop residential component, an entirely online program, or a combination of online and on-campus formats.

## H. Summary:

There is strong support for a free-standing graduate human services degree program at Washburn University from our graduates and agencies which employ our graduates. Out of 81 survey participants, 54% indicated a desire to pursue the MA in Human Services to meet the new requirements for licensing in Addiction Counseling.

If one applies the 54% interest rate to the total pool of more than 1,200 credentialed addiction counselors in Kansas, a potential pool of 648 addiction counselors may be interested in graduate education in their future. According to the Substance Abuse and Mental Health Services Administration's Action Plan for Behavioral Workforce Development (<http://www.samhsa.gov/workforce/annapolis/workforceactionplan.pdf>), there are approximately 67,000 counselors providing Addiction Counseling in the United States. Recent surveys conducted in Oklahoma and Missouri by the MidAmerica Addiction Technology Treatment Center report that about half of counselors have a graduate degree. Based on this statistic, we can estimate that there are about 33,500 counselors nationally who might be interested in pursuing an online graduate degree in human services with an emphasis in Addiction Counseling.

The Bureau of Labor Statistics (2010) reports that the employment of substance abuse and behavioral disorder counselors is expected to grow by 24 percent, which is *much faster than the average* for all occupations. As society becomes more knowledgeable about addiction, more people are seeking treatment and drug offenders are increasingly being sent to treatment programs rather than to jail.

## III. CURRICULUM

### A. Synopsis:

The MA in Human Services is a 36 credit-hour program, with 27 credit hours in core courses and 12 credit hours of course electives. A minimum of 350 hours of practicum is required for all students. While creating a flexible and contemporary graduate education, this curriculum at the same time carefully adheres to guidelines provided by pertinent credentialing, licensing, and regulating organizations, including The Kansas Behavioral Sciences Regulatory Board, The Oklahoma Licensure for Addiction Counselors, The National Accreditation of Addiction Counseling Education Programs, and The Council for Standards in Human Services Education.

Post-graduates of the MA in Human Services, in order to become a Licensed Clinical Addiction Counselor (LCAC) under the Kansas BSRB, must also complete a clinical supervision training plan that will include the following:

1. 4000 hours over 2 years;
2. 1500 hours of the 4000 will be in direct client contact involving the diagnosis and treatment of substance abuse disorders; and
3. 150 hours of clinical supervision.

## **B. Entrance Requirements:**

Admission to the MA in Human Services will be based on a review of appropriate application material. A committee of faculty from the Department of Human Services will be selected to review all application materials and make recommendations regarding admission to the program. Students applying for admission to the Master's program will submit a completed application, copy of undergraduate (and graduate, when applicable) transcript(s), three letters of recommendation from academics and professionals, and a written essay describing their intent and goals in pursuing the Master's degree. Minimum standard for admission to the Master's program would be the completion of a Bachelor's degree in Human Services or a related field (e.g., Social Work, Psychology, Education, Allied Health, Nursing, etc.) from an accredited institution of higher education with an overall GPA of 3.0 (on a 4.0 scale) over the last two years (60 credits) of university coursework.

Continuous full-time enrollment is expected. Continuous enrollment requires completion of at least three courses in each of the fall and spring semesters. If the student discontinues enrollment for two semesters or more, readmission is required. Should readmission be granted, it will be based on the requirements and regulations effective at the time of readmission.

## **C. Exit Requirements:**

Successful completion of the MA in Human Services will be the completion of a minimum of 36 credit hours of approved graduate course work with no less than a "B" (3.0) grade point average, and no more than two courses with a grade of "C." Remedial procedures may be developed and implemented.

Students will be expected to maintain steady progress toward the completion of the degree, typically within six years of the date of the first graduate course registered on the student's degree plan, but not to exceed twelve years for completion of the program.

Recommendation for graduation from the Department of Human Services to the Dean of the School of Applied Studies and to the University will be made when the students meets all the requirements stated above.

## **D. Program Format:**

New students will complete an online orientation prior to beginning coursework. Students will be admitted once a year during the fall semester. Courses will be offered annually to maximize class enrollments. Course descriptions are found in Appendix E; course syllabi in Appendix F; and practicum guidelines in Appendix G.

## **E. Advanced Placement Option:**

Students who have completed a BAS degree in Human Services from Washburn University or another institution or similar degree program may apply for course substitutions or waivers.

