

P10563

Public and Nonprofit Management Certificate (Certificate)

New

Requestor: Earlene Camarillo
Submitted: 2021-01-20 11:49:57

Submitting as: *(required)*

Faculty Member or
APA

Request for a: *(required)*

Program

Level *(required)*

Undergraduate

Type of Request: *(required)*

New (course, program, focus/concentration, or temporary course)

Will this be offered within an existing division or department? *(required)*

Yes

Type of program *(required)*

Certificate

Division *(required)*

Social
Sciences

Department/Program *(required)*

Political
Science

Is this curricular change driven by assessment data you have collected?

No

Summary/Rationale for proposal *(required)*

Many WOU students have expressed a desire to go into careers in the nonprofit and international civil service sectors after graduation. While there are similarities between public, private, and nonprofit organizations, public and nonprofit agencies are faced with different organizational constraints and challenges that are unique. Therefore, the certificate in Public and Nonprofit Management is being designed to provide undergraduate students with skills and knowledge necessary to succeed in a variety of careers in organizations in the public and nonprofit sectors. Students will develop an understanding of the theoretical and practical applications of issues such as management, fundraising, communications, and the role of public policy within these important organizational sectors.

There is currently only one similar undergraduate program in Oregon at Southern Oregon University. Their program, however, does not include a public focus. We are seeing a shift towards greater interconnectivity between government and nonprofit organizations to address a variety of social problems, so it is important to include a public focus. Further, geographically we are in an ideal place to offer such a program - proximity to the state capitol and Portland - without creating major competition with SOU, which is at the opposite end of the state.

Is this a stand-alone certificate? *(required)*

No

If the certificate is part of one or more minors, please indicate which ones

N/A

Anticipated start date *(required)*

Fall
2021

Where will the program be delivered? *(required)*

WOU Campus (in-person or
online)

How will the courses be offered? *(required)*

Face-to-face, Hybrid, Online asynchronous, Online
synchronous

Proposed Classification of Instructional Programs (CIP) number. *(required)*

44

Title of new program, requirement, focus, or concentration *(required)*

Public and Nonprofit Management
Certificate

Mission, Learning Outcomes, Etc.

Professors: Mary Pettenger

Assistant Professors: Earlene Camarillo

Mission: The certificate in Public and Nonprofit Management is designed to provide undergraduate students with skills and knowledge necessary to succeed in a variety of careers in organizations in the public, nonprofit, and civil service sectors. Students will develop an understanding of the theoretical and practical applications of issues such as management, fundraising, communications, and the role of public policy within these important organizational sectors.

Learning Outcomes:

1. Demonstrate knowledge of principles, theories and concepts of public and nonprofit organizations.
2. Demonstrate skills such as problem solving, decision-making, organizational ethics, and budgeting for public and nonprofit management.
3. Analyze real-world cases in public, nonprofit, and international civil service organizations to identify strengths, weaknesses, and strategies for improvement.

Description *(required)*

- Core Courses
 - PS 351 Introduction to Public Administration (4 credits)

- o PS 466 Governmental Budgeting (4 credits)
- o PS 480 Administrative Law (4 credits)
- o PS 455 Public and Nonprofit Management (4 credits)
- Elective - Choose One
 - o WR 304 Grant and Proposal Writing (4 credits)
 - o PS 456 Advocacy and Public Policy (4 credits)
 - o PS 410 Political Science Internship Credits 4 or 8 Credits: 4
 - o PS 486 International Organizations and Law (4 credits)
- SSC 405 - Capstone Credits: 1-4 Credits: 1
- Total Credits: 21

Program Outcomes

Learning Outcome	Alignment to ULOs
Demonstrate knowledge of principles, theories and concepts of public and nonprofit organizations.	Inquiry and Analysis
Demonstrate skills such as problem solving, decision-making, organizational ethics, and budgeting for public and nonprofit management.	Written Communication
Analyze real-world cases in public, nonprofit, and international civil service organizations to identify strengths, weaknesses, and strategies for improvement.	Integrative Learning

Targeted Professions (required)

Public, nonprofit, and international civil service organizational administration, management, and human resources.

