KANSAS BOARD OF REGENTS
COUNCIL OF CHIEF ACADEMIC OFFICERS

VIRTUAL MEETING AGENDA
Wednesday, December 13, 2023
9:00 a.m. – 10:00 a.m.
or upon adjournment of SCOCAO

The Council of Chief Academic Officers (COCAO) will meet virtually via Zoom. An in-person option will be available at the Curtis State Office Building at 1000 SW Jackson, Suite 530, Topeka, Kansas, 66612. Meeting information will be emailed to participants, or you may contact arobinson@ksbor.org.

I.	**Call to Order**	Chuck Taber, Chair	
	A. Roll Call & Introductions		
	B. Approve Minutes from November 15, 2023		p. 3
II.	**Council of Faculty Senate Presidents Update**	Don Von Bergen, K-State	
III.	**First Reading**		
	A. BBA in Hospitality – WSU	Shirley Lefever	p. 5
IV.	**Second Reading**		
	A. Master of Social Work – PSU	Howard Smith	p. 14
V.	**Other Matters**		
	A. Artificial Intelligence (AI) Discussion	Jill Arensdorf	
	B. Discuss Opportunities (new degree programs, partnerships, strategic initiatives, etc.) that Universities are Considering or Planning to Pursue in the Future	COCAO Members	
VI.	**Next COCAO Meeting – January 17th Virtual Meeting**		
VII.	**Adjournment**		

Date Reminder:
- December 20th: New program requests due date for the February 14th meeting
- January 24th: Institutional materials due date for the February 14th meeting
- February 15th: 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

COCAO Academic Year 2023- 2024 Meeting Dates			
Meeting Dates	**Location (virtual or in-person)**	**Institutional Materials Due**	**New Program Requests Due**
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
June 18, 2024	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, November 15, 2023

The November 15, 2023, Council of Chief Academic Officers (COCAO) meeting was called to order by Chair Chuck Taber at 9:12 a.m. The meeting was held at Emporia State University with a virtual option through Zoom.

In Attendance:
Members: Chuck Taber, K-State   Jill Arensdorf, FHSU   Robert Klein, KUMC
           Barbara Bichelmeyer, KU   Howard Smith, PSU   Laura Stephenson, Washburn
           Brent Thomas, ESU   Shirley Lefever, WSU   Karla Wiscombe, KBOR

Roll call was taken for members and presenters.

Approval of Minutes
Jill Arensdorf moved to approve the September 20, 2023, meeting minutes, and Howard Smith seconded the motion. With no corrections, the motion passed.

Council of Faculty Senate Presidents (CoFSP) Update
Jolynn Dowling, WSU Faculty Senate President, provided the update. She noted that the Council is having monthly meetings and is discussing developing a standard set of criteria for the Faculty of the Year award. They are interested in hearing more about the open positions in academic affairs and hope to have faculty involvement in the hiring process. KBOR open positions can be found at https://www.kansasregents.org/about/board_office/employment_opportunities.

First Readings
Howard Smith presented the first reading for a Master of Social Work at PSU. This hybrid program is housed in the School of History, Philosophy, and Social Sciences. There are two courses of study: a one-year program for those with a bachelor's degree in social work and a two-year program for those with a bachelor's in another area of study. PSU and KU have had a cooperative MSW program on the PSU campus, and PSU is essentially requesting to offer this independently.

Second Reading
Barbara Bichelmeyer gave an overview of the BAS in Professional Performance proposal. Jill Arensdorf moved to approve the program, and Howard Smith seconded. The motion passed unanimously. This program will go to COPS at their meeting later in the day and, if approved, will go to BAASC on November 28th.

Other Requests
Brent Thomas presented several name change requests for ESU. Howard Smith moved to approve the requests as presented, and Shirley Lefever seconded the motion. The motion passed unanimously. These requests will go to Dr. Blake Flanders for final approval.

Other Matters
- Chuck Taber introduced Debbie Mercer, who will be Interim Provost at K-State when Chuck departs at the beginning of the year.
- WSU will propose an AS degree to benefit STEM fields and a BBA in Hospitality.
- KU has been working to offer competency-based programs and will be moving three programs forward shortly.

- PSU is in discussions with the KBI on a possible combined shared facility.

<u>Adjournment</u>
Barbara Bichelmeyer moved to adjourn the meeting, and Shirley Lefever seconded. With no further discussion, the meeting adjourned at 9:28 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. Wichita 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.

