

FACULTY AGENDA ITEM

Date: 2/19/2023

Submitted by: Jim Schnoebelen, x. 1426

SUBJECT: New Program Proposal – Graduate Certificate in Communication and Leadership

Description / Rationale: The ability to communicate effectively in various settings and lead others in teams and organizations continues to be desirable among top employers. The MA in Communication and Leadership that Washburn currently offers has steady application, enrollment, and graduation rates. Adding this certificate will offer access to the courses within our MA program for two key populations: 1) those pursuing another graduate degree at Washburn who wish to add this academic credential to their current programs of study and 2) those who have an undergraduate degree and would like to pursue a valuable graduate credential but who cannot commit to a full degree program.

Offering a certificate in Communication and Leadership will also allow students currently enrolled in WU graduate programs who have elective hours as part of their degrees (i.e., Criminal Justice) access to a valuable additional credential for only a few additional hours of credit. This may prove beneficial in adding an incentive to enroll in such programs as these students may perceive getting more “bang for their buck” compared to similar programs that do not provide access to such certificates.

Finally, though our enrollment is consistent in MACNLE courses, this will likely result in a modest boost in our enrollment.

I have spoken with various directors of graduate programs and personnel on campus and have anecdotal evidence of demand. Several sources also continue to list Communication and Leadership among top 5 skills sought by new employers, so I believe this will have demand.

Financial Implications: None indicated.

Proposed Effective Date: Fall 2024

Request for Action: *Approval by AAC/.FAC/FS/ Gen Fac, etc*

Approved by: *AAC on 2/12/2024*

FAC on date

Faculty Senate on date

Attachments Yes No

Program Change Request

New Program Proposal

Date Submitted: 10/26/23 10:09 am

Viewing: : **Graduate Certificate in Communication and Leadership**

Last edit: 02/08/24 8:49 am

Changes proposed by: Jim Schnoebelen (jim.schnoebelen)

Catalog Pages Using [Graduate Certificate in Communication and Leadership](#)
this Program

General Information

Effective Catalog Edition	2024-2025
Department	Communication Studies
College	College of Arts and Sciences
Division	Humanities
Degree Level	Graduate
Program Title	Graduate Certificate in Communication and Leadership
Degree to be Offered	Certificate (CERT)
Is this program offered completely online?	Yes
Does this program lead to a teaching certification?	No
Program Code	
Is this program an interdisciplinary program?	Yes
Interdisciplinary Department	Leadership Institute
CIP Code	090100 - Communication, General.
Modality	

New Program Header

In Workflow

1. Acad Ops
2. CN Chair
3. Library
4. HUM Chair
5. CA Dean
6. CFCCC Chair
7. Assoc Dean CFC
8. CA Assoc Dean
9. Governance Check
10. Grad Council
11. Faculty Senate
12. General Faculty
13. WUBOR
14. Final Acad Ops
15. Registrar

Approval Path

1. 10/26/23 11:48 am
Holly Broxterman (holly.broxterman):
Approved for Acad Ops
2. 10/26/23 12:34 pm
Jim Schnoebelen (jim.schnoebelen):
Approved for CN Chair
3. 10/27/23 6:09 am
Sean Bird (sean.bird):
Approved for Library
4. 11/14/23 8:53 pm
Ian Smith1 (ian.smith1):
Approved for HUM Chair
5. 11/28/23 12:34 pm
Kelly Erby (kelly.erby):
Approved for CA Dean
6. 01/26/24 3:36 pm
Bruce Mactavish (bruce.mactavish):
Approved for CFCCC Chair
7. 01/30/24 9:23 pm
Kelly Erby (kelly.erby):
Approved for Assoc Dean CFC
8. 02/07/24 5:41 pm
Kelly Erby (kelly.erby):
Approved for CA Assoc Dean
9. 02/08/24 8:48 am
Holly Broxterman

Statement of Justification/Rationale for Offering the Program

The ability to communicate effectively in various settings and lead others in teams and organizations continues to be desirable among top employers. The MA in Communication and Leadership that Washburn currently offers has steady application, enrollment, and graduation rates. Adding this certificate will offer access to the courses within our MA program for two key populations: 1) those pursuing another graduate degree at Washburn who wish to add this academic credential to their current programs of study and 2) those who have an undergraduate degree and would like to pursue a valuable graduate credential but who cannot commit to a full degree program.

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Program Demand I have spoken with various directors of graduate programs and personnel on campus and have anecdotal evidence of demand. Several sources also continue to list Communication and Leadership among top 5 skills sought by new employers, so I believe this will have demand.