List closely related programs at WOU or other Oregon colleges and universities and the way in which this program complements other similar programs in other Oregon institutions and other related programs at WOU. (required)

This certificate is closely related to WOU's Organization Leadership program in that it touches on similar topics related to leadership and management. However, this serves as a complementary certificate for OL students because it would provide them with additional skills related specifically to nonprofit and public organizations.

This certificate is also similar to the Business Administration and Public Policy and Administration programs because both of these programs address similar topics of organizational management, promotion, finance, etc. However, the proposed certificate would act as a complementary program for students in either program because it would provide them with a deeper knowledge of these topics specific to nonprofit and public organizations.

This certificate also complements many other programs on campus because it will be useful for anyone interested in working in the nonprofit sector regardless of discipline. Therefore, we will work with programs across campus, those in Academic Affairs, and others to ensure students are aware of the availability of the certificate.

The only other similar undergraduate certificate in Oregon is offered at Southern Oregon University. Their program, however, does not include a public focus. We are seeing a shift towards greater interconnectivity between government and nonprofit organizations to address a variety of social problems, so it is important to include a public focus. Further, geographically we are in an ideal place to offer such a program - proximity to the state capitol and Portland - without creating major competition with SOU, which is at the opposite end of the state.

Programs affected/consulted (required)

The Politics, Policy, and Administration department has discussed this new program at length and all faculty are supportive.

Because Business Administration and Organizational Leadership are similar programs, we spoke with Drs. Dave Foster and Paul Disney in November 2019 and again in December 2020 to discuss whether there was overlap or potential competition with their current programs. Both confirmed that there was no overlap and that it would even be complementary for their students.

Dr. Lars Soderland was contacted in September 2019 and again in December 2020 about including WR 304 as part of the curriculum for the certificate and had no concerns about its inclusion.

Dr. Nick Backus was contacted in November 2019 to identify if there was overlap with the advocacy element of the certificate in the Communications Studies Division. He confirmed that there is no overlap. Dr. Dana Schowalter was contacted in December 2020, and she confirmed that there was no conflict with the final draft proposal.

Briefly describe how the proposed program aligns with WOU's strategic priorities

The proposed certificate aligns with WOU's mission of creating lasting opportunities for student success through transformative education and personalized support by providing a lasting skill set that students can use in multiple careers once they graduate. This certificate was conceived to address student demand, as many students requested a program which would help them move into (in particular) the nonprofit and international civic services sectors. The certificate also meets elements of the WOU vision and values. The focus on developing managerial skills for public and nonprofit organizations means students will move into careers which support the public good (Sustainability and Stewardship), and will help them develop the knowledge, skills, pathways, technologies, and resources needed to utilize opportunities for civic engagement and societal development (Empowerment). The certificate also fits into the institutional priorities for academic excellence as it incorporates high-impact practices within the curriculum such as internships, and team-based activities, among others, and promotes critical thinking related to organizational problem-solving.

Briefly describe how the proposed program meets regional or statewide needs and enhances the state's capacity to improve educational attainment in the region and state (required)

The nonprofit sector is seeing tremendous growth, with the Center for Civil Society Studies at Johns Hopkins University estimating that nearly one in 10 jobs in the US private workforce is in the nonprofit sector. Further, since 2007, nonprofit jobs have seen growth at nearly four times the rate of for-profit jobs (http://ccss.jhu.edu/wp-content/uploads/downloads/2019/01/2019-NP-Employment-Report_FINAL_1.8.2019.pdf). Additionally, in 2016, nonprofits accounted for 12.2% of private employment for the state of Oregon (ibid.). Masters programs in Nonprofit and Public Management are also within the top 50 programs for "Latinx Masters Degrees" and "Non-Health Masters Degrees" according to the Stamats Report completed for WOU. While we are only proposing an undergraduate certificate at this time, it indicates a need for this area of study, and suggests possibilities for growth down the road.

