

**KANSAS BOARD OF REGENTS  
COUNCIL OF CHIEF ACADEMIC OFFICERS**

**MEETING AGENDA  
Wednesday, November 15, 2023  
9:00 a.m. – 10:00 a.m.  
or upon adjournment of SCOCAO**

The Council of Chief Academic Officers (COCAO) will meet in person at Emporia State University in the Black & Gold Room, Memorial Union, 1331 Market Street, Emporia, Kansas, 66801. A Zoom option will be available. Meeting information will be emailed to participants, or you may contact [arobinson@ksbor.org](mailto:arobinson@ksbor.org).

- |   |                     |       |
|---|---------------------|-------|
| <b>I. Call to Order</b>   | Chuck Taber, Chair  |       |
| A. Roll Call & Introductions  |                     |       |
| B. Approve Minutes from September 20, 2023  |                     | p. 3  |
| <b>II. Council of Faculty Senate Presidents Update</b>  | Jolynn Dowling, WSU |       |
| <b>III. First Reading</b>   |                     |       |
| A. Master of Social Work – PSU  | Howard Smith        | p. 5  |
| <b>IV. Second Reading</b>   |                     |       |
| A. BAS in Professional Performance – KU   | Barbara Bichelmeyer | p. 19 |
| <b>V. Other Requests</b>  |                     |       |
| A. Request for Approval to Change Name of BA in Sociology to BA in Applied Sociology – ESU  | Brent Thomas        | p. 30 |
| B. Request for Approval to Change Name of BS in Sociology to BS in Applied Sociology – ESU  | Brent Thomas        | p. 30 |
| C. Request for Approval to Change Name of BID in Ethnic, Gender, and Identity Studies to BID in Social Change - ESU   | Brent Thomas        | p. 30 |
| D. Request for Approval to Change Name of BA in Crime and Delinquency Studies to BA in Applied Criminology - ESU  | Brent Thomas        | p. 30 |
| E. Request for Approval to Change Name of BS in Crime & Delinquency Studies to BS in Applied Criminology – ESU  | Brent Thomas        | p. 30 |
| <b>VI. Other Matters</b>  |                     |       |
| A. Discuss Opportunities (new degree programs, partnerships, strategic initiatives, etc.) that Universities are Considering or Planning to Pursue in the Future | COCAO Members       |       |
| <b>VII. Next COCAO Meeting – December 13<sup>th</sup> Virtual Meeting</b>   |                     |       |
| <b>VIII. Adjournment</b>  |                     |       |

Date Reminder:

- February 15<sup>th</sup>: COCAO Breakfast with the Board

**COUNCIL OF CHIEF ACADEMIC OFFICERS**

The Council of Chief Academic Officers (COCAO), established in 1969, is composed of the academic vice presidents of the state universities. The Board's Vice President for Academic Affairs serves as an ex officio member, and the member from the same institution as the chairperson of the Council of Presidents serves as chairperson of the Council of Chief Academic Officers. The chief academic officers of the University of Kansas Medical Center and Washburn University are authorized to participate as non-voting members when agenda items affecting those institutions are to be considered. The Council of Chief Academic Officers meets monthly and reports to the Council of Presidents. The Council of Chief Academic Officers works with the Board Academic Affairs Committee through the Vice President for Academic Affairs. Membership includes:

Charles Taber, Chair	K-State	Howard Smith	PSU
Brent Thomas	ESU	Laura Stephenson, Interim	Washburn
Jill Arensdorf	FHSU	Shirley Lefever	WSU
Barbara Bichelmeyer	KU	Karla Wiscombe, Interim	KBOR
Robert Klein	KUMC		

**Council of Chief Academic Officers  
AY 2024 Meeting Schedule**

<i><b>COCAO Academic Year 2023- 2024 Meeting Dates</b></i>			
<b>Meeting Dates</b>	<b>Location (virtual or in-person)</b>	<b>Institutional Materials Due</b>	<b>New Program Requests Due</b>
September 20, 2023	Virtual	August 30, 2023	July 26, 2023
November 15, 2023	Emporia State University	October 25, 2023	September 20, 2023
December 13, 2023	Virtual	November 22, 2023	October 18, 2023
January 17, 2024	Virtual	December 27, 2023	November 22, 2023
February 14, 2024	Virtual	January 24, 2024	December 20, 2023
March 20, 2024	Virtual	February 28, 2024	January 24, 2024
April 17, 2024	Fort Hays State University	March 27, 2024	February 21, 2024
May 15, 2024	Virtual	April 24, 2024	March 20, 2024
<b>June 18, 2024</b> (Previously 6/19)	Virtual	May 29, 2024	April 24, 2024

COCAO meets at 9:00 a.m. or upon adjournment of SCOCAO unless otherwise noted.

**Council of Chief Academic Officers  
MINUTES**

**Wednesday, September 20, 2023**

The September 20, 2023, Council of Chief Academic Officers (COCAO) meeting was called to order by Chair Chuck Taber at 8:50 a.m. The meeting was held virtually through Zoom with an in-person option at the KBOR office.

**In Attendance:**

Members:	Chuck Taber, K-State Barbara Bichelmeyer, KU Brent Thomas, ESU	Jill Arensdorf, FHSU Howard Smith, PSU Shirley Lefever, WSU	Robert Klein, KUMC Laura Stephenson, Washburn Daniel Archer, KBOR
Staff:	Amy Robinson Tara Lebar Marti Leisinger	Karla Wiscombe Judd McCormack Elizabeth Ogundiran	Sam Christy-Dangermond Cindy Farrier Colleen Denney
Others:	Ashlie Jack, WSU Aron Potter, Coffeyville CC J. David Macey, FHSU Jean Redeker, KU Kara Wheeler, Allen CC Lisa Kirmer, FHTC Robert Klein, KUMC Sonia Gugnani, FSCC Tara Lindahl, Washburn Gurb Singh, JCCC Tanya Gonzalez, K-State Corey Isbell, NCKTC Tom Nevill, Butler CC Don Von Bergen, K-State	Arvin Cruz, FHSU Elaine Simmons, Barton CC Janice Stover, Cowley CC Jennifer Ball, Washburn Linnea GlenMaye, WSU Monette DePew, Pratt CC Sara Schwedtfeger, ESU Stuart Day, KU Tiffany Evans, Colby CC Tricia Paramore, Hutchinson CC Jolynn Dowling, WSU Marc Malone, Garden City CC Mickey McCloud, JCCC	Bekah Selby-Leach, ESU Grady Dixon, FHSU Jason Sharp, Labette CC Jerry Pope, KCKCC Lisa Blair, NWKTC Rachel Bates, Cowley CC Sharon Kibbe, Highland CC Tamara Lynn, FHSU Tonya Ricklefs, Washburn Vince Bowman, Independence CC Amber Knoettgen, Cloud County CC Brandon Galm, Cloud County CC Luke Dowell, Seward County CC

Roll call was taken for members and presenters.

**Approval of Minutes**

Howard Smith moved to approve the June 14, 2023, meeting minutes, and Jill Arensdorf seconded the motion. With no corrections, the motion passed.

**Council of Faculty Senate Presidents (CoFSP) Update**

Don Von Bergen, K-State Faculty Senate President and Chair of the Council of Faculty Senate Presidents, provided the update. The Council met recently and discussed how they would like to participate proactively through shared governance. Don mentioned interest in the Board's Faculty of the Year award, which will be awarded to one tenured and one non-tenured (but tenured track) faculty member from each public university. The Council has been tasked with coming up with criteria for the award in order to determine nominations. More information will be announced as it is finalized.

**First Readings**

Barbara Bichelmeyer and Stuart Day presented the first reading for a BAS in Professional Performance at KU. This degree is to meet the growing demands of students exploring careers utilizing their athletic or artistic talents and will be offered through the School of Professional Studies and based at the KU Edwards Campus.

The program is offered online and through hybrid formats and consists of 30 hours for the major. Current resources will be utilized, and additional funds have been allocated in the second and third years to fund additional sections as needed.

### **Second Reading**

Jill Arensdorf introduced Tamara Lynn and Arvin Cruz, program faculty, who gave an overview of the proposal for a BS in Criminalistics at FHSU. Barbara Bichelmeyer moved to approve the program, and Howard Smith seconded. The motion passed unanimously through a roll call vote. This program will go to COPS at their meeting later in the day and, if approved, will go to BAASC on October 3<sup>rd</sup>.

### **Other Requests**

- Barbara Bichelmeyer presented a request to approve a name change of the BS in Interdisciplinary Computing to a BS in Applied Computing at KU. This name change better reflects the nature of the degree.

Jill Arensdorf moved to approve the KU name change as presented, and Howard Smith seconded. The motion passed unanimously.

