

Faculty Senate Programs Committee
report on the question of “double-dipping” and certificate programs

During the 01/21/2020 Faculty Senate meeting, the following question was asked:

If the required courses for a certificate program also satisfied the course requirements for a Major or Minor program (irrespective of whether required or elective), then can Major and Minor students also complete the certificate?

The answer is yes.

This question was discussed in FSEC and with Matt Exline, the Director of Program Approval Operations for the State of Ohio. There is also an existing Faculty Senate document on certificates (Guidelines for Developing a New Undergraduate Certificate of Study):

https://www.utoledo.edu/facsenate/docs/Undergraduate_Certificate_proc.pdf

All information gathered was consistent and led to the above conclusion. Major and Minor students can also complete a certificate within their subject area. In fact, certificates are often designed to benefit Major and Minor students. The FS document states that certificate programs may be developed within a four year Major degree program, and in some cases certificates may be stacked to satisfy the requirements of a four year Major degree program, therefore the question of “double-dipping” does not apply. This was also confirmed by Matt Exline.

The purpose of a certificate is to transcript the acquisition of a specific marketable skills set by the completion of a set of courses, which are defined by the certificate program. This skills set may be acquired while completing a Major or Minor degree program or it may be acquired by completing a stand alone certificate. By codifying and transcribing these skills sets, we provide our students with additional credentials to give them an edge when seeking employment opportunities.

New Program

Certificate in Organizational Communication

Program Code: AR-ORCM-CER

College: Arts and Letters

Department: Communication

Contact: Ben Myers

Rationale: The certificate in Organizational Communication will document organizational communication competency on student transcripts. This is a skill set that is in high demand in organizations. According to the National Association of Colleges and Employer 2019 Survey,* communication skills and the ability to work in teams are among some of the most sought after attributes that employers look for in college students.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Organizational Communication.

Courses for Certificate

COMM 2500 Social Media I (3)

COMM 2820 Group Communication (3)

COMM 2830 Organizational Communication (3)

COMM 3880 Professional Business Communication (3)

and one of the following:

COMM 4260 Communication in Non-Profit Organizations (3)

OR

COMM 2890 Crisis & Conflict in Organizations (3)

Total credit hours: 15

Note: The certificate is made up of courses that already exist.

*<https://www.nacweb.org/talent-acquisition/candidate-selection/employers-want-to-see-these-attributes-on-students-resumes/>

New Program

Certificate in Media Production Communication

Program Code: AR-PUCM-CER

College: Arts and Letters

Department: Communication

Contact: Ben Myers

Rationale: The certificate in Media Production Communication will document communication production competency on student transcripts. Professional media production skills are becoming increasingly important as new venues regularly become available for content distribution. Producing high quality content requires the advanced technical skills taught in this certificate.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Media Production Communication.

Courses for Certificate

COMM 2210 Audio Production I (3)

COMM 2160 Single Camera Production (3)

COMM 2220 Television Studio Production (3)

COMM 3260 Live Sports Production (3)

and one of the following:

COMM 4100 Multimedia Journalism (4)

OR

COMM 4220 Advanced Television Production (4)

Total credit hours: 16

Note: The certificate is made up of courses that already exist.

New Program

Certificate in Social Media Communication

Program Code: AR-SMCM-CER

College: Arts and Letters

Department: Communication

Contact: Ben Myers

Rationale: Current estimates put 45% of the world's population on social media.* Digital consumers spend an average of 2 hours and 22 minutes a day on social media.** The ubiquity of social media has led organizations to take it much more seriously. Many jobs now require a significant amount of time on social media (public relations specialists, marketing managers, copywriter, customer service representatives, market research analyst, etc.). This program prepares students to effectively use social media toward organizational goals.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Social Media Communication.

Courses for Certificate

COMM 2130 Media Writing I

COMM 2500 Social Media I

COMM 3500 Social Media II

COMM 3290 Content Management

COMM 4330 Integrated Media

Total credit hours: 15

Note: The certificate is made up of courses that already exist.