In Oregon, there is only one undergraduate certificate in nonprofit management offered nearly 250 miles away at Southern Oregon University. Not only is this program at the other end of the state, it does not include the public focus which our program will provide. We are seeing a shift towards greater interconnectivity between government and nonprofit organizations to address a variety of social problems, so it is important to include a public focus. SOU's program is also 28 credit hours, while ours is 21 credit hours. Further, geographically we are in an ideal place to offer such a program because of our proximity to the state capitol and Portland. Our program will therefore fill a need for many students who aspire to build careers in the nonprofit sector.

Further, while the undergraduate programs in the state are limited, there are some programs at the graduate level which would be good programs to which graduates who receive the WOU certificate could apply. University of Oregon has an M.A. in Nonprofit Management along with a graduate certificate in nonprofit and public management. Portland State University also offers a graduate certificate in nonprofit and public management. PSU also has a Nonprofit Institute (<https://www.pdx.edu/nonprofit-institute/>) which has connections in Salem.

What is the plan to recruit students to this proposed new program? Have you worked with MarCom to establish a marketing plan to promote this new program? Please briefly describe the plan. (required)

We plan to promote the certificate by:

- Reaching out to current students and alumni.
- Notifying affiliated programs at WOU as well as Student Success and Advising.
- Utilizing our connections in the business and local community.

What is the budget source for the plan to attract new students to this proposed new program? (required)

The recruitment plan is cost-neutral because the courses are already part of existing division work and will not require additional resources to recruit new students.

Will new sections of courses or additional hires be needed to offer this program? What are the faculty salary budget impacts of this proposed new program? Will additional facilities be required?

Only one course will need to be added to the catalog which is the capstone project for the course: SSC 405. This will be taught by arrangement in consultation with the student's program advisor. No additional faculty or facilities will be needed as all other courses are already part of the curriculum.

How and when will the effectiveness of this program be determined? (For Dean Review only)

Notes/Comments

There is one new course being proposed for this program which is the capstone course SSC 405. See the curriculum proposal C10813 for details about this course.

There seems to be a glitch that won't allow me to delete the attached documents. If multiple attachments come through the "HECC Final" is the correct HECC draft which includes some additional information about the proposed program. The "Public and Nonprofit Management Curriculum" document is just a reiteration of the mission, learning outcomes, and curriculum as included above.

Supporting Documents

Thumbnail	Name	Size	Actions
	Public and Nonprofit Management Curriculum.pdf (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1723)	77243	
	HECC Template.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1724)	101947	
	HECC Template.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1757)	110313	
	HECC Template.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1758)	110313	
	HECC Template.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1759)	110313	
	HECC Final.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1832)	110313	

- No errors

The queue for this request is:

Department Head/Program Coordinator → Division Chair → Division Curriculum/Graduate Chair → Curriculum Committee → Faculty Senate → Dean (LAS) → Provost → President → External →

Related Courses:

https://wou.edu/facultysenate/curriculum/view-request?id=10813	C10813	SSC 405 Capstone (include_files/iframe_apps/facultysenate/curriculum/forms/view.php?fdc_action=view_request&id=10813&table=NEW_CURRIC_PROPOSALS&category=course&append_type=&array_order=0)	New	P10563 (view.php?fdc_action=view_request&id=10563&table=)
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Department head/Program coordinator decision:

✓ Yes by Eliot Dickinson (2021-01-20 12:31:55)

Comments:

Division chair decision:

✓ Yes by Mary Pettenger (2021-01-20 12:40:58)

Comments:

Division curriculum chair decision:

✓ Yes by Robin Smith (2021-01-20 13:51:57)

Comments:

Curriculum Committee Decision:

✓ Yes by Laurie Burton (2021-01-20 13:55:19)

Comments:

Senate Decision:

Pending:

Sent to Leigh Graziano (graziano@wou.edu), on: 2021-01-20 13:55:19

LAS Dean Decision:

Pending: Kathy Cassity (cassityk@wou.edu),

Provost/VPAA Decision:

Pending: Rob Winningham (winninr@wou.edu),

President Decision:

Pending: Rex Fuller (rfuller@wou.edu),

Entered into appropriate systems by registrar's office:

Pending: Amy Clark (clarkaj@wou.edu),

Entered into catalog:

Pending: Susan Hays (hayss@wou.edu),