December 13, 2023

I. General Information

A. Institution   Wichita State University

B. Program Identification
Degree Level: Bachelor's
Program Title: Hospitality
Degree to be Offered: Bachelor of Business Administration in Hospitality
Responsible Department or Unit: Barton School of Business, Department of Management
CIP Code: **52.0901**
Modality: Online & Hybrid
Proposed Implementation Date: Fall, 2024

Total Number of Semester Credit Hours for the Degree: **120 credit hours**

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

We do not consider the work site for students to be clinical sites. Students will be required to complete an applied learning component in establishments of the hospitality industry. Students will have to work at least 340 hours on their own on a job pre-approved by the Program Director as a part of a required course. The work hours will be verified by the employer in the same manner as other applied experiences for credit are verified at Wichita State University. Sites for the applied experience are readily available through our community partners including on campus.

III. Justification

Purpose: Create a program that reflects the needs of the hospitality sector and serves the needs of students for specialized, industry education.

The BBA in Hospitality is a business degree that prepares students to become hospitality professionals. Our graduates will possess business knowledge, managerial skills, and professional competencies to obtain management positions in a large array of businesses operating in the hospitality sector. We expect our graduates to seek careers in hotels, restaurants and other dining establishments, food and beverage businesses, lodging, residential facilities, senior living facilities, event planning, country clubs, resorts, and all aspects of the tourism sector. Our curriculum will offer core business education that assures competencies in business functions such as finance, accounting, marketing, human resource management, operations, information technology along with broad general education. Further, students will learn about the various aspects of the hospitality business and gain practical experience through the required work experiences at hotels, resorts, restaurants, or other hospitality-related businesses. The proposed curriculum provides students with a well-rounded education that prepares them for a variety of leadership roles in the hospitality sector.

This program was inspired by the stories of Wichita businesses that brought new ways of serving customers and created new models of hospitality. Names such as Pizza Hut, White Castle, Freddy's, Residence Inn, Candlewood Suites, and Value Place are household brands that were all born in Wichita.

Program Objectives
1. Provide students with core knowledge and skills in all business functions (management, marketing, accounting, finance, Human Resource Management).
2. Provide students with core knowledge and skills to be successful professionals in the hospitality sector.
3. Prepare students with cutting edge awareness about the fast-changing sector of the hospitality industry.
4. Equip students with technical and soft skills to become adaptive leaders in the hospitality field.
5. Expose students to practical aspects of pursuing careers in hospitality.

Partnerships. The program is designed to serve as a completion program for technical schools and community colleges with 2-year degrees in culinary arts, hospitality, and tourism. We have already established working relationships with WSU Tech and Butler Community Colleges. Both institutions have recently launched new programs to support the growth and prosperity of Greater Wichita. We will rely on these partners to offer the technical skills necessary for our graduates to become well-rounded professionals in the hospitality sector.

The initial interest for a business program in hospitality was brought to us by students who are already pursuing a business degree but were interested in more specialized industry knowledge as they were competing for jobs in the hospitality sector. As the idea of pursing a new program matured, we met with many industry executives and practitioners. We sought their input on the skills and competencies necessary for their employees, the growth opportunities and challenges for their businesses, and finally the viability of a hospitality program in the Barton School of Business. The feedback was encouraging for us to begin building a curriculum for a program that can meet the global demands of the fast-changing hospitality sector while providing a local impact for our city and state. Some of the notable contributors to our market feasibility analysis and partners of the program are:

Scott Redler, Co-founder, Freddy's Frozen Custard & Steakburgers
Lynda Carrier-Metz, Chief Marketing Officer, Restaurant Management Company
Michelle Ruffin-Stein, General Manager, Wichita Marriott Hotel
Jim Korroch, President, Waterwalk Management
John Cantele, President, Lexima Hotel Management Services
Mike Daood, President, LodgeWorks
Susayn Brandes, President and CEO, Great Plains Ventures Inc
Jeff Blackman, Founder and President, Bedford Lodging & Founder, Five Senses Hospitality Management
Christopher Rea, Manager, Facility Operations, Foundation Properties
Steve Johnson, Viva Chicken

IV. Program Demand: Select one or both of the following to address student demand:

A. Survey of Student Interest
While we gauged the interest of students in high schools, community colleges, and technical schools, we chose to focus on the market analysis to inform our program development.

