

Program Change Request

New Program Proposal

Date Submitted: 10/01/18 3:17 pm

Viewing: **LA&S-CRTU : Advanced Professional Skills Certificate**

Last edit: 04/15/19 3:05 pm

Changes proposed by: smontag

In Workflow

- A. CLAS Dean or Associate Dean
- B. Provost's Office
- C. CLAS Undergraduate Program and Course Coordinator
- D. CUSA Subcommittee
- E. CUSA Committee
- F. CAC
- G. CLAS Final Approval
- H. OIRP CIP Approval
- I. Provost's Office
- J. Future Academic Catalog

Academic Career Undergraduate, Lawrence
Program Type Certificate
Department/Program Liberal Arts & Sciences
School/College College of Lib Arts & Sciences
Consulting School(s)/College(s)
Consulting Department(s)
CIP Code 32.0111
Program Name Advanced Professional Skills Certificate

Do you intend to offer a track(s)?

No

Location(s) of Instruction Edwards
Lawrence

Do you intend for this program to be offered online?

Yes

Other Resources

[Describe Other Resources](#)

This program is being launched in partnership with the College Online programs in the College of Liberal Arts & Sciences, in collaboration with the Edwards Campus, and University Career Center.

Effective Catalog 2019 - 2020

Approval Path

- A. 10/22/18 7:39 pm
Karen Ledom (kjh): Approved for CLAS Dean or Associate Dean
- B. 11/14/18 1:19 pm
Linda Luckey (lluckey): Approved for Provost's Office
- C. 11/15/18 3:15 pm
Rachel Schwien (rschwien): Approved for CLAS Undergraduate Program and Course Coordinator
- D. 05/09/19 6:39 pm
Bridget Bradley (bbradley): Approved for CUSA Subcommittee

Program Description

The College of Liberal Arts and Sciences, KU-Edwards Campus, and The University Career Center proposes the development of an Undergraduate Advanced Professional Skills Certificate. The Advanced Professional Skills Certificate is a credit-bearing certificate that enhances employability skills focused on current workforce demands. The Certificate will be administered by The College Online with support from the KU Edwards Campus. The certificate is designed for current KU students wanting to further develop in-demand employability skills, underemployed or unemployed individuals looking to enhance skill, and workforce partners wanting to strengthen individual employee skills.

Demand/Need for the Program

The Advanced Professional Skills Certificate enhances student skillsets in three dynamic ways. First, students will develop an understanding of their personal strengths and skills that can be applied in a variety of organizational settings. Students will focus on skills that integrate both professional and personal reflection into ethical operations, project management, financial management, technology, information literacy, and critical inquiry. Second, students will capitalize on personal self-discovery and develop professional communication skills targeting an understanding of diverse organizational cultures. Finally, students will build on individual identity development, career aspirations, and talents to explore professional options available within chosen economic sectors. Student will gain applied skills in career exploration, job market analysis, search tools usage (e.g., resumes, cover letters, interviewing, networking), and career pathway management.

KU Lawrence Campus Demand: The new BGS Advanced Professional Skills Course designation provides an opportunity for students to engage in the Advanced Professional Skills Certificate. Currently, over 1500 students are enrolled in a BGS degree option within the college; with 600 BGS students graduating on average each year. These students are required to have a career-focused course as part of their degree requirements, and this certificate would expand those opportunities. Further as students in the liberal arts become more concerned about employability after graduation, this certificate allows us to ensure students in the College have adequate opportunities to be career ready.

KU Edwards Campus Demand: During the 2016-17 academic year, 171 adult learners at KUEC completed the Adult Learner Instrument (ALI), an assessment provided by the Council for Adult and Experiential Learning to measure perceptions of adult-oriented services on college campuses. Ninety percent of student respondents articulated the participation in a degree program as a mechanism to enter into, or advance within, a career pathway. Although KUEC provides a variety of undergraduate degree options that overlay multiple sectors and are focused on technical skill attainment, career skills development or employability soft skill conversations are topics of conversation at workforce development meetings, advisory board meetings, and through interactions with major employers in the Kansas City Metropolitan area. The Advanced Professional Skills certificate will bridge the gap between technical proficiency and employer desired career skills outcomes.

Of the ten transfer degree options at the KU Edwards Campus four have flexibility and essential degree requirements that would benefit from the Advanced Professional Skills Certificate: BGS Psychology; BGS Law & Society; BGS Public Administration; BGS Literature, Language & Writing. Currently 113 KUEC students are engaging in these degree programs. Approximately 30% of KUEC BGS programs would participate in a career skills certificate program.

The 15-county Kansas City Metropolitan Area has over 1 million job opportunities (MARC, 2013). Each industry requires a unique technical skillsets coupled with employability or Advanced Professional Skills. Of the top 10 skills in demand by employers, oral and written communication skills top the list. Furthermore, problem solving and self-motivation rank five and six respectively (MARC, 2013). These essential student outcomes are met within the Advanced Professional Skills Certificate to address required Kansas City Metropolitan Area workforce needs.