#### **IV. RESOURCES**

The Department of Human Services at Washburn University has extensive relations with providers in Kansas and nationally. Currently the department has affiliation with over 180 agencies representing Addiction Counseling, mental health, victim/survivor services, prevention programs, agencies working with elderly and with youth, developmental disability programs, peace and social justice programs, and shelters for people who are homeless and community building programs. Appendix H provides our current (October, 2010) listing of affiliated/contracted internship placement sites.

#### **V. COMMUNITY SUPPORT**

The overwhelming support from the agencies where we currently place our interns is an indication of community support for graduate education. These institutions will be hiring our graduates. Please see letters of support in Appendix C.

#### **VI. PROGRAM FACULTY**

The Department of Human Services will hire one new full-time tenure-track faculty member to help establish the core graduate faculty. This faculty line will be used to attract an exceptional human services educator with strengths in teaching and research in area of addiction counseling. The program will begin by adding one new faculty line in FY 12. The core graduate faculty are listed below, with their vitae provided in Appendix J. No graduate assistants will be used in this program.

- **Current Program Faculty:**

Full-time Department of Human Services Faculty

Deborah Altus, Professor, PhD

Diane McMillen, Associate Professor, PhD

Brian Ogawa, Professor and Chair, D.Min

Iris Wilkinson, Associate Professor, EdD

Kayla Waters, Assistant Professor, PhD

Administrators with Faculty Standing in the Department of Human Services Potentially Available to Teach Graduate-Level Courses

Rick Ellis, Professor and Director of LinC/WTE Community Service, PhD

Dan Petersen, Professor and School of Applied Studies Associate Dean, PhD



## VII. ACADEMIC SUPPORT

### A. Academic Support Services:

Washburn University offers a full spectrum of academic support services to the Department of Human Services. Graduate students in the department will be eligible to use Mabee Library, the Center for Learning and Student Success (CLASS), and academic computing services. All of these services are available to online students as well as campus students.

### B. Library Resources

**FROM:** Judy Druse, Assistant Dean of Libraries

**DATE:** Wednesday, October 27, 2010

**RE:** Mabee Library Collection Support for Proposed MA Degree in Human Services

■ **Monographs:** There are approximately seventy books with a subject matter of holism, half of these were published during or after 2000. Regarding monographs with subject matters of substance abuse, addiction, and treatment of these disorders, there are over four hundred with call numbers between HV5035 and HV5840 (approximately thirty of these were published during or after 2000) and there are over one hundred with call numbers between RC563 and RC566 (with only four published after 2000). The HV call number ranges deal more with the human services aspect while the RC call number ranges are more concern with the medical aspect. The department presented a list of sixteen proposed courses that will be included in the master's degree program (see the following page). A search of the online catalog identified approximately seven thousand books within the subject areas of the proposed courses, over five hundred of these books were published during the twenty-first century. *The book collection is adequate to support the proposed program.*

■ **Databases:** Multiple databases are available to support the proposed Human Services master's degree program. ProQuest Nursing and Allied Health Source and CINAHL Plus with Full Text are the two most appropriate for holistic services and addiction therapy. Gale's Health and Wellness Resource Center as well as Gale's Nursing and Allied Health Collection are also resources for relevant articles. Although few peer-reviewed full text articles are available through Sage Journals Online, PsycArticles, Social Sciences Full Text, and the Cochrane Library, they also abstract topics regarding human services. PsycInfo and Social Work Abstracts also provide relevant articles. *The Libraries provide adequate databases to support the proposed program.*

■**Periodicals:** Although the print journal collection is inadequate to support the program, the electronic journal collection compensates for this inadequacy. The Libraries subscribe to only two print journals on holistic nursing and most of the eighteen print journals covering addiction are dated (for example, the *Journal of Drug Issues*, the *Journal of Drug Education*, and the *American Journal of Drug and Alcohol Abuse* cover through 2007). However, there are more than thirty electronic journals which provide excellent resources for students researching issues of drug addiction, dates range from the 1980s, 1990s, or early 2000s through the present for most of the electronic journals covering drug addiction. There are nine electronic journals covering holistic health, four of them date from the early twenty-first century through the present and three of them range from the mid-1990s through 2005 or 2009. *Periodical holdings are adequate to support the proposed program.*

### **C. Facilities and Equipment:**

The Department of Human Services is located in the suite of offices on the 3<sup>rd</sup> floor of Benton Hall, including rooms 309, 310, 311, 312A, 312B, and 312C. An additional office will be required for the new faculty member. There is currently one office available on this floor. Additional equipment required will be the basics for a faculty office, including desk, chair, bookshelves, filing cabinets, computer, and printer.