B. Market Analysis
The support from local stakeholders along with national and local employment trends demonstrated a strong and growing demand for hospitality graduates. The Bureau of Labor Statistics Occupational Outlook projects the U. S. economy will add 8.3 million jobs from 2021 to 2031. Further, the number of jobs for administrative services & facilities managers is expected to grow by 6% (faster than average) between 2019 and 2029. Additionally, a 2020 Hanover Research report found that a hospitality management bachelor's program had the highest demand among bachelor's degree students at an urban university that served a diverse student population. The BLS also

predicts 1.9 million (or 23%) job growth by 2031 and 1 of 4 new jobs in 2031 to be in the hospitality sector. The Bureau of Labor Standards ranked the Hospitality Degree 8th of 20 business degrees based on average salary and expected job growth (https://www.mydegreeguide.com/best-business-majors-for-the-future/). The 2020 Hanover Research analysis reported that Hospitality bachelor's programs have the highest demand among students pursuing a bachelor's degree in urban universities that serve diverse student populations. Hospitality is also ranked Number 49 out of 363 degrees on popularity according to College Factual (based on search in September 2023; https://www.collegefactual.com/). Predicted job growth for selected management positions appears in the figure below (based on search in September, 2023; https://www.indeed.comjob.swichita).
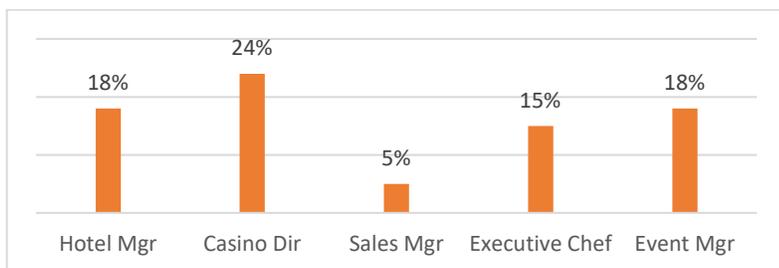
The promising job growth and the salaries of actual job postings demonstrate the viability of the program. While salaries vary across specific postings, listed salaries consistently exceed the $38,000 median benchmark as shown below.

Position	Average/Range Salary*	Source (details in references)
Hotel manager, Kansas	$51,942	Indeed
Hotel manager, Wichita, KS	$63,684	Indeed
Hotel manager, Kansas	$110,532	Salary.com
Restaurant manager, Kansas	$54,303	Salary.com
Restaurant manager, Kansas	$56,521	Indeed
Hospitality manager, Wichita, KS	$48,000-$73,000	Glassdoor

*The salary data was collected from the listed websites on October 10th, 2023.

Two other institutions in the state system offer Hospitality related degrees: Kansas State University offers a Bachelor of Science in Hospitality Management in the College of Health and Human Serves and Fort Hays State University offers a Bachelor of Science and a Bachelor of Business Administration in Hospitality and Tourism from the Department of Applied Business Studies. Based on data from the National Center for Educational Statistics, KSU reported 47 graduates and FHSU reported 28 graduates in 2021 (https://nces.ed.gov/ipeds/use-the-data).

A search for management positions in hospitality on Indeed.com that require at least a bachelor's degree varies between 400 and 600 for the Greater Wichita Area (positions listings in November 2023). This demonstrates a significant gap between college graduates with knowledge and skills in the hospitality field and the needs of the market. It is worth noting that hospitality jobs are harder to be outsourced in comparison to technical and analytical jobs. Further, the development of a prosperous service and entertainment industry adds to the quality of life and the likelihood for younger professionals to remain in the area.

The first distinctive characteristic of the program is the access to the amenities and opportunities of Wichita as a large metropolitan city. Related to the local landscape is the access to a thriving community of entrepreneurs and seasoned hospitality executive who are eager to engage with our students. Further, our students will benefit from

outstanding faculty in an AACSB accredited Business School with a dual accreditation in business and accounting that only 1% of the business schools in the world have acquired. Finally, the program builds on the modern infrastructure offered by National Institute of Culinary Education at WSU Tech and Redler Institute of Culinary Arts at Butler Community College.