- Barbara Bichelmeyer presented a request to approve a name change of the Bachelor of Music in Music Therapy to a Bachelor of Music Therapy at KU. This name change better reflects the nature of the degree.

Shirley Lefever moved to approve the KU name change as presented, and Jill Arensdorf seconded. The motion passed unanimously.

These requests will go to Dr. Blake Flanders for final approval.

### **Other Matters**

The Council discussed and confirmed their yearly schedule. There will be no meeting in October, as the Board will do a campus-only visit at KU. The November meeting will be at ESU, and the April meeting will be at FHSU; both will be in-person meetings with a virtual option. The December meeting will be virtual only due to limited meeting space. All other meeting dates will be virtual meetings with an in-person option at the Topeka KBOR office.

Howard Smith noted PSU is working on a Master of Social Work to meet demand.

### **Adjournment**

The next COCAO meeting is scheduled for November 15, 2023, at 9:00 a.m. on the Emporia State University campus. A virtual option will be provided.

Barbara Bichelmeyer moved to adjourn the meeting, and Jill Arensdorf seconded the motion. With no further discussion, the meeting adjourned at 9:16 a.m.

## Program Approval

### Summary

*Universities may apply for approval of new academic programs following the guidelines in the Kansas Board of Regents Policy Manual. Pittsburg State University has submitted an application for approval and the proposing academic unit has responded to all of the requirements of the program approval process.*

*November 15, 2023*

### I. General Information

**A. Institution** Pittsburg State University

### B. Program Identification

Degree Level: Master's Program  
Program Title: Master of Social Work  
Degree to be Offered: Master of Social Work (MSW)  
Responsible Department or Unit: School of History, Philosophy, and Social Sciences  
CIP Code: 44.0701  
Modality: Hybrid  
Proposed Implementation Date: August 2024

### C. Description of Program

Master of Social Work programs have two courses of study – a one-year program for students who have a bachelor's degree in social work (Advanced Standing) and a two-year program for those who have a degree in something other than social work (Traditional Plan of Study). For students in the two-year traditional program, the first year is considered the “generalist” year, and the second year is the “clinical” year. Advanced Standing students proceed directly to the clinical year.

Total Number of Semester Credit Hours for the Degree:

Advanced Standing: 32

Traditional Plan of Study: 64

### II. Clinical Sites: Does this program require the use of Clinical Sites? **Yes**

Students complete practicum placements during the generalist year and the clinical year. Students complete 900 hours of practicum (students with a BSW come in with at least 400 practicum hours already completed). Practicum placements are generally secured within a two-hour radius of Pittsburg. Recent placements include the following agencies listed below. (This list is an example and is not all-inclusive.) These agencies provide a variety of opportunities for bachelor-level social work students and foundation-level MSW students with a focus on generalist practice skills. Some also provide opportunities for advanced-standing master-level social work students with a focus on clinical skills. The addition of an MSW program would provide opportunities for (and would necessitate) the development of clinical-level practicum placements (a higher level of skill than our current placements).

- Crawford County Mental Health-Pittsburg, KS
- Community Health Clinic of Southeast Kansas-Pittsburg, KS and multiple other locations
- The Department of Children and Families-Pittsburg, KS and multiple other locations
- Johnson County Mental Health-Overland Park, KS

- Labette Health-Parsons, KS
- Guest Home Estates-Pittsburg, KS
- Avalon Hospice-Pittsburg, KS and multiple other locations in MO.
- Rapha House-Joplin, MO
- Refugee and Immigrant Service Education (RAISE) – Joplin, MO
- Four County Mental Health Center-Independence, KS
- Via Christi Hospital-Pittsburg, KS
- Addictions Treatment Center-Pittsburg, KS
- Choices-Pittsburg, KS and multiple other locations
- Miami Public School-Miami, OK
- Mosaic-Pittsburg, KS
- Ronald McDonald House Charities of the Four States-Joplin, MO and multiple other locations
- Child Advocacy Center-Pittsburg, KS
- Head Start-Joplin, MO
- Lake View Village- Lenexa, KS
- Hillsdale Learning Center-Paola, KS

### **III. Justification**

Bringing an MSW program to PSU will bring many benefits to students, the university, the community, and region. Students will benefit from a program that is accessible and affordable, experience with our current cooperative program with the University of Kansas shows that it is possible, and data show a need for more master level social workers. MSW programs are in demand and can attract more students to the university leading to increased enrollment. Prospective MSW students and area agencies have asked the PSU program to start an MSW program for many years. Area mental health agencies will benefit from increased field practicum opportunities and additions to the MSW-level workforce. Adding an MSW program will enhance the university's reputation and increase visibility among professional communities.

There is a demand for social work professionals in southeast Kansas and across the US. Further, there is a growing necessity to address issues in individuals, groups, and the environment, in which social workers are prepared, trained, and educated to provide. This is partially due to an aging population but also an increase in social problems such as poverty, homelessness, mental health, and substance abuse. All of these areas show a high demand for an increase in social work jobs. The Bureau of Labor Statistics projects that employment of social workers will grow 11% from 2019 to 2029, which is much faster than average for all occupations. This increase will lead to over 81,000 new job opportunities in the field of social work. Three areas in social work practice have a higher expected growth in this ten-year span. These areas include child, family, and school social workers with a 6% increase, healthcare social workers with a 14% increase, and mental health and substance abuse social workers with an 13% increase. In all of the other areas of social work practice there is a combined increase of 6%. Further, in 2023, the rpk GROUP, commissioned by the Kansas Board of Regents in 2023, confirms these specific social work practice areas as “potential program opportunities.” (rpkGroup, 2023).

### **IV. Program Demand & Request for Accreditation**

#### **A. Proof of Concept**

Three years ago, PSU's social work program and the University of Kansas School of Social Welfare developed a cooperative program on the PSU campus. Enrollment in this program provides convincing evidence for the demand for an MSW program at PSU. Over the past four years, 75 Advanced Standing students were admitted to the MSW program offered by an outside program on our campus. Additionally, 24 Traditional Program students were admitted to the two-year program, which allows the students to complete their first year through the PSU social work program and then continue on to the second year with the outside program. Ultimately,

nearly 100 students will graduate from an outside program through our cooperative agreement based on the currently admitted and matriculated students.

## **B. Survey of Student Interest**

PSU Social Work Program faculty administered two surveys in April 2023: a survey for current students and a survey for professionals working in area agencies who already have a bachelor's degree in social work or a related field. These surveys were a repeat of surveys that were administered to these same populations in April 2018, with additional questions related to preferences for course-delivery options added. A summary of the results follows, and the complete results are attached.

### **Survey of Students**

Forty-three students responded to a survey regarding MSW programs. Twenty (47%) were seniors; 17 (40%) were juniors; five (12%) were sophomores; and one (2%) was a freshman. Forty (95%) of the respondents reported plans to obtain their MSW upon graduation. As with the previous surveys, cost and distance were the most important considerations influencing students' decisions regarding selection of an MSW program. Thirty-three students responded when asked if they would stay at PSU if an MSW program was available: 17 (72%) reported they would definitely attend; seven (21%) were very likely to attend; six (18%) were somewhat likely, and three (9%) said they were not very likely to. Of the three who initially said they did not plan to pursue an MSW, one said they would definitely pursue an MSW program if offered; one was very likely; and one did not respond.

The survey asked an open-ended question inviting participants to share their "personal thoughts on PSU adding an MSW program." All but one of the narrative responses (29) were positive. Some of the responses follow:

I think it is something that has been needed for a while as Pitt State already has advanced degree programs in other helping fields and it forces social work students to seek programs from other locations.

I believe this would be a great opportunity for students wanting to obtain their MSW. I hope PSU is able to create its own MSW program!!

I think that it is a very good idea. The BSW Program at Pitt is looked upon very highly. I do not see that changing with an MSW program.

It would be amazing if PSU developed a MSW program. This would be a "closer to home" University for many students and a better option for surrounding areas.

This is needed in our area and I believe it is a great opportunity for PSU to have their own MSW program!

Personally, I would be in full support. It would be nice to already know the professors and to save traveling time.

I think an MSW program is very needed. If the opportunity would have been presented, I would have loved to stay with the same professors and earn my MSW closer to where I live.

To me, the appeal of PSU implementing an MSW program is the potential of cost being lower than KU's tuition and fees. If PSU were to offer the same courses and opportunity as KU, I would attend PSU based off cost alone. An MSW program would have an even greater appeal if it offered several specialty areas (criminology, behavioral analyst training, LCAC, etc).

I am really hoping for it! This would relieve so much of my stress relating to pursuing an MSW, and I

would feel much more comfortable obtaining an MSW from a school and program that I already trust and have the resources for.