Comparative/Locational Advantage

Within the Kansas City Metropolitan Area, 82 postsecondary institutions provide over 100,000 student enrollments (MARC, 2014). The largest providers are University of Missouri-Kansas City, Johnson County Community College, Park University, and Metropolitan Community College. None of the four listed institutions provide a credit bearing career-focused certificate program. Each institution does provide a series of non-credit based workshop opportunities focused on short-term learning. The Advanced Professional Skills Certificate leverages online learning to provide a robust and comprehensive learning experience. Overall, the eight week structure coupled with the convenient online platform promotes student / faculty engagement in an attempt to increase learning outcomes and the attainment of employment opportunities.

Current KU students choosing the Advanced Professional Skills Certificate will have a competitive advantage over other external institution graduates. Through targeted learning objectives focused on meeting three of the top ten in demand skills within the Kansas City Metropolitan Area, graduates will be able to write effectively, demonstrate problem solving skills, and provide self-motivation in the workplace. In addition, students will exit the Advanced Professional Skills Certificate program with enhanced application materials that will increase potential workforce employability.

Admission Requirements

No admission requirements; non-degree seeking students will be able to choose this certificate.

Degree Requirements

The Advanced Professional Skills Certificate will require the completion of 12 credit hours which will be comprised of 6 credit hours of In-Demand Skill Development courses and 6 credit hours of Career Management courses:

In-Demand Skill Development Courses (Must Take Both – 6 credit hours):

- LA&S 260: Interpersonal Management (3 credit hours)
 - LA&S 262: Workplace Success Skills (3 credit hours)
- Career Management Courses (Choose 6 credit hours):
- LA&S 470: Job Search Skills for Liberal Arts & Science Students (1 credit hour)
 - LA&S 475: Professional Career Management (3 credit hours)

- LA&S 485: Global Career Management (3 credit hours)
- LA&S 480: Preparing for International Careers (2 credit hours)
- LA&S 490: Internship Exploration (1-5 credit hours)

Faculty Profile

Name of Faculty and Rank	Highest Degree	Number of Faculty FTE
Lee Stuart - lecturer	D.B.A	.20
Alex Kirksey - lecturer	PhD	.20
Erin Wolfram - lecturer	Master's	.20
Melissa Johnson - lecturer	Master's	.20
David Gaston - lecturer	Master's	.20

Student Profile

Anticipated student enrollment			
	Full Time	Part Time	Total
Year 1	37	18	55
Year 2	52	28	80
Year 3	67	38	105

Anticipated number of program graduates

After 5 Years	260
After 7 Years	345

Academic Support

The College Online will serve as the academic sponsor for the program and provide support as needed. The College Online, KU Edwards, and KU Admissions will use this additional offering as a key message for recruitment and marketing to prospective students. Program enrollment will be monitored by the College Online, KU Edwards Campus, and the University Career Center including enrollment management, course offerings, and student communications. In supporting instructors, the career management courses will be supported by the University Career Center while the In-Demand Skill Development Courses will be supported by the Faculty and Academic Support Center at the Edwards Campus. Training on essential tools used in the online instructional components of the courses will be provided by the Faculty and Academic Support Center to include learning management systems, online classroom engagement strategies, engaging virtual students, etc.

Academic and career resources are available to all certificate students on the KU Lawrence Campus and virtually through the University Career Center where students will have access to Career Coaches and online career resources in addition to resources provided by KU Libraries.

Facilities and Equipment

No Facilities or Equipment required.

Program Review, Assessment, Accreditation

The Advanced Professional Skills Certificate will adhere to the KU Edwards Campus program annual review process. Student evaluation and feedback regarding course instruction will be collected through online course evaluations. The Center for Online and Distance Learning will administer the student evaluations. The program leadership will develop program-level outcomes that align with current course-level outcomes and assessed through data managed by the Edwards Campus Faculty and Academic Support Center.

Costs, Financing

	Salaries	OOE	Equipment	Other	TOTAL
Year 1	21500	5000	0	0	26500
Year 2	21500	5000	0	0	26500
Year 3	21500	5000	0	0	26500

What is the source of the new funds?

Program costs including program development will be funded by the Edwards Campus until tuition revenue can fund associated costs. This includes direct instruction costs, marketing, and student services. Students will pay tuition on each course based on the "course location" tuition calculation.

Due to the interest in career skill development from current KUEC students and the College students who are required to meet the new BGS career course requirement, The College of Liberal Arts and Sciences, in partnership Edwards Campus and the University Career Center seek to create the Advanced Professional Skills Certificate to strengthen workforce partnerships while supporting students seeking critical in-demand skillsets that will enhance workforce employability.

[Additional Information](#)

This is to be a fully online certificate offered through the Edwards campus but housed in the College of Liberal Arts & Sciences, with the College Online programs.

If additional information is needed, or questions arise, the contacts for this are Samantha Montague in the College Online (smontag@ku.edu), Misty Chandler at the Edwards campus (misty.chandler@ku.edu), and/or David Gaston in the University Career Center (adgaston@ku.edu).

[Supporting Documents](#)

[LA&S-CRTU Advanced Professional Skills Certificate Responses to questions.docx](#)

[Program Reviewer Comments](#)

Bridget Bradley (bbradley) (04/15/19 10:43 am): Additional information has been attached the helps address the subcommittees questions.