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

Year	Headcount Per Year		Sem Credit Hrs Per Year	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	15	0	450	0
Year 2	30	0	900	0
Year 3	45	0	1350	0

VI. Employment

Graduates with a BBA in Hospitality can pursue a wide range of career opportunities. With the skills and knowledge gained from this program, graduates will be prepared to provide exceptional customer service, manage a variety of hospitality operations, and make strategic business decisions to drive growth and success. The hospitality sector is diverse and offers employment in hotels and long-stay facilities, senior living facilities, restaurants and food services, event planning, country clubs, casinos and resorts, theme parks and attractions, cruise services, travel services, and some of the emerging models of leisure.
Examples of specific jobs in selected industry segments include:

Hotel managers, assistant managers, front office managers, housekeeping managers, and revenue managers.
Restaurant and food establishments: service managers, restaurant managers, director of food and beverages, culinary managers, bar managers, and sommeliers.
Event planning and coordinators manage a wide range of events, such as weddings, conferences, trade shows, and corporate meetings.
Casinos and resorts offer positions such as casino managers, gaming supervisors, business development directors and marketing managers.
Golf courses hire catering managers, directors of operations, golf course maintenance managers, member services, and event planning for club members and guests.
Theme parks, attractions, and cruises employ professionals in roles such as guest experiences manager, hospitality services coordinators, entertainers, and event coordinators.

Each role comes with its own set of responsibilities, skill requirements, and potential for career growth. The hospitality industry also offers opportunities for entrepreneurship, such as launching food businesses, managing B&B or Airbnb, boutique hotels, or event planning businesses. As the industry evolves, new roles and niches are constantly emerging, making it a dynamic and exciting field for individuals with a passion for service and guest experiences. Individuals with strong business acumen will be able to recognize opportunities for creating new ventures as the consumer habits in society continue evolving.

VII. Admission and Curriculum

A. Admission Criteria
Qualified Admission criteria are used. This program does not have separate admission requirements.

B. Curriculum

Year 1: Fall   **SCH = Semester Credit Hours**

Course #	Course Name	SCH….
ENGL 101 Gen Ed Bucket 1	College English I	3
ENGL 102 Gen Ed Bucket 1	College English II	3
Gen Ed Bucket 7	First Year Seminar	3
MATH 111 / 112 Gen Ed Bucket 3	College Algebra/ Precalculus Mathematics	3
ECON 201 Gen Ed Bucket 5	Principles of Macroeconomics	3

Year 1: Spring

Course #	Course Name	SCH….
COMM 111 Gen Ed Bucket 2	Public Speaking	3
MATH 144/ 242	Business Calculus/ Calculus I	3
Gen Ed Bucket 6	Humanities course – open	3
Gen Ed Bucket 6	Fine art course	3
ECON 202	Principles of Microeconomics	3

Year 2: Fall

Course #	Course Name	SCH….
Gen Ed Bucket 4	Natural & Physical Sciences class with lab	4
BADM 100	Exploring the World of Business	3
ECON 231	Introductory Business Statistics	3
BADM 162	Business Software: Excel	1
ECON 232	Statistical Software Applications for Business	1
Gen Ed Bucket 5	Social and Behavioral Science (not Economics)	3

Year 2: Spring

Course #	Course Name	SCH….
ACCT 210	Financial Accounting	3
ACCT 220	Managerial Accounting	3
MKT 300	Marketing	3
FIN 340	Financial Management I	3
IB 333	International Business	3
ENTR 310	Entrepreneurial Experience	3

Year 3: Fall

Course #	Course Name	SCH….
DS 350	Introduction to Prod & Operations Management	3
MGMT 360	Principles of Management	3
	Free elective	3
	Free elective	3
	Free elective	3

Year 3: Spring

Course #	Course Name	SCH….
MGMT 411	Introduction to Hospitality	3
BLAW 431	Legal Environment of Business	3
MIS 395	Management Information Systems	3
	Free elective	3
	Free elective	3

Year 4: Fall

Course #	Course Name	SCH….
MGMT 412	Advanced Concepts in Hospitality	3
MGMT 414	Human Resource Management in Hospitality	3
MGMT 415	Customer Experience in Hospitality	3
ENTR 455	Entrepreneurial Finance	3
	Free elective	3

Year 4: Spring

Course #	Course Name	SCH….
MGMT 413	Applied Learning in Hospitality	3
MGMT 681	Strategic Management	3
	Elective for the major	3
	Elective for the major	3
	Free elective	3

Total Number of Semester Credit Hours: 120 credit hours

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
Gery Markova*	Professor	Ph.D.	Y	Human recourse management	0.25
Gaylen Chandler	Professor	Ph.D.	Y	Entrepreneurship	0.25
Brian Rawson	Associate Educator	Master's	N	Management/ Customer Experience	0.125
	Lecturer	Ph.D.	N	Hospitality Management	0.25
	Lecturer	Master's	N	Hospitality Experience	0.25