The one detractor stated seemed to indicate more interest in an online option:

I am not sure of the interest/sustainability, I am not a Joplin nor a Missouri/Kansas native. I think online/affordable programs would be in highest demand. My junior cohort contains 17 students, most of which have expressed interest in a masters. Those who I've discussed it with have showed high interest in online programs.

### **Survey of Professionals**

Forty-six social workers and other professionals who are working in the field responded to the survey. Despite the fact that the survey was intended for people who do not yet have an MSW, nine indicated already having an MSW; their responses were filtered out for the questions related to pursuing an MSW. Of the remaining 37 respondents, 18 reported wanting to pursue their MSW; four were uncertain. Distance to a program was the major impediment to pursuing the degree, followed by cost. None of the respondents said that they planned to move to pursue their MSW. Of the 18 who reported wanting to pursue the MSW, 12 students responded regarding their preference regarding attending an MSW program, six (50%) reported they would definitely attend; six (50%) were very likely to attend. Of the 19 who initially said they did not plan to pursue an MSW or were uncertain, nine responded regarding their preference regarding attending an MSW program; two said they would definitely pursue an MSW program if offered; two were very likely; five were somewhat likely; three were not very likely, and two were definitely not likely.

Survey participants were asked a question regarding course delivery preferences with choices between in-person or hybrid, one or two days per week, and weekday or Saturday. Responses indicated a preference for one day a week; the professionals favored hybrid (seven out of 19) and the students favored in-person (12 out of 34), followed by hybrid (ten out of 34).

The survey asked an open-ended question inviting participants to share their "personal thoughts on PSU adding an MSW program." All of the narrative responses (18) were positive. Some of the responses follow:

With workforce shortages in counseling/therapy type positions, I think people with a BS in a helping field would be more likely to get their Master degree if they could do so locally and at a lower cost than at KU. I am all for it!

I think it has been needed for a very long time.

I think it's a great idea. It would have been very helpful if there was a local program when I needed it. Supervising MSW students, it seems to create a lot of confusion with expectations and even knowledge base having the program split between KU/PSU.

I attended a program through another school for my MSW but my time at PSU for my BSW was amazing and would have stayed with PSU had the program been available.

It would be nice for the four-state area to have another option.

Do it please. We need master-level social workers in this area.

A huge plus as the distance to PSU is more feasible than to Lawrence. I've only heard great things from previous graduates on how well the program went for them while at PSU.

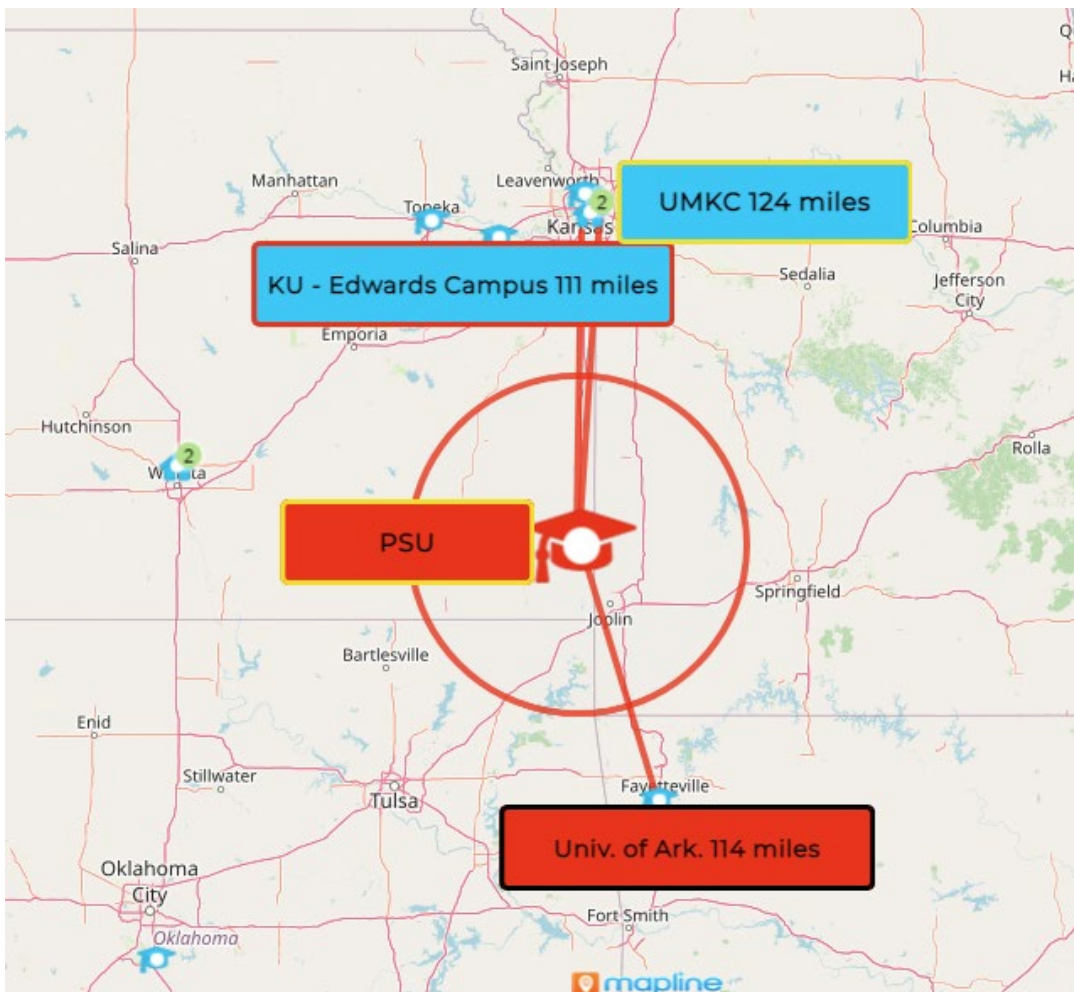


### C. Market Analysis

Southeast Kansas is particularly underserved in providing graduate social work education. The need for a local graduate social work program has already been demonstrated through the cooperative master's in social work program with PSU and the University of Kansas. Eighty-five percent of undergraduate social work students from PSU plan to pursue graduate social work degrees. This would likely increase if the degree was offered at Pittsburg State and has the potential of keeping more of these professionals in Pittsburg and the Southeast Kansas region. PSU Social Work Program surveys found that the two greatest hurdles to seeking an MSW were distance and cost. Both of these issues are addressed here.

#### Distance

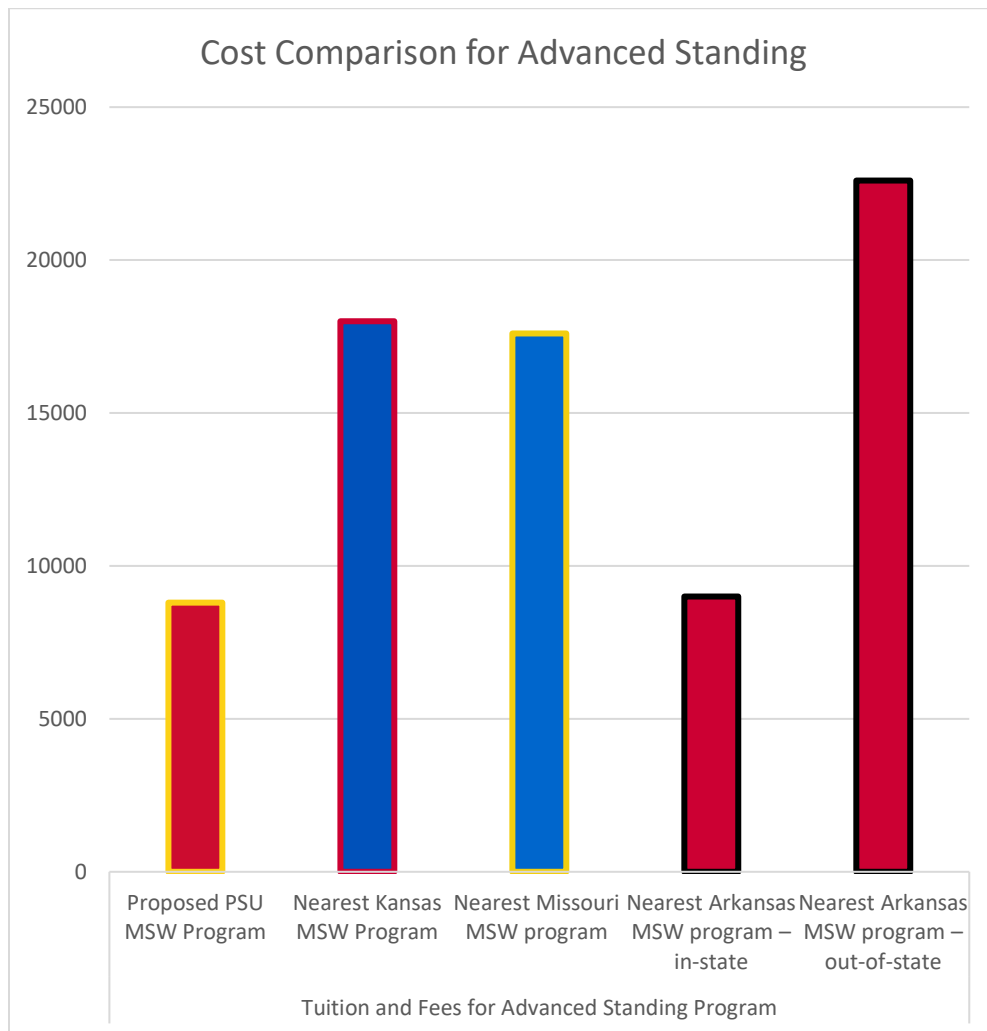
Five universities in Kansas offer graduate social work programs. (Four in the Regents system.) Excluding online programs, the closest university offering a Masters in Social Work is over 110 miles away and almost two hours of driving from Pittsburg. The next closest programs are in Arkansas (University of Arkansas, 114 miles away) and in Missouri (UMKC, 124 miles away). While there is some noted duplication of social work programs existing in Kansas, the report from the rpk GROUP, states "this degree has a strong labor outlook..." and "above median employment." Students with a lower socio-economic status, first-generation students, and local professional social workers with undergraduate degrees would benefit from a program provided nearby.