## **VIII. PROGRAM REVIEW, ASSESSMENT, AND ACCREDITATION**

The Washburn University Human Services Department is currently an approved program by the Kansas Social and Rehabilitation Services Addiction and Prevention Services as a provider for the addiction counseling curriculum. As of August 1, 2011, because of the new licensure law in Kansas, addiction counseling programs will be approved by the Behavioral Sciences Regulatory Board (BSRB). A faculty member from the Washburn Human Services Department has been the primary author of the new educational regulations, so it is anticipated that our program will meet the new requirements and become a BSRB approved provider for the addiction counseling curriculum at both the undergraduate and graduate level.

Washburn University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. The Human Services Department has a comprehensive assessment program that includes academic testing and portfolio documentation of end-of-program learning outcomes (See Appendix K). The School will also monitor successful completion of licensure examinations by our graduates. The Human Services Department is reviewed every five years within the University's Program Review process.

## **IX. FISCAL SUMMARY FOR PROPOSED PROGRAM**

### **A. Pro Forma and Projections:**

The pro forma for the graduate MA in Human Services program is provided in Appendix L. The program can cover its expenses each year and generate *surplus* revenue of \$322,048 over the first three years. The assumptions of the business plan include:

1. The graduate degree tuition is calculated at \$364 per credit hour for online resident and non-resident students and \$297 per credit hour for on-campus resident students. These tuition rates are based upon FY2010-2011 rates. All projections are based upon the above rates so that generated surplus should be higher than estimated in this business plan if tuition rate increases occur over time.
2. It is projected that first year enrollment will be 20 full-time students. Each subsequent Fall semester, 20 new full-time students will be admitted. Some of the students will completely enroll in online courses and some will be a combination of online and on-campus enrollees.
3. The program will initially hire one new full-time tenure track faculty member. The initial cost for one additional faculty person would be \$55,000 for salary and \$11,000 for benefits, for a total of \$66,000. Subsequent fiscal year merit increases (if budgeted) will be at 3% annually.
4. It is anticipated that some existing full-time faculty members will have a normal split teaching load in both the graduate and the undergraduate programs. Several adjunct instructors will have to be contracted to teach certain undergraduate courses. Budget estimates are four (4) adjuncts @ \$2,000 for a total of \$8,000 for each year of the program. The second year we have proposed to add two (2) graduate student stipends at a total cost of \$9,096.
5. Office equipment for the full-time faculty position is estimated at \$2,000 for the first year of the program.
6. The total cost of the program for the first year is estimated at \$76,000. Program generation the first year is estimated at \$142,560 with 20 full-time students. Total gain (revenue minus costs) is estimated at \$66,560.
7. For each year of the program, projected over at least 5 years, the breakeven cost point is only 6-8 full-time enrolled students.

**B. Summary:**

The business plan is based upon credible student enrollment and conservative tuition revenue. Expenses are based upon current estimates but wide fluctuation or increase of costs is not anticipated. Given these assumptions, and even wide room for overestimation of student enrollment and tuition rates, the *program will generate substantial revenue*. This program is fiscally viable, as it relies on only one full-time faculty hire and contracting of several adjuncts. Current faculty will assume heavy responsibility for the quality and integrity of the program. There will be both a positive revenue flow for the University and the establishment of a much needed and attractive Master's degree program.