Number of graduate assistants assigned to this program: **1 graduate assistant for 10 hours a week.**

IX. Expenditure and Funding Sources

A. EXPENDITURES	First FY	Second FY	Third FY
Personnel – Reassigned or Existing Positions			
Faculty			

Administrators *(other than instruction time)*			
Graduate Assistants			
Support Staff for Administration (*e.g., secretarial*)			
Fringe Benefits *(total for all groups)*			
Other Personnel Costs			
Total Existing Personnel Costs – Reassigned or Existing			
Personnel – New Positions			
Faculty	40,000	40,000	40,000
Administrators *(other than instruction time)*	8,000	8,000	8,000
Graduate Assistants	2,000	2,000	2,000
Support Staff for Administration (*e.g., secretarial*)			
Fringe Benefits *(total for all groups)*	15,000	15,000	15,000
Other Personnel Costs			
Total Existing Personnel Costs – New Positions	**65,000**	**65,000**	**65,000**
Start-up Costs - One-Time Expenses			
Library/learning resources		-	-
Equipment/Technology	2,000		
Physical Facilities: Construction or Renovation		-	
Other: Marketing and Branding	22,000	22,000	22,000
Total Start-up Costs	**24,000**	**22,000**	**22,000**
Operating Costs – Recurring Expenses			
Supplies/Expenses	1,000	1,000	1,000
Library/learning resources			
Equipment/Technology			
Travel	4,000	4,000	4,000
Other: Promotions & student experiences	10,000	10,000	10,000
Total Operating Costs	**15,000**	**15,000**	**15,000**
GRAND TOTAL COSTS	**104,000**	**102,000**	**102,000**

B. FUNDING SOURCES *(projected as appropriate)*	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds	0	$108,698	$217,395	$326,093
Student Fees	0	$74,028	$148,057	$222,085
Other Sources	0	-	-	-
GRAND TOTAL FUNDING		**$182,726**	**$365,452**	**$548,178**

C. **Projected Surplus/Deficit (+/-)** (Grand Total Funding *minus* Grand Total Costs)		$78,726	$263,452	$446,178

X. Expenditures and Funding Sources Explanations

A. Expenditures
Personnel – Reassigned or Existing Positions
Three of the required six classes in the program will be taught by current faculty as either overload or will accept the hospitality students in classes they already teach. The hospitality students will enroll in existing business classes. All elective courses in the program are existing courses and these existing courses will be optimized by accepting the additional students from the Hospitality major.

Personnel – New Positions
Three of the required courses will be taught by lecturers – industry professionals or academic experts from other institutions that will be paid per course. The typical pay for lecturers (adjunct faculty) is between $4,000-$8,000 dependent on their qualifications and experience. This approach assures diligent use of resources while the program is in its infancy. It is also the most effective way to bring cutting edge knowledge and practical experience to the students in the program. The program director will be a member of the current faculty. The Program Director will oversee the curriculum and assure continuous collaboration with the professional community in order to provide rich student experiences.

Start-up Costs – One-Time Expenses
We allocate a one-time expense for technology to be used by the Program Director. We also allocate resources to create appropriate branding, recruitment materials, and promotions during the initial stages of the program.

Operating Costs – Recurring Expenses
We allocate about $1,000 for materials and supplies which will include printing promotional materials and other office supplies. We also allocate 4,000 for recruitment travel and $10,000 for promoting the program.

B. Revenue: Funding Sources
Funding sources will be tuition and fees paid by the students majoring in the BBA in Hospitality.
The funding calculations are based on the headcounts listed in the Projected Enrollment section (above)
Funding from tuition is based on $241.55 per credit hour (the 2023-24 Kansas resident undergraduate tuition rate) - **$7,246.50** per year for each full-time student.
Funding from student fees is **$4,935.22** per student per year and is based on:
- $2,075.32 per year for each full-time student
- $73.00 per credit business course fee - $2,190 per year per student
- $20.58 per credit campus infrastructure and support fee - $617.40 per year per student
- $1.00 per credit technology fee - $30 per year per student
- $0.75 per credit transportation fee - $22.50 per year per student

No additional source of funding is necessary. The new classes offered for the program may also generate revenue from non-degree seeking students.

C. Projected Surplus/Deficit
The program is projected to generate surplus from the first year of launch and the amounts are as follows:
Year 1: $78,726
Year 2: $263,452
Year 3: $446,178

XI. References

College Factual, College Selection Simplified, 2023, https://www.collegefactual.com/

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Salary.com, Hotel Manager Salary in Kansas, 2023, https://www.salary.com/research/salary/benchmark/hotel-manager-salary/ks

Salary.com, Restaurant Manager Salary in Kansas, 2023, https://www.salary.com/research/salary/benchmark/restaurant-manager-salary/ks

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.