*<https://wearesocial.com/global-digital-report-2019>

**<https://www.globalwebindex.com/hubfs/Downloads/Social-H2-2018-report.pdf>

Program Modification

Studio Art - Graphic and Interactive Design Concentration, BFA

Program Code: AR-ART-BFA

College: Arts and Letters

Department: Art

Contact: Barbara Miner

Summary: “New Media Design Practices” will become “Graphic and Interactive Design Concentration”

Rationale: The Department of Art is actively trying to craft contemporary and accurate program names that actually reflect the program's content. We strongly believe that by doing so, we will actually be able to recruit many more students as the new names will help students identify programs of interest (we are constantly being told by both Admissions and by visiting students that they can't find either Graphic Design or Photography when they search our websites).

Students and even Admissions' office staff were not able to find our program of study when looking on our university and department websites. This renaming should help put our program on their radar, thus increasing our enrollments.

Note: This change is a change of Major title only. All other aspects of the program remain unchanged.

Program Modification

Studio Art - Photography and Digital Media Concentration, BFA

Program Code: AR-ART-BFA

College: Arts and Letters

Department: Art

Contact: Barbara Miner

Summary: “**Digital and Photographic Art Concentration**” will become “**Photography and Digital Media Concentration**”

Rationale: The Department of Art is actively trying to craft contemporary and accurate program names that actually reflect the program's content. We strongly believe that by doing so, we will actually be able to recruit many more students as the new names will help students identify programs of interest (we are constantly being told by both Admissions and by visiting students that they can't find either Graphic Design or Photography when they search our websites).

Students and even Admissions' office staff were not able to find our program of study when looking on our university and department websites. This renaming should help put our program on their radar, thus increasing our enrollments.

Note: This change is a change of Major title only. All other aspects of the program remain unchanged.

Program Modification

Disability Studies, BA

Program Code: AR-DST-BA

College: Arts and Letters

Department: Interdisciplinary Programs

Contact: Kim Nielsen

Summary: To reduce the degree program requirements from 124 credit hours to 120 credit hours by reducing general elective credits by 4 hours.

Rationale: A state level initiative.

Note: Only elective credit hours are affected. The Major requirements of the program are unchanged.

Program Modification

Philosophy, BA

Program Code: AR-PHIL-BA

College: Arts and Letters

Department: Philosophy

Contact: John Sarnecki

Summary: To reduce the degree program requirements from 124 credit hours to 120 credit hours by reducing general elective credits by 4 hours.

Rationale: A state level initiative.

Note: Only elective credit hours are affected. The Major requirements of the program are unchanged.

Program Modification

Psychology, BA

Program Code: AR-PSYC-BA

College: Arts and Letters

Department: Psychology

Contact: Peter Mezo

Summary: To reduce the degree program requirements from 124 credit hours to 120 credit hours by reducing general elective credits by 4 hours.

Rationale: A state level initiative.

Note: Only elective credit hours are affected. The Major requirements of the program are unchanged.

Program Modification

Religious Studies, BA

Program Code: AR-REL-BA

College: Arts and Letters

Department: Philosophy

Contact: John Sarnecki

Summary: To reduce the degree program requirements from 124 credit hours to 120 credit hours by reducing general elective credits by 4 hours.

Rationale: A state level initiative.

Note: Only elective credit hours are affected. The Major requirements of the program are unchanged.

Program Modification

Studio Art, Minor

Program Code: AR-ART

College: Arts and Letters

Department: Art

Contact: Barbara Miner

Summary: This Minor is being updated for clarity and accessibility. The number of hours needed to complete the minor has been dropped from 21 to 18, still robust but more accomplishable for students.

Rationale: The existing requirements have been too restrictive and the number of courses required have presented a burden for students.

Foundational Art Studies

Select 3 of 5 following course: 9 hrs

ART 1040 Foundations of Art Studio Technology (new, existing)

ART 1050 Foundations of 2D Design

ART 1060 Foundations of 3D Design

ART 1070 Foundations of Digital Media

ART 1080 Foundations of Drawing I

~~Elective Courses: 12 hrs (removed)~~

~~Upon completion of the required foundations courses, students must take 12 hours distributed in any of the following subject areas: 2D Studies (drawing, printmaking, painting), 3D Studies (sculpture, ceramics), New Media Studies (photography, digital arts), with no more than nine hours in one studio area. A minimum of six hours must be in Advanced Art Studies courses at the 3000 level and above.~~

~~It is strongly recommended that the following art history survey courses be taken:~~

~~ARTH 2050 History of Western Art or ARTH 2060 History of Western Art II~~

~~One course in the history of non-Western art~~

~~One additional course in the history of Western art~~

Studio Electives (new)

Choose any studio classes from: 2D studies (drawing, printmaking, painting)

3D studies (sculpture, ceramics)

New media studies (photography, digital arts) 6 hrs

Art History (new)

Choose any art history course 3 hrs

Total Hours 18 hrs

Program Modification

Political Science, Minor

Program Code: AR-POLS

College: Arts and Letters

Department: Political Science and Public Administration

Contact: Jami Taylor

Summary: We are reducing the required hours from 21 to 18.

