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P8363

Elementary Certificate in Spanish (Certificate)

New

Requestor:

Jaime Marroquin

Submitted:

2021-01-19 19:52:06

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)*

Humanities

Department/Program *(required)*

Modern Languages

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

No

Summary/Rationale for proposal *(required)*

The Elementary Certificate in Spanish will be a program in which students take 3 classes (12 credit hours) taught in Spanish and develop reading, writing, speaking, and listening abilities in the target language at an elementary level. An Elementary Spanish Certificate provides students with working knowledge of the second most spoken language in the US, which is also a booming language in Oregon, boosting their employability.

At the end of one of their 3 classes, students will be professionally assessed by the Standards-based Measurement of Proficiency (STAMP) Exam, an online proficiency assessment delivered nationally. It is conducted by AVANT company, to measure speaking, reading, listening and writing abilities according to ACTFL proficiency scales.

The courses in this certificate represent the sequence of classes for first year language learning, as has been done at other universities (see supporting document). The classes cover a progression toward the A1 level of fluency as described by the Common European Framework of Reference for Languages or Novice High to Intermediate Low on ACTFL ratings. To make sure that the students reach an adequate level of fluency, the certificate will only be granted to students who reach a B- average or higher over the three classes.

Certificate programs have been developing rapidly in higher education across the country, including language certificates (for examples, refer to the language certificate descriptions in the supporting documents). Certificates benefit students by emphasizing specific skills they have acquired during their course of study. These skills are sought after by employers and can give students a competitive edge in the job market. Students are able to highlight the certificates they have earned on their resumes. Employers can see the extra skills applicants are potentially bringing to their company without checking university transcripts. It is crucial that Western Oregon University students have the same opportunity as students from other institutions to more clearly present their skills to potential employers. In fact, there are many professional areas where a foreign language certificate would be of great value, such as health, education, business, science, law enforcement, foreign service, non-governmental organizations, and social work, to name just a few.

In addition to showcasing student ability in a specific language, a language certificate acknowledges numerous skills that are also valued by employers, such as cultural competence, critical thinking and the ability to communicate in ambiguous situations.

These certificates tie in extremely well with Western Oregon University's mission to provide students with "lasting opportunities for student success through transformative education." They also support our vision to "become Oregon's campus of choice for students ... who seek a student-centered learning community" by "challenging students to grow profoundly" through immersing themselves into a different language and culture. Finally, by encouraging students to study a world language, we help students, in accordance with the university's values, to create "connections extending beyond the classroom, across campus and into our local and global communities." We also foster "an appreciation for the complexity of the world". As the Office of Academic Affairs website states: "Our graduates are equipped to be successful professionals and compassionate global citizens." There is no better way to become a compassionate global citizen than to learn a foreign language.

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

Yes

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

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)*

16.0905

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

Elementary Certificate in Spanish

Mission, Learning Outcomes, Etc.

MISSION:

Prepare students to enter the work force with an elementary level of fluency so that they can interact in this language with individuals and companies during the course of their work, both in writing and verbally.

LEARNING OUTCOMES:

1. Have successful real-life interactions with speakers of the target language at the elementary level.
2. Interact respectfully with individuals and organizations from different cultural backgrounds.
3. Understand the value of a bilingual society.

Description *(required)*

Core courses:

SPAN 101 First Year Spanish I, Credits: 4

SPAN 102 First Year Spanish II, Credits: 4

SPAN 103 First Year Spanish III, Credits: 4

Note: If students come into the program with previous language experience they might substitute SPAN 101 and/or SPAN 102 with the following classes with instructor approval:

SPAN 201 Second Year Spanish I, Credits: 4

SPAN 202 Second Year Spanish II, Credits: 4

Total Credits: 12

Program Outcomes

Learning Outcome	Alignment to ULOs
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Learning Outcome	Alignment to ULOs
Have successful real-life interactions with speakers of the target language at the elementary level.	Diversity
2. Interact respectfully with individuals and organizations from different cultural backgrounds.	Diversity
3. Understand the value of a bilingual society.	Diversity

Targeted Professions *(required)*

Targeted Professions:

Education, Business, Health Professions, Law School, Graduate School, Social Work, Criminal Justice, Communication, Marketing, Social and Medical Research, Law Enforcement, and Peace Corps, International Affairs.