**(1) NEW DEGREE REQUEST – WASHBURN UNIVERSITY**

<b><u>Criteria</u></b>	<b><u>Program Summary</u></b>
1. Program Identification CIP	▶ 44.000 (Human Services) or 34.0199 (Health-Related Knowledge and Skills), and 51.1501 (Substance Abuse/Addiction Counseling)
2. Academic Unit	▶ School of Applied Studies, Department of Human Services
3. Program Description	▶ Master of Arts in Human Services, Emphasis in Addiction Counseling
4. Demand/Need for the Program	▶ Only 20% of the individuals in this country who need substance use disorders treatment each year receive it. This is due, in part, to severe difficulties in recruiting and retaining qualified staff in sufficient numbers (Gallon, Gabriel, & Knudsen, 2003; Hall & Hall, 2002; Northeast Addiction Technology Transfer Center, 2005). The Substance Abuse and Mental Health Administration acknowledges the need for more education and training to prepare the workforce for providing substance use disorder services for the aging population. ■ As of August 1, 2011 a new law (HB2577) will go into effect in Kansas requiring licensure for addiction counselors through the Behavioral Sciences Regulatory Board (BSRB). There will be two levels of licensure. The Licensed Addiction Counselor (LAC) will be required to have a baccalaureate degree with specific coursework in addiction counseling. The Licensed Clinical Addiction Counselor (LCAC) will be required to have a Master’s degree with specific coursework in addiction counseling. Currently, there is only one Master’s degree program in Kansas which will meet the new licensure requirements for the Licensed Clinical Addiction Counselor (LCAC), the program at Emporia State University through its Rehabilitation Counseling Department. The proposed Master of Arts in Human Services will meet these requirements and provide another option for professionals seeking licensure as a Clinical Addiction Counselor in Kansas. ■ In addition, Oklahoma recently passed a law (Title 59, Chapter 43B, Licensed Alcohol and Drug Counselors Act) requiring all addiction

	<p>counselors to have a Master’s degree with specific coursework in addiction counseling. Currently there is only one university offering this curriculum in Oklahoma. The proposed MA in Human Services will fulfill the requirements for our neighboring state, Oklahoma through an online option. ■ The workforce development initiative from the Substance Abuse and Mental Health Administration at the national level has identified the need for additional professionals trained at the Master’s level specifically to provide clinical supervision for addiction counselors. The proposed coursework for the MA in Human Services will provide an option for professionals at the national level seeking this credential through the online option.</p> <p>► ■ The Department of Human Services at Washburn University is in a unique position to provide an integrative practices approach at the graduate level for practitioners who will be responding to the need for consultation which utilizes the interconnection of physical health, emotions and thoughts, spirituality, culture, community, and the environment. ■ The overall employment rate for counselors is predicted to rise by 18% within the 2008-2018 decade. <i>Payscale.com</i> quoted a median salary of \$39,000 for individuals with skills in holistic health and 1-4 years of experience (as of July 2010). ■ Human services organizations will support this program in many ways, including internship sites, adjunct faculty, and recruitment. Ultimately these institutions will be hiring our graduates. Their support (See Appendix C) is an indication of the need and demand for this type of graduate program.</p>
<p>5. Comparative/Locational Advantage</p>	<p>► Currently there is only one institution providing a graduate program in Addiction Counseling in Kansas – Emporia State University through their Rehabilitation Counseling department. One program cannot currently enroll sufficient numbers of students to meet the need of the new licensure law for addiction counselors in Kansas. There are a dozen other schools offering online graduate degree related to addiction counseling. None have the 30+ year history as a leader in addiction counseling education on par with Washburn.</p>

6. Curriculum	<p>► The MA in Human Services is a 36 credit-hour program. The curriculum is composed of 27 credit hours in the required core curriculum, and 12 credit hours of electives. This curriculum carefully adheres to guidelines provided by pertinent credentialing and regulating organizations (The Kansas Behavioral Sciences Regulatory Board, The Oklahoma Licensure for Addiction Counselors, The National Accreditation of Addiction Counseling Education Programs, The Council for Standards in Human Services Education) while creating a flexible and contemporary graduate education.</p> <p>► Post-graduates of the MA in Human Services, in order to become a Licensed Clinical Addiction Counselor (LCAC) under the Kansas BSRB, must also complete a clinical supervision training plan that will include the following:</p> <ol style="list-style-type: none"> <li>1. 4000 hours over 2 years;</li> <li>2. 1500 hours of the 4000 will be in direct client contact involving the diagnosis and treatment of substance abuse disorders; and</li> <li>3. 150 hours of clinical supervision.</li> </ol>
7. Faculty Profile	<p>► Sufficient faculty are <i>not</i> presently available to teach in the graduate program. One new full-time tenure-track faculty member must be recruited to provide specialty expertise and research skills. Total number of full-time faculty with doctoral degrees will then be six, with two additional administrators having faculty standing in the department potentially available to teach in the graduate program. Several adjunct instructors will need to be hired to help cover undergraduate courses.</p>
8. Student Profile	<p>► Students will include those that are currently working as human services practitioners holding a baccalaureate degree in Human Services or a related discipline. It is expected that 50% of the students will live at a distance and take classes entirely online and the remaining 50% will live within a 50 mile radius of Topeka.</p>