Bridget Bradley (bbradley) (05/09/19 6:39 pm): The subcommittee approved the certificate to move forward. They approved with the understanding that the prerequisite language about students needing to be a part of the Military Transition Certificate in LA&S 260 and LA&S 262 would be removed. Those changes had already been submitted and were reviewed at the Curriculum and Degree Requirements subcommittee. They also wanted to know when the Military Transition Certificate would be phased out in Fall 2019 was given. Additionally the subcommittee was given the following website, <https://career.ku.edu/courses>, to review the syllabi for the courses to better understand what was taught within that curriculum.

Key: 643



LA&S CRTU - Advanced Professional Skills

Below are the questions I asked based on your feedback, my text is in black. I received answers from [Misty Chandler, Director of Student Services \(Edwards Campus\)](#), [Samantha Montague, Director of College Outreach and Online Programs \(College\)](#), [David Gaston, Assistant Vice Provost \(University Career Center\)](#) and [Marilu Goodyear, Associate Vice Chancellor \(Edwards Campus\)](#)

Question/Concern 1

The subcommittee wondered if there was a way to be more specific about what skill(s) are being built and how it differed from the [Professional Communication Certificate](#). They had concerns about the title of Advanced Professional Skills since they were unclear of the exact skills and how they were taught at an advanced level. They would like a better understanding on how much of the courses helped students find a career versus developed skills needed within the career. Specifically they asked me to ask “How does the career management courses teach employer desired career skills?”

This degree is more about career exploration, selection, and building a portfolio of skills and experiences that help students navigate their career journey as a professional while developing a broad set of specific skills. My understanding of the Professional Communication Certificate is targeting a specific student skill set related directly to oral and written communication.

Let us know if the certificate [name](#) is our key problem and our group can get together on that. (As context, the name of the certificate took a bit to nail down as we looked at what other schools in the country have named this elsewhere. As we stated in the proposal, there are no offerings like this in our metro area so finding a good name was tough. While the name “Career Skills Certificate” or something like that might be more literal, we got strong feedback from the hiring professionals in Kansas City and from our advisory boards that general language like that would not be understood or connected to the curriculum we are providing. The term “Advanced Professional Skills” was a better term for workplace understanding to help students stand out professionally.

David – please add more context to the nature of the curriculum and how it differs from the offerings described here. Also answer this part of the question: “How does the career management courses teach employer desired career skills?”

A couple of things about “How does the career management courses teach employer desired career skills?”

- 1. The National Association of Colleges and Employers have developed a list of career competencies (<https://www.nacweb.org/career-readiness/competencies/career-readiness-defined/>) They include critical thinking/problem solving, oral/written communications, teamwork/collaboration, digital technology, leadership, professionalism/work ethic, **career management**, global/intercultural fluency. If students do not develop career management skills they will not become competitive candidates for employment resulting in failing to be employed or progress in their careers. If career management skills are required to get a job that means employers value them.**
- 2. The way our courses are constructed students are using theory to examine these areas and then applying to their personal situation. The courses are not entirely transactional and practical. Students are learning skills in addition to just career management. They are very likely enhancing skills such as critical thinking, oral/written communication skills, digital technology, professionalism, etc. For example, in the professional career management course, students, after reading an article entitled, “Recruitment and Selection: Hiring the Right Person,” evaluate mock resumes and make recommendations for interview with written analysis and justification. The global career management course requires readings on cross-cultural psychology that enhance global/intercultural**

fluency. Students in this class also develop critical thinking skills by exploring comparative methods regarding employment methods across various countries and cultures.

It sounds like you have what you need, but I just wanted to offer that the Professional Communication certificate is comprised of 4 courses, 2 in English and 2 in Communication Studies. The courses provide students with broad content, but the purpose is not to provide holistic career readiness. Instead the focus is purely on oral and written communication in a variety of contexts of which most work is focused on communicating (verbal and written) in a professional context, but also just organizational communication and other written publications that could be developed on the job. I could try to better articulate this if needed. 😊

Question/Concern 2

They also wanted to know if it was possible for 200 level courses (LA&S 260 and LA&S 262) to be taught at Edwards based on their understanding of the agreement between Edwards and JCCC.

I can answer the question about the 200 level. We offer 200 level courses at the Edwards Campus that are online. This is known by our community college partners and is not seen as a problem.

Question/Concern 3

Finally, they had a question about oversight. Since this certificate would be under the LA&S umbrella they wanted more details on who was overseeing the certificate for things like scheduling, review of program and student concerns.

Oversight was a discussion that David, Sam, Karen Ledom, and I had when we created this certificate. Our original plan was for it to be lodged and overseen by College Online via Sam with logistical course scheduling, instructors, and implementation managed by David and his team with from KUEC as needed. Is that still sufficient or do you need more information than that?

The oversight of the certificate will be college online and the Career Center as well as Edwards Campus Academic Administration, specifically Associate Vice Chancellor Stuart Day, who supervises the Edwards Campus student success team who collaborates with the Career Center on these types of programs.