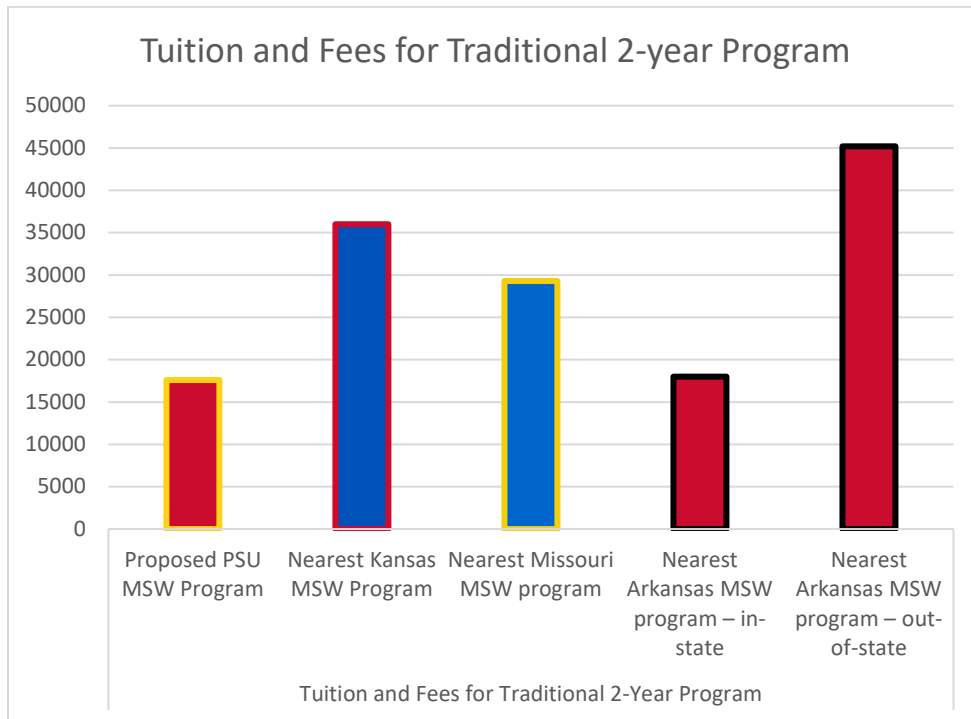
**Cost**

Pittsburg State University offers a high-quality education at a lower cost than any of the in-person alternatives in the region. Students would benefit from a lower per-course-hour graduate cost which is magnified by the flat rate tuition at Pittsburg State. Students would realize a substantial cost-savings by attending an MSW program at PSU. This holds true when comparing a PSU MSW program to the current cooperative program as well.

Tuition and Fees for Advanced Standing Program				
Proposed PSU MSW Program	Nearest Kansas MSW Program	Nearest Missouri MSW program	Nearest Arkansas MSW program – in-state	Nearest Arkansas MSW program – out-of-state
\$9,190	\$18,000	\$17,600	\$9,000	\$22,600

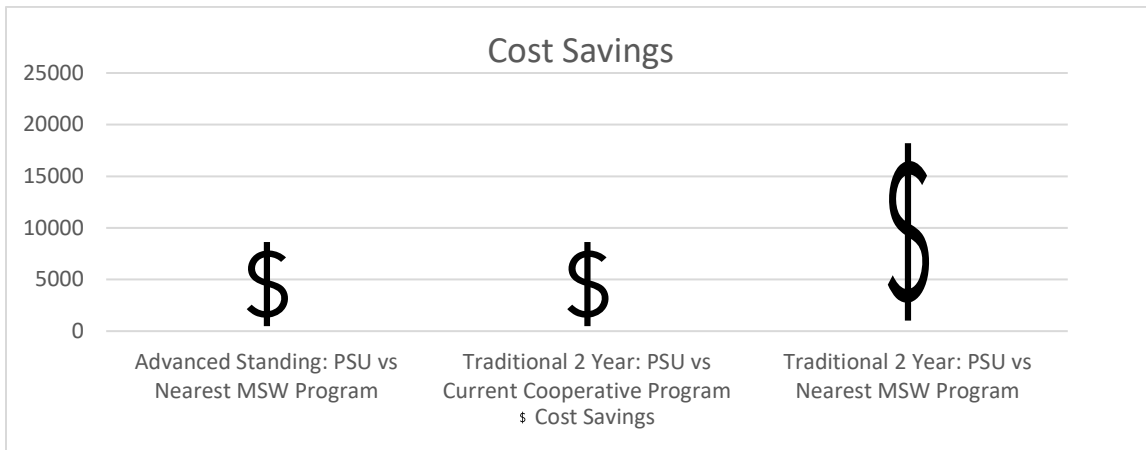


Tuition and Fees for Traditional 2-Year Program				
Proposed PSU MSW Program	Nearest Kansas MSW Program	Nearest Missouri MSW program	Nearest Arkansas MSW program – in-state	Nearest Arkansas MSW program – out-of-state
\$18,380	\$36,000	\$29,300	\$18,000	\$45,200



The potential cost savings for students is illustrated below:

Advanced Standing: PSU vs Nearest MSW program –\$8,810  
 Traditional Two-Year: PSU vs Current Cooperative Program – \$8,420  
 Traditional Two-Year: PSU vs Nearest MSW program – \$17,620



#### D. Request for Accreditation

The Commission on Accreditation (COA) of the Council on Social Work Education (CSWE) accredits baccalaureate and master’s degree programs in social work education in the United States. The accreditation process is a multistep, peer-reviewed process that includes self-studies and benchmarks, site visits, and reviews. Accreditation decisions are based on the Educational Policy and Accreditation Standards developed by the COA and the Commission on Educational Policy (COEP). These standards ensure that programs provide quality professional social work education and promote the development of competent social work practitioners by utilizing a competency based educational framework, which assesses students’ “...ability to integrate and apply social work knowledge, values, skills, and cognitive and affective processes to practice situations in a culturally responsive, purposeful, intentional, and professional manner to promote human and community well-being.” (Council on Social Work Education, 2022, p.5)

The Kansas Behavioral Sciences Regulatory Board (BSRB) oversees licensure and regulation of professionals in the behavioral sciences, including social workers. The BSRB requires that applicants for social work licensure at any level (baccalaureate, master, or specialist) hold a degree from an accredited college or university.

**Therefore, Pittsburg State University requests approval to seek CSWE accreditation for the Master of Social Work Program.** (Please see costs for accreditation in Section X.)