December 13, 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.
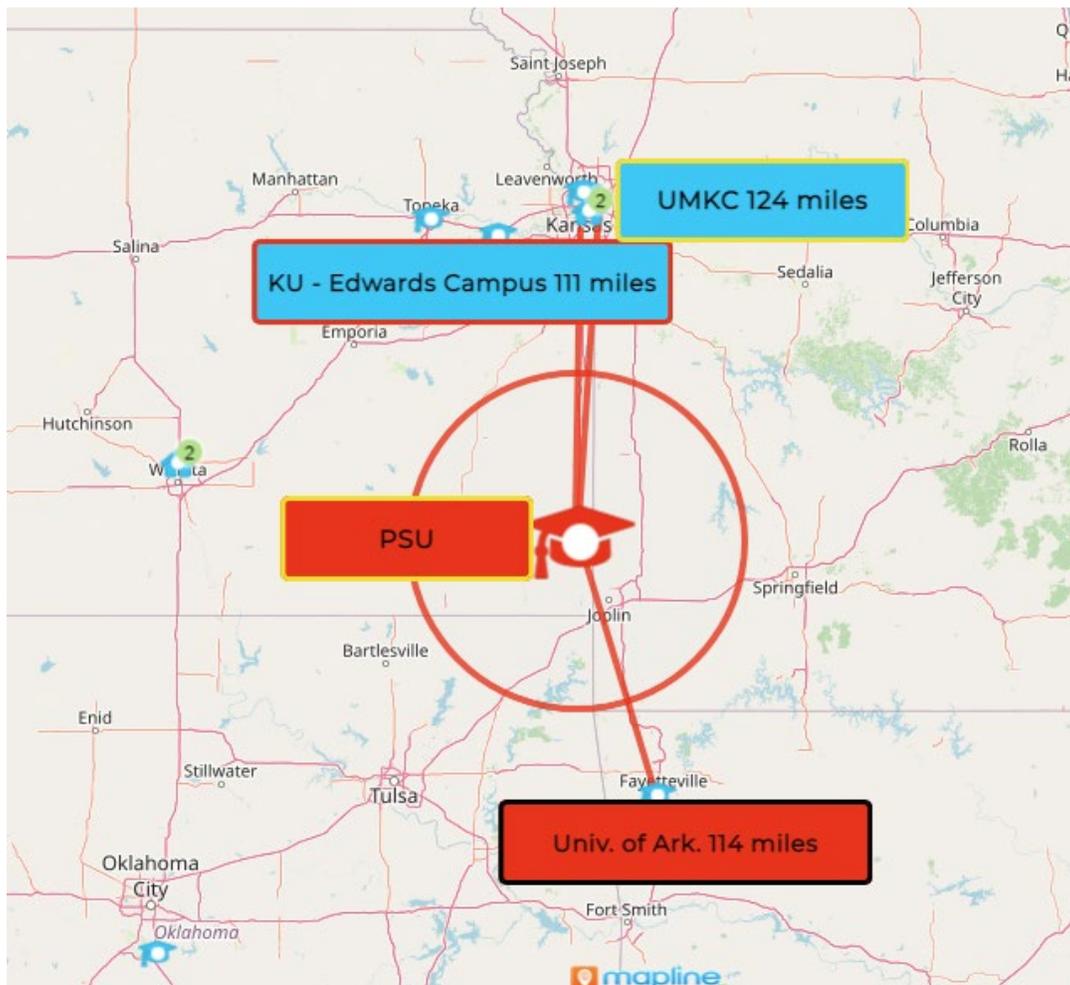
Cost