(holly.broxterman):
Approved for
Governance Check
10. 02/08/24 8:49 am
Holly Broxterman
(holly.broxterman):
Approved for Grad
Council

Projected Enrollment for the Initial Three Years of the Program

Implementation

Year 2

Full-Time Headcount Per Year	NA	Part-Time Headcount Per Year	2-5
Full-Time Sem Credit Hrs Per Year	NA	Part-Time Sem Credit Hrs Per Year	2-5

Year 3

Full-Time Headcount Per Year	NA	Part-Time Headcount Per Year	5-7
Full-Time Sem Credit Hrs Per Year	NA	Part-Time Sem Credit Hrs Per Year	5-7

Employment

Employment Opportunity Information As I have noted in other sections above, "Communication" and "Leadership" are skills many employers want in new employees. It stands to reason that this demand will exist in higher echelons within organizations, as well. Our MA degree appeals to those seeking enhancement and advancement of current jobs, and I contend that this certificate will reflect a similar demand.

Admission and Curriculum

Admission Criteria Admission to any Washburn graduate program OR meet the following criteria: Students with at least a 3.5 undergraduate GPA (cumulative or in their last 60 hours) can just fill in the application and submit transcripts and resume to be accepted. Students with a 3.0-3.49 undergraduate GPA (cumulative or in their last 60 hours) must submit the application, transcripts, resume, and a writing sample from an undergraduate class. Students with a 2.5-2.99 undergraduate GPA (cumulative or in their last 60 hours) must submit the application, transcript, resume, a writing sample from an undergraduate class, and at least one recommendation as currently facilitated via CollegeNet. Students with an undergraduate GPA below a 2.5 (cumulative or in their last 60 hours) must submit the application, transcript, resume, a writing sample from an undergraduate course, and contact information for 3 persons who can provide a recommendation as currently

facilitated via CollegeNet.

NOTE: Students with an UG GPA below a 2.5 GPA will be considered for conditional admission provided all other aspects of their application check out. This will require the student to maintain a 3.0 GPA in their first two courses in the program.

Total Number of 12
Semester Credit
Hours for the
Degree
Curriculum

Certificate Requirements

CN 601	Introduction to Graduate Study - Communication Study	3
LE 601	Self and Systems Leadership	3
Select one Communication course from the following:		3
CN 630	Communication-Conflict/Negotiation	
CN 642	Team Communication in Organizations	
CN 645	Community Dialogue & Deliberation	
CN 650	Persuasion	
Select one Leadership course from the following:		3
LE 620	Leadership/Resource Stewardship	
LE 630	Organization Improvement & Innovation	
LE 640	Public Policy & Global Leadership	
Total Hours		12
Pathway		

Core Faculty

Faculty Name Jim Schnoebelen*
Rank Professor
Highest Degree Ph.D.
Tenure Track Yes
Academic Area of Specialization Communication Studies
FTE to Proposed Program Unknown

Faculty Name Lauren Edelman
Rank
Highest Degree Ph.D.
Tenure Track No
Academic Area of Specialization Leadership Studies
FTE to Proposed Program Unknown

Faculty Name Tracy Routsong

Rank	Professor
Highest Degree	Ph.D.
Tenure Track	Yes
Academic Area of Specialization	Communication Studies
FTE to Proposed Program	Unknown

Faculty Name	Adebanke Adebayo
Rank	Assistant Professor
Highest Degree	Ph.D.
Tenure Track	Yes
Academic Area of Specialization	Communication Studies
FTE to Proposed Program	Unknown

Faculty Name	Carson Kay
Rank	Assistant Professor
Highest Degree	Ph.D.
Tenure Track	Yes
Academic Area of Specialization	Communication Studies
FTE to Proposed Program	Unknown

Faculty Name	Kevin O'Leary
Rank	Senior Lecturer
Highest Degree	Ph.D.
Tenure Track	No
Academic Area of Specialization	Communication Studies
FTE to Proposed Program	Unknown

Faculty Workload Analysis

Faculty Workload Analysis (describe how the course offering schedule and anticipated enrollments correlate to faculty lines)

The current course offerings will not be impacted; the proposed certificate would be composed of courses already taught for our MACNLE degree.

Supplemental Files

Reviewer Comments	Holly Broxterman (holly.broxterman) (02/08/24 8:49 am): Approved in Grad Council meeting on 11/6/23.
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