#### V. Projected Enrollment for the Initial Three Years of the Program

Year	Total Headcount per year		Total Sem Credit Hrs Per year	
	Full Time	Part Time	Full Time	Part Time
Implementation	10	2	320	12
Year 2	15	2	480	12
Year 3	20	2	640	12

#### VI. Employment

Social workers help individuals, groups, and families prevent and cope with life’s challenges. Graduates are employed in many settings including:

- Mental health and counseling centers
- Hospitals, Hospice, and Home Health
- K-12 Schools
- Colleges and Universities
- Child welfare
- Corrections
- Probation and parole
- Assisted living centers for older adults or people with disabilities
- Addiction treatment
- Crisis centers
- Governmental agencies
- Non-profit social service agencies

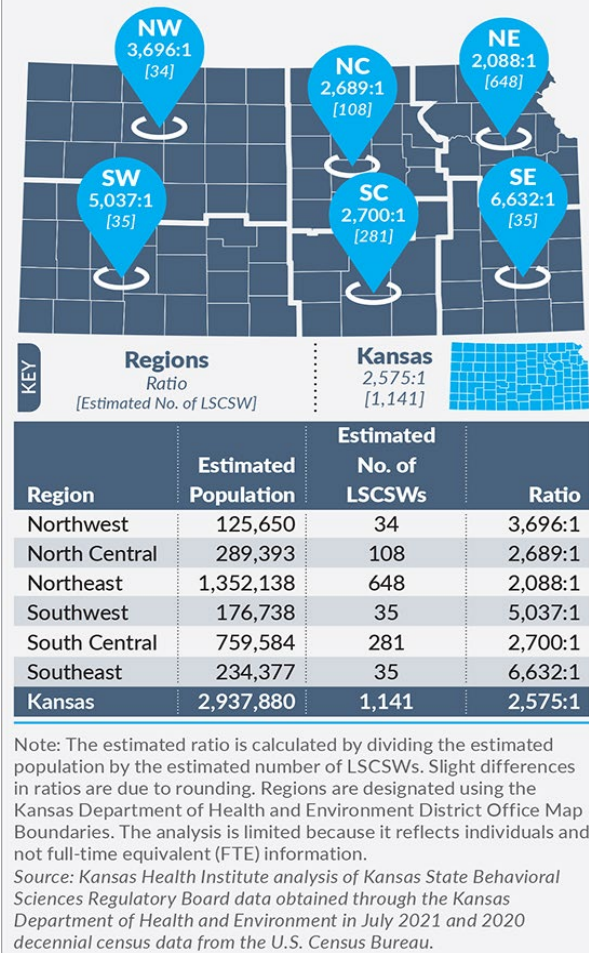
The number of social work positions is expected to continue to grow, especially in the areas of health, mental health, and substance abuse. Healthcare settings generally require an MSW for their positions, and clinical social workers are in demand in mental health centers, regionally, and across the country.

Occupational Title	Employment, 2021	Projected Employment, 2031	Change, 2021-31	
			Percent	Numeric
<b>Social workers</b>	708,100	772,100	9	64,000
<b>Child, family, and school social workers</b>	349,800	378,900	8	29,100
<b>Healthcare social workers</b>	179,500	199,300	11	19,900
<b>Mental health and substance abuse social workers</b>	119,800	133,200	11	13,300
<b>Social workers, all other</b>	59,000	60,700	3	1,700

(Bureau of Labor Statistics, 2023).

The Kansas Health Institute examined the behavioral health workforce shortage in Kansas and identified clinical (LSCSW) social workers as an area that needs to be addressed. Behavioral health professionals include psychiatrists and other medical professionals who can prescribe medication and other professionals who can practice independently. Of the behavioral health professionals who can practice independently, social workers comprise the largest segment of the non-prescribing workforce. Southeast Kansas has the lowest ratio of clinical social workers per resident in the state with just 35 LSCSW credentialed social workers in a 16-county area. Increasing the number of master’s level social workers in our region can begin to address this gap.

Figure 2. Population Per LSCSW in Kansas, by Region, 2021



(Kansas Health Institute, 2022).

## VII. Admission and Curriculum

### A. Admission Criteria

**Traditional MSW Program Path Admission Criteria:** A bachelor's degree from an accredited institution of higher education. An overall GPA of 3.0 or higher in the baccalaureate program. Submission of a professional resume, three references, and a narrative statement addressing motivation for pursuing an MSW degree, what the student hopes to gain from the MSW program, and future plans with the MSW degree. Additional criteria: applicants without completion of a course in addictions and/or diversity must complete these additional courses.

**Advanced Standing MSW Program Path Admission Criteria:** A bachelor's degree from a CSWE-accredited social work program. An overall GPA of 3.0 or higher in the baccalaureate program and a social work GPA of 3.0 or higher. Submission of a professional resume, three references, and a narrative statement addressing motivation for pursuing an MSW degree, what the student hopes to gain from the MSW program, and future plans with the MSW degree. Additional criteria: applicants without completion of a course in addictions and/or diversity must complete these additional courses.

### B. Curriculum

#### Traditional Program Year 1: Fall

SCH = Semester Credit Hours

Course #	Course Name	SCH
SWK 785	Human Behavior in the Social Environment	3
SWK 701	Social Work with Individuals	3
SWK 798	Social Work and the Law	3
SWK 721	Foundation Social Work Practicum I	6
SWK 722	Foundation Practicum Integrated Seminar I	1
		16 hours

#### Traditional Program Year 1: Spring

Course #	Course Name	SCH
SWK 783	Fundamentals of Research in Social Work	3
SWK 702	Social Work with Groups	3
SWK 703	Social Work in Communities	3
SWK 723	Foundation Social Work Practicum II	6
SWK 724	Foundation Practicum Integrated Seminar II	1
		16 hours

#### Traditional Program Year 2: Fall

Course #	Course Name	SCH
SWK 801	Assessment and Diagnosis for Social Work Practice	2
SWK 811	Understanding Psychopharmacology	1
SWK 831	Cognitive Behavioral Therapy for Individuals	3
SWK 865	Mental Health Policy	3
SWK 821	Advanced Social Work Practicum I	6
SWK 822	Advanced Practicum Integrated Seminar I	1
		16 hours

#### Traditional Program Year 2: Spring

Course #	Course Name	SCH
SWK 804	Evidence-Based Interventions with Children & Youth	1

SWK 805	Evidence-Based Interventions with Adults	1
SWK 806	Evidence-Based Interventions with Older Adults	1
SWK 802	Family Therapy	3
SWK 883	Program Evaluation	3
SWK 823	Advanced Social Work Practicum II	6
SWK 824	Advanced Practicum Integrated Seminar II	1
		16 hours

**Total Number of Semester Credit Hours ..... 64**

**Advanced MSW Program Path**

**Advanced Program Year 1: Fall**

Course #	Course Name	SCH
SWK 801	Assessment and Diagnosis for Social Work Practice	2
SWK 811	Understanding Psychopharmacology	1
SWK 831	Cognitive Behavioral Therapy for Individuals	3
SWK 865	Mental Health Policy	3
SWK 821	Advanced Social Work Practicum I	6
SWK 822	Advanced Practicum Integrated Seminar I	1
		16 hours

**Advanced Program Year 1: Spring**

Course #	Course Name	SCH
SWK 804	Evidence-Based Interventions with Children & Youth	1
SWK 805	Evidence-Based Interventions with Adults	1
SWK 806	Evidence-Based Interventions with Older Adults	1
SWK 802	Family Therapy	3
SWK 883	Program Evaluation	3
SWK 823	Advanced Social Work Practicum II	6
SWK 824	Advanced Practicum Integrated Seminar II	1
		16 hours

**Total Number of Semester Credit Hours ..... 32**

**VIII. Core Faculty**

Note: \* Next to Faculty Name Denotes Director of the Program, if applicable

FTE: 1.0 FTE = Full-Time Equivalency Devoted to Program

Faculty Name	Rank	Highest Degree	Tenure Track Y/N	Academic Area of Specialization	FTE to Proposed Program
Kristen Humphrey*	Professor	Ph.D.	Y	Social Work	.49
Carol Meza	Assistant Instructional Professor	Ph.D.	N	Social Work	.75
Dory Quinn	Associate Professor	Ed.D.	Y	Social Work	.51
Jeremy Wolfe	Assistant Professor	Ed.D.	Y	Social Work	.51
Staci Wolfe	Assistant Instructional	Ph.D.	N	Social Work	.20

	Professor				
TBD	TBD	TBD	TBD	Social Work	.51
Kalisha Dixon	Adjunct Professor	MSW	N	Social Work	.125

Number of graduate assistants assigned to this program ..... **101**

**IX. Expenditure and Funding Sources**

<b>A. EXPENDITURES</b>	First FY	Second FY	Third FY
<b>Personnel – Reassigned or Existing Positions</b>			
Faculty			
Administrators ( <i>other than instruction time</i> )			
Graduate Assistants			
Support Staff for Administration ( <i>e.g., secretarial</i> )			
Fringe Benefits ( <i>total for all groups</i> )			
Other Personnel Costs			
<b>Total Existing Personnel Costs – Reassigned or Existing</b>			
<b>Personnel – New Positions</b>			
Faculty	53,000		
Administrators ( <i>other than instruction time</i> )			
Graduate Assistants			
Support Staff for Administration ( <i>e.g., secretarial</i> )			
Fringe Benefits ( <i>total for all groups</i> )	18,410		
Other Personnel Costs			
<b>Total Existing Personnel Costs – New Positions</b>	71,410		
<b>Start-up Costs - One-Time Expenses</b>			
Library/learning resources			
Equipment/Technology			
Physical Facilities: Construction or Renovation			
Other (Accreditation Fees)	40,000		
<b>Total Start-up Costs</b>	40,000		
<b>Operating Costs – Recurring Expenses</b>			
Supplies/Expenses			
Library/learning resources			
Equipment/Technology			
Travel			
Other (CSWE Dues)	3,985	3,985	4,698
<b>Total Operating Costs</b>	3,985		