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

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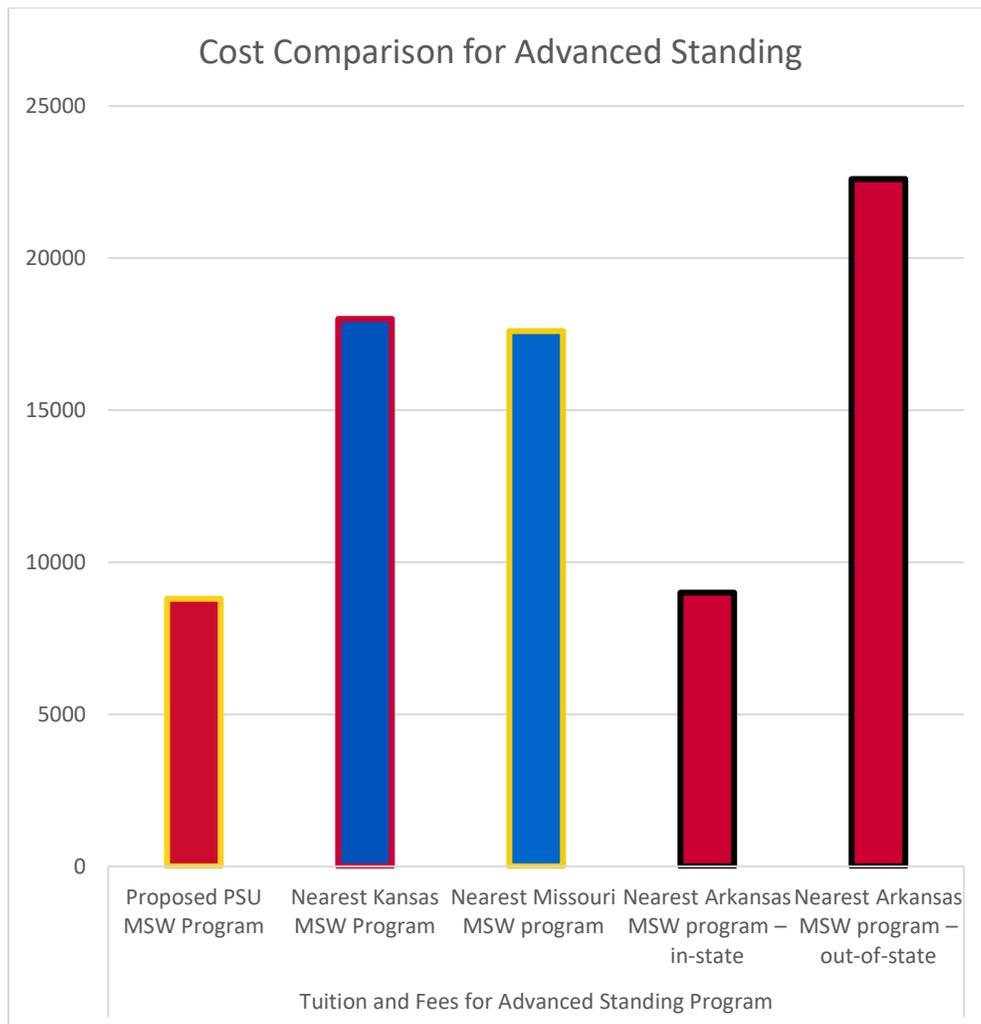
Tuition and Fees for Traditional 2-Year Program				
Proposed PSU MSW Program	Nearest Kansas MSW Program	Nearest Missouri MSW program	Nearest Arkansas MSW program – in-state	Nearest Arkansas MSW program – out-of-state
$18,380	$36,000	$29,300	$18,000	$45,200

Tuition and Fees for Traditional 2-year Program
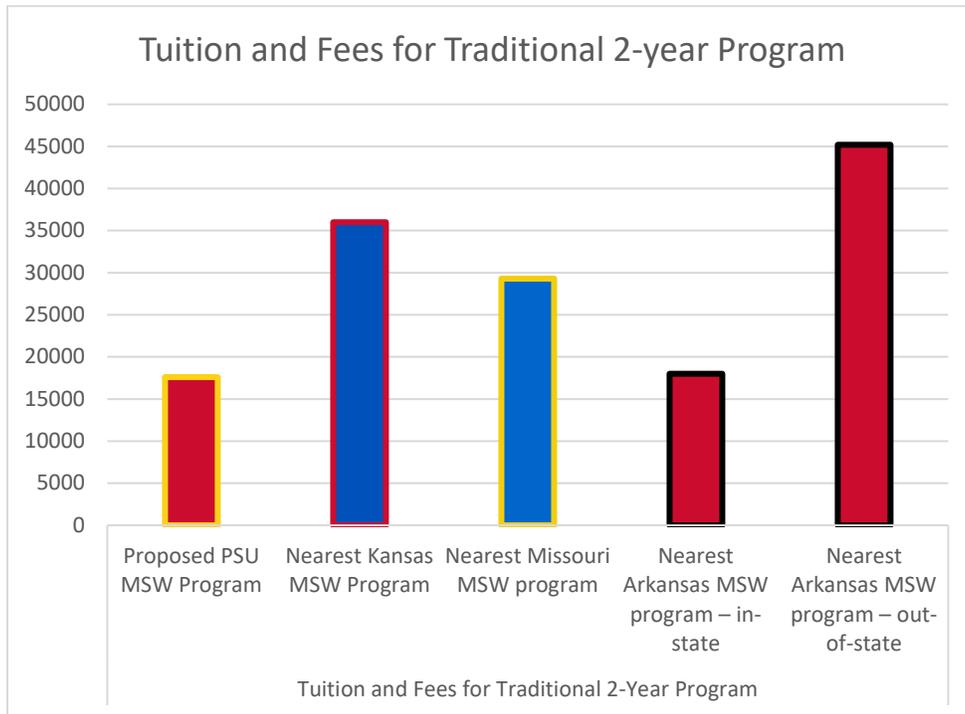
The potential cost savings for students is illustrated below:

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

Cost Savings
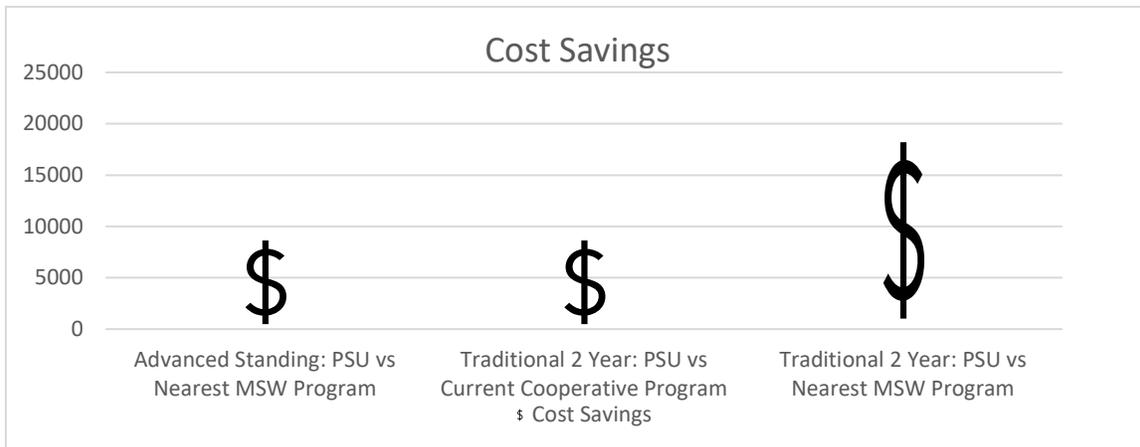
D. Request for Accreditation

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
Social workers	708,100	772,100	9	64,000
Child, family, and school social workers	349,800	378,900	8	29,100
Healthcare social workers	179,500	199,300	11	19,900
Mental health and substance abuse social workers	119,800	133,200	11	13,300
Social workers, all other	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

Region	Estimated Population	Estimated No. of LSCSWs	Ratio
Northwest	125,650	34	3,696:1
North Central	289,393	108	2,689:1
Northeast	1,352,138	648	2,088:1
Southwest	176,738	35	5,037:1
South Central	759,584	281	2,700:1
Southeast	234,377	35	6,632:1
Kansas	2,937,880	1,141	2,575:1

Note: The estimated ratio is calculated by dividing the estimated population by the estimated number of LSCSWs. Slight differences in ratios are due to rounding. Regions are designated using the Kansas Department of Health and Environment District Office Map Boundaries. The analysis is limited because it reflects individuals and not full-time equivalent (FTE) information.
Source: Kansas Health Institute analysis of Kansas State Behavioral Sciences Regulatory Board data obtained through the Kansas Department of Health and Environment in July 2021 and 2020 decennial census data from the U.S. Census Bureau.

(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
Jeremey 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 **……………………………………….** **[0]**

IX. Expenditure and Funding Sources

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

GRAND TOTAL COSTS		115,395	3,985	4,698

B. FUNDING SOURCES *(projected as appropriate)*	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds		96,616	142,566	188,516
Student Fees				
Other Sources				
GRAND TOTAL FUNDING		96,616	142,566	188,516
C. Projected Surplus/Deficit (+/-) (Grand Total Funding *minus* 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.

Costs for Accreditation	
Fee	**Amount**
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
Anticipated Total (plus any Benchmark Document Costs, which vary)	**$40,000**

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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