9. Academic Support	<p>► The MA in Human Services program proposal has undergone rigorous review by faculty and administrators in all of the respective units. Graduate students will have excellent access to academic support services through Mabee Library, the academic computing services, and the Center for Learning and Student Success.</p>
10. Facilities & Equipment	<p>► The Department of Human Services is located in Benton Hall and has ample classrooms. Faculty have individual offices that provide adequate privacy. All student records are stored in locked file cabinets in the main department office, Benton Room 311. Additional office space will be required for the new faculty member.</p>
11. Program Review, Assessment, Accreditation	<p>► The Washburn University Department of Human Services is currently an approved program by the Kansas Social and Rehabilitation Services Addiction and Prevention Services as a provider for the addiction counseling curriculum. ■ As of August 1, 2011, because of the new licensure law in Kansas, addiction counseling curriculums will be approved by the Behavioral Sciences Regulatory Board (BSRB). A faculty member from the Washburn Department of Human Services has been the primary author of the new educational regulations, so it is anticipated that our program will meet the new requirements and become a BSRB-approved provider for the addiction counseling curriculum at both the undergraduate and graduate level. ■ Washburn University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. The Department of Human Services has a comprehensive assessment program that includes academic testing and portfolio documentation of end-of-program learning outcomes (See Appendix K). ■ The department will also monitor successful completion of licensure examinations by our graduates. The department is reviewed every five years through the University's Program Review process.</p>
12. Costs, Financing	<p>► The program cost for the first year is estimated at \$76,000. This includes salary for one full-time faculty, benefits, hiring of four adjuncts, and office equipment. These are detailed in Section IX of the Program Proposal Narrative. The cost of the program will be covered by generated tuition.</p>



## (2) CURRICULUM OUTLINE

### NEW DEGREE PROPOSALS

#### Kansas Board of Regents

#### I. Identify the new degree:

##### MASTER OF ARTS IN HUMAN SERVICES

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

**REQUIRED GRADUATE LEVEL COURSES** (Final course numbers will be determined upon approval of the proposal. Course descriptions and learning outcomes are provided in Appendix E. Appropriate course substitutions can be made from other related disciplines (e.g., Social Work and Psychology) as approved by the department chair. At least 21 of the required 36 hours, however, must be taken within the Department of Human Services.)

#### 1. Required graduate level core courses (24 credit hours)

<u>Course Title</u>	<u>Credit hours</u>
HS500 Integrative Human Services	3
*HS510 Professional Ethics and Practice	3
*HS540 Practicum	3
*HS595 Applied Research	3
*HS604 Advanced Methods of Individual Counseling	3
*HS605 Advanced Methods of Group Counseling	
*HS615 Psychopharmacology	3
*HS635 Diagnosis of Substance Use Disorders	3
**HS640 Practicum	3

#### 2. Additional required graduate level elective courses (Select 12 credit hours):

<u>Course Title</u>	<u>Credit hours</u>
*HS620 Integrative Approaches to Dual Disorders	3
*HS625 Addiction and Recovery Services	3
*HS660 Clinical Supervision	3

**HS630 Lifespan Development	3
HS579 Narrative Practices	3
HS665 Integrative Residential Experience	3
Special Topic Seminars	3

\* Graduate level courses required for those students seeking to become a Licensed Clinical Addiction Counselor (LCAC) under the State of Kansas Behavioral Sciences Regulatory Board (BSRB). \*\*Additional required courses in some state licensing programs (e.g., Oklahoma)

Post-graduates of the MA in Human Services, in order to become a Licensed Clinical Addiction Counselor (LCAC) under the Kansas BSRB, must also complete a clinical supervision training plan that will include the following:

1. 4000 hours over 2 years;
2. 1500 hours of the 4000 will be in direct client contact involving the diagnosis and treatment of substance abuse disorders; and
3. 150 hours of clinical supervision.

**(3) PROPOSED 36 CREDIT HOURS FULL-TIME COURSE SEQUENCING**

<b>SEMESTER ONE (Fall) 12CH</b>	<b>SEMESTER TWO (Spring) 12CH</b>
HS500 Integrative Human Services (3)	HS540 Practicum (3)
HS510 Professional Ethics and Practice (3)	HS605 Advanced Methods of Group Counseling (3)
HS604 Advanced Methods of Individual Counseling (3)	HS615 Psychopharmacology (3)
HS635 Diagnosis of Substance Use Disorders (3)	HS Elective (3)
<b>SEMESTER THREE (Fall) 12CH</b>	
HS640 Practicum (3)	
HS595 Applied Research (3)	
HS Elective (3)	
HS Elective (3)	