<b>GRAND TOTAL COSTS</b>	115,395	3,985	4,698
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<b>B. FUNDING SOURCES</b> <i>(projected as appropriate)</i>	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds		96,616	142,566	188,516
Student Fees				
Other Sources				
<b>GRAND TOTAL FUNDING</b>		96,616	142,566	188,516
<b>C. Projected Surplus/Deficit (+/-)</b> (Grand Total Funding <i>minus</i> Grand Total Costs)		-18,779	138,581	183,818

## X. Expenditures and Funding Sources Explanations

### A. Expenditures

#### Personnel – Reassigned or Existing Positions

The Council on Social Work Education requires MSW programs to have a minimum of four full-time faculty whose primary responsibility (at least 51% FTE) is dedicated to the MSW program. BSW programs are required to have a minimum of two full-time faculty whose primary responsibility is dedicated to the BSW program. Therefore, some of the faculty will need to be reassigned at least 51% time to the MSW program. The current faculty administer and teach the generalist classes for the traditional plan of study, and this will continue in the new program.

#### Personnel – New Positions

Because the social work program currently has five full-time faculty members, one more full-time faculty member will need to be hired in order to meet the four (MSW) and two (BSW) faculty minimum requirements.

#### Start-up Costs – One-Time Expenses

Below are the costs associated with the candidacy process for accreditation. Accreditation fees are subject to change by CSWE each fiscal year. The fees below are effective from July 1, 2022 to June 30, 2023.

<b>Costs for Accreditation</b>	
<b>Fee</b>	<b>Amount</b>
Letter of Intent/Candidacy Eligibility Fee	\$12,500
Candidacy Visit 1 Fee	\$7,000
Candidacy Visit 2 Fee	\$7,000
Additional Candidacy Visit Fee (if applicable)	\$2,500
Initial Accreditation Fee	\$7,000
Benchmark Document Costs (varies)	-
Candidacy Visit Expenses (Estimated)	\$4,000
<b>Anticipated Total (plus any Benchmark Document Costs, which vary)</b>	<b>\$40,000</b>

### **Operating Costs – Recurring Expenses**

To maintain candidacy or accredited status, programs are expected to be members of CSWE in good standing. Good standing means that programs have paid all [current membership dues](#) and [candidacy](#) and [reaffirmation](#) accreditation fees.

### **B. Revenue: Funding Sources**

Tuition and fee estimates are based on current PSU cost of attendance figures as listed on the university website and then calculated according to enrollment projections for full-time (16 hours per semester) and part-time (six hours per semester) students presented in Section V above. Full-time tuition is based on PSU's flat-rate in-state graduate tuition and fees of \$4,595 per semester. Part-time tuition rate is based on a student taking six credit hours per semester at PSU's part-time graduate rate of \$393 per credit hour.

### **C. Projected Surplus/Deficit**

The program would operate at a modest deficit in its first year due to the addition of a faculty member and the start-up accreditation fees. It is worth noting that if the one-time accreditation fees were removed from the calculation the program would generate a small surplus in its first year even with the additional faculty hire. Beginning in year two the program generates a substantial surplus that will grow as enrollment projections grow. Based on the three-year projections presented here, this program is economically viable.

## **XI. References**

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## **Program Approval**

### **Summary**

*Universities may apply for approval of new academic programs following the guidelines in the Kansas Board of Regents Policy Manual. The University of Kansas has submitted an application for approval and the proposing academic unit has responded to all of the requirements of the program approval process.*

*November 15, 2023*

### **I. General Information**

#### **A. Institution**

University of Kansas

#### **B. Program Identification**

Degree Level: Bachelor's  
Program Title: Professional Performance  
Degree to be Offered: Bachelor of Applied Science  
Responsible Department or Unit: School of Professional Studies  
CIP Code: 09.0902  
Modality: Hybrid  
Proposed Implementation Date: Fall 2024

Total Number of Semester Credit Hours for the Degree: 120

**II. Clinical Sites:** Does this program require the use of Clinical Sites? No

### **III. Justification**

The School of Professional Studies (SPS) proposes a Professional Performance degree to meet the growing demands of individuals creating a career surrounding their athletic or artistic talents. The Bachelor of Applied Science in Professional Performance degree is designed for students with a strong interest in developing their own skills in entrepreneurship, media and marketing, content and brand creation, “influencing,” web design, personal and business finance, and communication; and who have already earned an associate degree or equivalent hours.

The Professional Performance program focuses on preparing students with professional and workforce ready skills to ensure employment immediately following completion of the program. Professional Performance allows students to tailor the degree to their career goals by choosing an area of focus. The program allows students the opportunity to explore the technical and strategic aspects of self-promotion, entrepreneurship, and creating a personal or professional brand. Students will learn the foundational skills related to critical thinking, communication, leadership, finance, ethics, and career management, which will prepare them for the workforce, while also allowing students the ability to explore the reality of turning their athletic, artistic, or other strengths into a career. The program will prepare students to shape their own career by developing the pathway to monetizing their talents, creating a personal brand, becoming an influencer, or creating their own business.

This program is offered through the School of Professional Studies and is based at the KU Edwards Campus. Courses will be available in online and hybrid formats and vary by focus area. Students will be able to complete the program 100% online or through a combination of online and in-person courses, depending on their needs and preferred enrollment path. This program fits well with other transfer degrees within the School of

Professional Studies, accepts up to 75 lower-level credit hours, and leverages the current transfer community infrastructure to help recruit students from area community colleges.

While this program is offered through the School of Professional Studies at the Edwards Campus, incoming Lawrence based students interested in pursuing the Professional Performance degree are able to begin program requirements in their freshman year which positions them to complete the degree program entirely at KU.

#### **IV. Program Demand: Market Analysis**

##### *Student Demand*

Based on Lightcast (n.d.) economic modeling, SPS anticipates that the BAS in Professional Performance program would see strong enrollment. From 2012 to 2021, there was a 60% increase in students completing bachelor's degrees in sports management, a 34.9% increase in bachelor's degrees in entrepreneurship, and a 26.7% increase in bachelor's degrees in marketing or public relations with these trends continuing. On average each month, there are 5,400 searches for sports management degrees, 8,100 searches for marketing degrees, and 2,900 searches for entrepreneurship degrees. These search trends, paired with the regional demand, the community college pipeline, and current inquiry rates, demonstrate strong student demand for the program.

We anticipate student interest for the BAS in Professional Performance to come from community college partners in the Kansas City metro area, including Johnson County Community College, Kansas City Kansas Community College, and Metropolitan Community College (located just across the state line in Missouri). To ensure strong enrollment in the program, transfer pathways are being developed between JCCC, KCKCC, and MCC and the BAS in Professional Performance program. Each of these local community colleges has strong enrollment in their Art, Film & Media Studies, and Music programs as well as other disciplines that could serve as pipelines into the program such as small business management, graphic design, entrepreneurship, exercise science, marketing, etc.

This program builds on the recently approved undergraduate certificate in Name, Image, and Likeness from KU's Department of Health, Sport, and Exercise Science. KU Athletics indicates a strong interest in the Professional Performance major for student-athletes.

##### *Comparative/Locational Advantage*

As an emerging degree, there are limited Bachelor of Applied Science in Professional Performance or similar degree offerings. In the Kansas City and larger Midwest region, this would be the first BAS in Professional Performance to be offered. No other state university offers a degree program in this CIP code.

Majors and/or minors in Sports Management, Marketing, Public Relations, Exercise Science, or Entrepreneurship are available at KU and in the region (for example, in Missouri, Iowa, Nebraska, Colorado and Arkansas). However, there are not many programs that combine those disciplines to help students prepare for this career path. Similar programs to the BAS in Professional Performance would include the University of the Pacific's Sports Performance major, Cumberland University's BS in Health and Human Performance with an emphasis in Sport & Exercise Science, Marian University's BS in Sport Performance, and University of Toledo's BS in Exercise Science-Human Performance and Fitness Promotion.