Rationale: We are aligning the number of credit hours in the political science minor with the number of credit hours in the public administration minor.

Students seeking a minor in political science must complete at least 18 ~~21~~ hours of course work at the 2000 level or above in the discipline, chosen in consultation with a departmental adviser. It is recommended that minors include in their undergraduate program the introductory course in American Government (PSC 1200) and three of the four gateway subfields. At least 9 of the 18-credit ~~21-credit~~ hour minimum must be at the 3000-4000 levels.

Example of a possible Plan of Study

| | | |
|--------------------|---------------------------------------|-----------|
| PSC 2600 | Principles of Comparative Politics | 3 |
| PSC 2700 | Principles Of International Relations | 3 |
| PSC 2800 | Principles Of Political Theory | 3 |
| PSC 3410 | Principles of Public Policy | 3 |
| PSC 3500 | Principles Of Law | 3 |
| PSC 3210 | Political Parties | 3 |
| Total Hours | | 18 |

Note: We only require 9 of the 18 hours at the 3000 or 4000 level because most of our political science gateway courses are at the 2000 level. This is reflected in the plan of study.

Program Modification

Public Administration, Minor

Program Code: AR-PUBA

College: Arts and Letters

Department: Political Science and Public Administration

Contact: Jami Taylor

Summary: We are reducing the required hours from 21 to 18 and updating the list of courses.

Rationale: We are reactivating the MPA program. We should reactivate related undergraduate programs given that the courses will be offered. Political science majors wishing to minor in public administration are advised to consider the Early Admission program for the MPA.

The minor in public administration is comprised of 18 hours of course work of which at least 15 hours shall be taken at the 3000 or 4000 level. Political science students minoring in public administration may not utilize 3000 or 4000 level public administration identified courses to fulfill their political science major requirements.

Program Modification

Liberal Studies, BA

Program Code: UC-LIBR-BA

College: University College

Department: Interdisciplinary and Special Programs

Contact: Kimberly Pollauf

Summary: The purpose of this program modification is to remove the 3000-4000 level requirement for the nine credit hours of Concentration courses.

Rationale: Upon review, the Curriculum Committee discovered that the total requirement for hours at the 3000-4000 level has grown to 52, which is significantly above the number required for most programs at the University. This has created a barrier, particularly for transfer students interested in the Liberal Studies program. No other aspect of the curriculum is being altered.

Suggested Plan of Study

UT Core

| | |
|------------------------------|---|
| Orientation | 1 |
| One Math course or CLEP Test | 3 |
| English Comp I | 3 |
| English Comp II | 3 |

UC College Core

| | |
|--|------|
| AL 3500 Fundamentals of Interdisciplinary Research | 3 |
| Arts/Humanities Core or CLEP | 9-10 |
| Social Sciences Core or CLEP | 9-10 |
| Natural Sciences Core or CLEP | 9-10 |
| BUAD 1020 Micro-Computer Applications In Business or CMPT 1100 Microsoft Office Applications | 3 |

Liberal Studies Core

Select two classes in each of the following seminar areas:

| | |
|--|---------|
| ALS 3040 Topical Seminar: Social Sciences | 8 (2x4) |
| ALS 3050 Topical Seminar: Humanities | 8 (2x4) |
| ALS 3060 Topical Seminar: Natural Sciences | 8 (2x4) |

Select three additional ALS seminars or four classes at the 3000-4000 level 12

~~Select three Concentration courses (3000-4000 level) 9 (removed)~~

Select three Concentration courses 9 (added)

| | |
|------------------------------|---|
| AL 4950 Senior Capstone | 4 |
|------------------------------|---|

Electives

Select 25-28 hours of electives in consultation with advisor¹ 25-28

Total Hours 120

¹Many of these may be fulfilled by transfer credit if applicable.