**(4) IMPLEMENTATION YEAR FY 2012-2013**

**Fiscal Summary for Proposed Academic Program**

Institution: **Washburn University** Proposed Program: **MA in Human Services**

	Fall 2012		Spring 2013		Fall 2013/2014		Spring 2014/2015	
	FT	PT (1)	FT	PT	FT (2)	PT	FT	PT
<b>A. Full-time Student Headcount:</b>	20@12	0	20@12	0	40@12	0	20@12	0
<b>B. Total SCH taken by all students in program</b>	240	0	240	0	480	0	240	0
<p>Notes: (1) Typically, no part-time students will be admitted but up to five may be permitted enrollment. (2) Each Fall (after the initial Fall enrollment) there will be new and continuing students enrolled because of full-time course sequencing over three semesters (Fall, Spring, Fall).</p>						<p><b>TOTALS:</b>  <b>FY2012=480 CH</b>  <b>FY2013=720 CH</b>  <b>FY2014=720 CH</b></p>		

A. In implementation year one, list all identifiable General Use costs to the academic unit(s) and how they will be funded. In subsequent years, please include additional amount budgeted.						
	FY2012-2013		FY2013-2014		FY2014-2015	
	Base Budget		Base Budget		Base Budget	
<b>Costs: Salary</b>	\$55,000.00		\$56,650.00 (3% merit)		\$58,350.00 (3% merit)	
20% Benefits	\$11,000.00		\$11,330.00		\$11,670.00	
Furniture/Equipment	\$2,000.00		0		0	
Adjunct Contracts (4)	\$8,000.00		\$8,000.00		\$8,000.00	
Graduate Students (2) Stipends			\$9,096 <sup>1</sup>		\$9,096 <sup>1</sup>	
<b>Total</b>	<b>\$76,000.00</b>		<b>\$85,076</b>		<b>\$87,116</b>	

<b>Funding Source:</b>			
Internal Reallocation	0	0	0
Program Generation See Notes (1), (2), (3), and (4)	F=\$71,280 S=\$71,280	F=\$142,560 S=\$71,280	F=\$142,560 S=\$71,280
<b>Total</b>	<b>\$142,560</b>	<b>\$213,840</b>	<b>\$213,840</b>

<sup>1</sup>Stipends based on 6 credit hour per semester @ \$297/cr hr for each student (2)

Master's Program	FY2012-2013	FY2013-2014	FY2014-2015
Program Revenue	\$142,560	\$213,840	\$213,840
Program Expenses	\$76,000.00	85,076	87,116
<b>Total Gain +</b>	<b>+ \$66,560</b>	<b>+\$128,764</b>	<b>+\$126,724</b>

**Notes:** (1) Although there will be online courses offered each semester (rate of online graduate tuition of \$379.00 per credit hour as of Fall 2011) tuition for this proposal is calculated at the lesser, conservative on-campus graduate rate of \$297.00 PCH as of Fall 2011. (2) Calculations assume that there will be 20 full-time students admitted each Fall semester. (3) After the first Fall and Spring semesters, there will be 20 new and 20 continuing full-time students in the Fall. (4) Calculations do not reflect any increase in tuition rates that may occur.

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

1. Program Revenue – Tuition

Fall 2012	Fall 2013	Fall 2014
240 cr hr @\$297=\$71,280	240 cr hr @\$297=\$71,280	240 cr hr @\$297=\$71,280
<b>Total=\$71,280</b>	<b>Total= \$142,560</b>	<b>Total= \$142,560</b>

Spring 2013	Spring 2014	Spring 2015
240 cr hr @\$297=\$71,280	240 cr hr @\$297=\$71,280	240 cr hr @\$297=\$71,280
<b>Total=\$71,280</b>	<b>Total=\$71,280</b>	<b>Total=\$71,280</b>

Note: Revenue chart updated 9.12.11

Approved:

**NOTE: Original Pro Forma provided in Appendix L.**

## **X. CONCLUSIONS AND RECOMMENDATION**

The Master of Arts in Human Services major at Washburn University will be an addition to a well-established and respected baccalaureate human services program. It would expand availability of graduate education to the non-traditional working student. With more than three decades of service to the state and region, the Department of Human Services undergraduate programs have proven its value. With the undergraduate program built upon a solid foundation of teaching, scholarship, and community service and a continued demand for graduate education, it is natural that Washburn University expands its educational offerings in Human Services to include a graduate level degree.