The curriculum for KU's BAS in Professional Performance differs from similar programs by combining aspects of sports management, marketing, public relations, and entrepreneurship into one degree to ensure that students receive foundational knowledge to prepare them for success in their career. Additionally, students can customize their degree through the Professional Performance electives as well as completing a minor or certificate that compliments their Professional Performance degree.

## V. Projected Enrollment for the Initial Three Years of the Program

Year	Total Headcount Per Year		Total Sem Credit Hrs Per Year	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	10	3	300	45
Year 2	22	5	660	75
Year 3	32	8	960	120

## VI. Employment

Employment trends are seeing a shift in employees seeking self-employment opportunities or creating their own employment path rather than seeking a more traditional path. According to the Bureau of Labor Statistics (n.d.) report on small-business options, there were approximately 9.6 million self-employed workers in 2016. This number is projected to increase to 10.3 million or 7.6 percent by 2026. As of February 2022, self-employed workers made up almost 11% of the 157 million employed workers in the U.S. and the Arts, Design, Entertainment, Sports and Media sector of self-employed saw an increase of nearly 50,000 workers (U.S. Bureau of Labor Statistics, n.d.). In addition to these workers, we are seeing trends with technology allowing individuals to create a career based on their individual brand, talent or in marketing promotion/“influencing”. The Statista Research Department (2022) found that the global influencer marketing market size has more than doubled since 2019 and in 2022, the market was valued at a record 16.4 billion U.S. dollars.

Given the current competitive market, organizations are turning to athletes, artists, or “influencers” to create partnerships and promote purchasing. Additionally, with the NCAA’s ruling that college athletes can earn money from their name, image, and likeness, additional career opportunities have become available to KU’s student-athletes. With the Professional Performance degree preparing students in foundational skills related to critical thinking, communication, leadership, finance, ethics, and career management, graduates of the program would be set up for success in a variety of self-employment opportunities.

For those graduates opting to seek a more traditional career path related to their field, there are a variety of career opportunities. From January 2020 to July 2022, there were 3.58 million entrepreneurship related job postings, 2.78 million marketing related job postings and 120,353 sports management related job postings (Lightcast, n.d.). Also, “considering that 74% of Americans consider themselves sports fans, the sports industry is enjoying a positive growth outlook,” according to *Forbes* (Seiter, 2022). As a result, growth rates for jobs including coaches, scouts, agents and business managers are on the rise. Roles such as Athletic Director, Facilities Director, Sports Marketing Consultant are seeing 9-10% projected job growth from 2020-2030 (Lightcast, n.d.). However, these numbers do not capture rates of individuals creating their own company, self-promotion and monetization of talents or influencing, which are growing fields as previously stated.

Additionally, Mid-America Regional Council reports in their August 2022 workforce indicators data, show that Kansas City continues to see an upward trend in employment and added 5,800 new jobs since the previous month. The workforce indicators found that “the seasonally adjusted unemployment rate declined to 2.7%, and Kansas City has now recovered 87% of the 129,300 jobs lost from the COVID-19 recession” (MARC News, 2022). As employment rates trend favorably in KC, job candidates with a strong inter-disciplinary degree will be well positioned for a competitive market.

## VII. Admission and Curriculum

### A. Admission Criteria

Students must apply to KU and be admitted by the School of Professional Studies. Prior to entering the

program, students must complete two (2) years of undergraduate college course work with a total of 60 semester credit hours and a cumulative GPA of at least 2.0.

**B. Curriculum**

The curriculum consists of 30 hours for the major: 15 hours of core courses, 12 hours of professional performance electives, and a capstone course. Students will work with an advisor to complete appropriate minors such as Business, Entrepreneurship, Journalism & Mass Communications, Sport Management, Communication Studies, Nutrition, Project Management, Leadership Studies and/or appropriate elective courses for an additional 30 hours.

**Year 1: Fall  
Hours**

**SCH = Semester Credit**

<b>Course #</b>	<b>Course Name</b>	<b>SCH 15</b>
	KBOR Core Mathematics & Statistics Discipline Area	3
	KBOR Core English Discipline Area	3
	KBOR Core Natural & Physical Science Discipline Area	4-5
	General Elective or Minor	1-2
	General Elective or Minor	3

**Year 1: Spring**

<b>Course #</b>	<b>Course Name</b>	<b>SCH 15</b>
	KBOR Core Communications Discipline Area	3
	KBOR Core English Discipline Area	3
	KBOR Core Institutional Designated Area	3
	KBOR Core Arts & Humanities Discipline Area	3
	General Elective or Minor	3

**Year 2: Fall**

<b>Course #</b>	<b>Course Name</b>	<b>SCH 15</b>
	KBOR Core Social & Behavioral Science Discipline Area	3
	KBOR Core Arts & Humanities Discipline Area	3
	General Elective or Minor	3
	General Elective or Minor	3
	General Elective or Minor	3

**Year 2: Spring**

<b>Course #</b>	<b>Course Name</b>	<b>SCH 15</b>
	KBOR Core Institutional Designated Area	3
	KBOR Core Social & Behavioral Science Discipline Area	3
	General Elective or Minor	3
	General Elective or Minor	3
	General Elective or Minor	3

**Year 3: Fall**

<b>Course #</b>	<b>Course Name</b>	<b>SCH 15</b>
PFS 300	Introduction to Professional Performance	3
PFS 400	Professional Performance Ethics	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

**Year 3: Spring**

Course #	Course Name	SCH 15
PFS 301, 302, 303 or 490	Required Professional Performance Core Course	3
PFS 410	Personal Finance and Professional Career Management	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

**Year 4: Fall**

Course #	Course Name	SCH 15
PFS 420	Starting and Managing Your Performance Career	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

**Year 4: Spring**

Course #	Course Name	SCH 15
PFS 499	Professional Performance Capstone	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

**Total Number of Semester Credit Hours ..... [120]**

**VIII. Core Faculty**

Note: \* Next to Faculty Name Denotes Director of the Program, if applicable

FTE: 1.0 FTE = Full-Time Equivalency Devoted to Program

Faculty Name	Rank	Highest Degree	Tenure Track Y/N	Academic Area of Specialization	FTE to Proposed Program
New Hire, Yr. 1*	Program Director & Assistant or Associate Professor of the Practice	PhD	N	Sports Management, Public Relations, Marketing, Communications, Business, Entrepreneurship, Leadership, or Education	0.5
New Hire, Yr. 1	Assistant or Associate Professor of the Practice	MS or PhD	N	Sports Management, Public Relations, Marketing, Communications, Entrepreneurship, or Education	1.0
Amy Neufeld	Assistant Dean	PhD	N	Education	0.25

Jordan Atkinson	Associate Professor of Practice	PhD	N	Communication Studies	0.5
Lee Stuart	Assistant Professor of the Practice	D.B.A	N	Business Administration/Leadership	0.25
Lecturer/Adjunct Faculty	Assistant or Associate Professor of the Practice	MS or PhD	N	Sports Management, Public Relations, Marketing, Communications, Entrepreneurship, or Higher Ed	1.0

Number of graduate assistants assigned to this program ..... **101**

**IX. Expenditure and Funding Sources** (List amounts in dollars. Provide explanations as necessary.)

<b>A. EXPENDITURES</b>	First FY	Second FY	Third FY
<b>Personnel – Reassigned or Existing Positions</b>			
Faculty	\$0	\$7,500	\$15,000
Administrators (other than instruction time)	\$0	\$0	\$0
Graduate Assistants	\$0	\$0	\$0
Support Staff for Administration (e.g., secretarial)	\$0	\$0	\$0
Fringe Benefits (total for all groups)	\$0	\$2,175	\$4,350
Other Personnel Costs	\$26,000	\$26,000	\$26,000
<b>Total Existing Personnel Costs – Reassigned or Existing</b>	\$26,000	\$35,675	\$45,350
<b>Personnel – New Positions</b>			
Faculty	\$130,000	\$130,000	\$200,000
Administrators (other than instruction time)	\$10,000	\$10,000	\$10,000
Graduate Assistants	\$0	\$0	\$0
Support Staff for Administration (e.g., secretarial)	\$0	\$0	\$0
Fringe Benefits (total for all groups)	\$40,600	\$40,600	\$60,900
Other Personnel Costs	\$0	\$0	\$0
<b>Total Existing Personnel Costs – New Positions</b>	\$180,600	\$180,600	\$270,900
<b>Start-up Costs - One-Time Expenses</b>			
Library/learning resources	\$0	\$0	\$0
Equipment/Technology	\$0	\$0	\$0
Physical Facilities: Construction or Renovation	\$0	\$0	\$0
Other	\$30,000	\$30,000	\$0
<b>Total Start-up Costs</b>	\$30,000	\$30,000	\$0