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)*

Spanish, International Studies, Business, Public Policy and Administration, Community Health Education Exercise, Physical Education, Criminal Justice, Humanities, Social Science.

Programs affected/consulted *(required)*

Modern Languages Department faculty was informed; will be the only department affected.

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

This certificate tie in extremely well with Western Oregon University's mission to provide students with "lasting opportunities for student success through transformative education." Furthermore, by encouraging students to study a world and US language, we help students, in accordance with the university's values, to create "connections extending beyond the classroom, across campus and into our local and global communities." We also foster "an appreciation for the complexity of the world". As the Office of Academic Affairs website states: "Our graduates are equipped to be successful professionals and compassionate global citizens." There is no better way to become a compassionate global citizen than to learn a foreign language.

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)*

According to a recent Joint National Committee for Languages and the National Council for Languages and International Studies (JCNL-NICLS), 71% of business leaders plan to grow in markets where English is not the primary language.

Bilinguals get paid between 5%-20% per hour higher than the base rate. For instance, the government of California pays a salary differential to employees who use their bilingual skills an average of 10% or more of their total work time. Bilingual job postings across all sectors have tripled between 2010 and 2019.

The certificate supports a vision to "become Oregon's campus of choice for students ... who seek a student-centered learning community" by "challenging students to grow profoundly" through immersing themselves into a different language and culture.

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)*

In order to recruit students to the Certificate Program we will:

- promote the Certificates in language classes and on our syllabi.
- inform Admissions, Student Success and Advising, and faculty advisors about this new opportunity.
- highlight the Certificates on our website.
- promote the Certificates at Preview Days, SOAR events, New Student Orientation Week.
- update language course brochures to highlight the Certificates.
- send emails to current and incoming students announcing the Certificate Program.

We plan to consult MarCom once the Certificates have been approved.

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 we already update our language brochures yearly.

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?

The classes needed to complete this certificate are already taught on the Monmouth campus and will not require the hiring of new faculty or new facilities.

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

As already mentioned, we use yearly the STAMP exam to assess the effectiveness of all of our language courses. We will also review yearly if the Certificate Program has led to a significant increased enrollment in First Year language courses. We will also conduct a qualitative assessment of the program with all faculty involved. Results and conclusions will be included in the Modern Languages Annual Report. Finally, the certificate will be assessed every seven years with all programs and courses of the department

Notes/Comments

This certificate proposal has been already approved by the Humanities Division.

Supporting Documents

Thumbnail	Name	Size	Actions
	Language Certificate Comparator Analysis.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1295)	29752	
	Consultancy-Report-GRECO-WOU-4-30-2019.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1423)	49670	
	HECC-New-Academic-Program-Proposal_w-budget_ELEMENTARY SPANISH.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1550)	101305	
	HECC-New-Academic-Program-Proposal_w-budget_ELEMENTARY SPANISH.docx (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1775)	101319	
	Modern Languages Certificate Exception Request.pdf (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1776)	59759	

- 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:

No related courses found

Department head/Program coordinator decision:

✓ Yes by Patricia Gimenez-Eguibar (2021-01-20 06:52:07)

Comments:

Division chair decision:

✓ Yes by Paula Baldwin (2021-01-20 06:53:25)

Comments:

Division curriculum chair decision:

✓ Yes by Lars Soderlund (2021-01-20 13:45:44)

Comments:

Curriculum Committee Decision:

✓ Yes by Laurie Burton (2021-01-20 13:57:07)

Comments:

Senate Decision:

Pending:

Sent to Leigh Graziano (grazianol@wou.edu), on: 2021-01-20 13:57:07

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),