<b>Operating Costs – Recurring Expenses</b>			
Supplies/Expenses	\$0	\$0	\$0
Library/learning resources	\$500	\$500	\$500
Equipment/Technology	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Other	\$13,900	\$13,900	\$15,300
<b>Total Operating Costs</b>	\$14,400	\$14,400	\$15,800
<b>GRAND TOTAL COSTS</b>	\$251,000	\$260,675	\$332,050

<b>B. FUNDING SOURCES</b> <i>(projected as appropriate)</i>	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds		\$167,325	\$356,475	\$523,800
Student Fees		\$0	\$0	0
Other Sources (JCERT)		\$83,675	\$0	\$0
<b>GRAND TOTAL FUNDING</b>		\$251,000	\$356,475	\$523,800
<b>C. Projected Surplus/Deficit (+/-)</b> (Grand Total Funding <i>minus</i> Grand Total Costs)		\$0	\$95,800	\$191,750

## **X. Expenditures and Funding Sources Explanations**

### **A. Expenditures**

#### **Personnel – Reassigned or Existing Positions**

The BAS in Professional Performance program will utilize some existing courses that are currently offered at KU as part of the School of Professional Studies core curriculum. Additionally, the program will utilize elective courses across several Schools and units to allow students to customize their coursework to meet their needs. Costs of instruction are already covered by these existing programs and these courses have additional enrollment capacity to support the program. Additional funds have been allocated in the second and third years to fund additional sections as needed.

A current academic advisor or success coach from Jayhawk Academic Advising will be assigned to work with the Professional Performance program. Once the program reaches its full enrollment capacity, the Professional Performance program will make up 50% of their student load and the Professional Performance program will fund 50% of salary (i.e. 50% of \$52,000) and fringe. In years 1-3 of the program implementation, the academic success coach will primarily focus on recruiting new students.

#### **Personnel – New Positions**

The Professional Performance program will hire two new faculty members with an emphasis in Sports

Management, Public Relations, Marketing, Communications, Entrepreneurship, Higher Education or a related business field in the first year. One will be hired in collaboration with a similar School of Professional Studies program to serve as the program director for both programs. The cost of the program director will be split between the programs and will split their time between the two programs at an 80% teaching and 20% administration (or 40% teaching and 10% administration for each program). The second will have 100% of their load dedicated to teaching in the program. These faculty members will be responsible for developing the new courses needed for the program. Additional funding has been allocated in year three to support hiring an additional faculty support based on need with 100% of their load dedicated to teaching in the program.

### **Start-up Costs – One-Time Expenses**

In order to ensure a successful launch of the hybrid program, we have designated \$30,000 for course development for each of the first two years. These funds will provide faculty with additional resources to develop the courses needed for the program.

### **Operating Costs – Recurring Expenses**

All equipment, library, and supplies have been accounted for in the existing services provided to KU Edwards Students and no additional cost will be associated with the program. The School of Professional Studies is allocating \$500 each year for instructional resources, \$2,500 each year for recruitment efforts, and \$10,000 each year for marketing efforts. In addition, the program faculty members will receive \$1,400 each year for professional development. The program director's professional development funds will be split between the two programs.

### **B. Revenue: Funding Sources**

The BAS in Professional Performance program is a Johnson County Education and Research Triangle<sup>1</sup> (JCERT) funded program. The program will be fully funded through JCERT funds and tuition revenue. No state funds will be utilized. JCERT funds will be used to help fund the program during the implementation year until the program is revenue generating and sustainable on tuition funds alone. BAS in Professional Performance students will be charged an all-inclusive tuition rate of \$485 per credit hour to ensure that the program is affordable and accessible to all students, nationwide.

### **C. Projected Surplus/Deficit**

Given the anticipated costs and revenue, the program is expected to run a deficit for the first year after implementation but expects to see a surplus in the second year. JCERT funds will be used to help fund the program during the implementation until the program is revenue generating and sustainable on tuition funds alone. With the current enrollment estimates, the program is expected to have a revenue surplus after two years. These funds will be utilized to help improve the overall student experience and provide additional funding to support services.

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<sup>1</sup> The Johnson County Education Research Triangle (JCERT) is a unique partnership between Johnson County, the University of Kansas, and Kansas State University. Its goal is to create economic stimulus and a higher quality of life through new facilities for research and educational opportunities. In November 2008, Johnson County voters invested in the county's future by voting for a 1/8-cent sales tax to fund JCERT initiatives, including development of the National Food and Animal Health Institute at K-State Olathe; the KU Clinical Research Center in Fairway, Kansas; and here at KU Edwards, the BEST Building with several degree and certificate offerings in business, engineering, science, and technology.

## XI. References

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## Appendix A: Curriculum for the Major (Year 3 and Year 4)

- **BAS Professional Performance Core Sequence Courses: 15 credit hours**
  - PFS 300: Introduction to Professional Performance
  - PFS 400: Professional Performance Ethics
  - PFS 410: Personal Finance and Professional Career Management
  - PFS 420: Starting and Managing your Performance Career
  - One of the following
    - PFS 301: Communication in the Workplace
    - PFS 302: Leadership in Practice
    - PFS 303: Professionalism and the Workplace
    - PFS 490 Internship Exploration
  
- **Professional Performance Electives: Select 12 credit hours** of 300-level or above coursework from the following areas: Deaf Studies and Social Justice; Nutrition; Public and Population Health; Project Management; Strength and Conditioning; Name Image and Likeness; Professional Communication; Media Studies; Music Enterprise
  - ASLD 311: Introduction to Deaf Studies
  - ASLD 312: Intersectionality and Deaf Communities
  - ASLD 313: Social Justice and Allyship with Deaf Communities
  - ASLD 414: Historical Foundations of Deaf Education
  - HSCI 320: Principles of Nutrition
  - HSCI 420: Nutrition Through the Life Cycle
  - HSCI 421: Public Health Nutrition
  - HSCI 422: Nutrition Assessment
  - HSCI 340: Introduction to Public Health
  - HSCI 440: Introduction to Epidemiology
  - HSCI 441: Population Health
  - HSCI 445: Introduction to Environmental Health
  - COMS 320: Communication on the Internet
  - COMS 543: Rhetoric of Sports in America
  - COMS 607: Political Campaigns
  - FMS 355: Storytelling with Digital Media
  - FMS 410: US Diversity in Visual Culture
  - FMS 425: Ethics in Storytelling
  - HSES 305: Methods of Strength Training and Conditioning
  - HSES 306: Principles of Personal Training
  - HSES 307: Tactical Strength and Conditioning
  - HSES 331: Sport and Exercise Nutrition
  - HSES 350: Care and Prevention of Athletic Injuries
  - HSES 491: Foundations of Name, Image, Likeness
  - HSES 492: Athlete and Personal Branding
  - HSES 493: Content Creation in Sport
  - MUS 481: Introduction to Music Recording
  - MUS 483: Advanced Music Recording
  - MUS 485: Practicum in Audio Recording
  - MUS 586: The Business of Music
  - MUS 587: Entrepreneurship and Outreach
  - MUS 588: Arts Management
  - PMGT 305: Foundations of Project Management

- PMGT 310: Project Communications
- PMGT 315: Project Scheduling and Control
- PMGT 410: Managing Project Success
- SOC 363: The Sociology of Culture
- SOC 364: Society, Popular Culture, and the Media
  
- **Capstone: 3 credit hours**
  - PFS 499: Professional Management Capstone (3 hours)
  
- **Related Electives: 30 credit hours**
  - Electives may need to include courses at the 300-level or above to fulfill the degree requirement of 45 junior/senior credits.
  - Electives may include completion of appropriate minors and certificates.

# EMPORIA STATE UNIVERSITY

■ *Office of* THE PROVOST

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Campus Box 4045  
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Emporia, Kansas 66801-5415  
620-341-5171  
www.emporia.edu

October 25, 2023

Daniel Archer  
Vice President for Academic Affairs Kansas  
Board of Regents  
1000 SW Jackson Street, Suite 520  
Topeka, KS 66612-1368

Dear Vice President Archer,

Emporia State University requests permission to modify the names of the following existing academic programs.

- Change B.A. Sociology major to **B.A. Applied Sociology**
- Change B.S. Sociology major to **B.S. Applied Sociology**
- Change B.I.D. Ethnic, Gender, and Identity Studies major to **B.I.D. Social Change**
- Change B.A. Crime and Delinquency Studies major to **B.A. Applied Criminology**
- Change B.A. Crime and Delinquency Studies major to **B.A. Applied Criminology**

Thank you for your consideration.



Sincerely,  
R. Brent Thomas  
Provost and Vice President of Academic Affairs

Cc: Sheila Markowitz, Registrar  
Jolanna Kord, Assistant Provost - Office of Institutional Effectiveness

EMPORIA STATE  
UNIVERSITY

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