ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CERTIFICATE

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate certificates or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and the University Senate, and be approved by the Executive Vice President and Provost of the University.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate certificates may have additional requirements.

An undergraduate certificate is a programmatic or linked series of courses from a single field or one that crosses disciplinary boundaries and may be free-standing or affiliated with a degree program. The certificate provides a structured and focused set of courses that can be used to enhance a student's baccalaureate experience or professional development.

An undergraduate certificate program:

- Requires a minimum of 15 semester hours of which at least 12 semester hours must be upper division
- Requires a minimum grade of "C" or better for all upper division courses
- Consists of courses that must directly relate in whole or large part to the purpose of the certificate. Example: Geographic area certificates must include only courses specific to the title of the certificate, other than a non-English language
- Is cross disciplinary; or,
    - Certified by a professional or accredited organization/governmental agency; or,
    - Clearly leads to advanced specialization in a field; or,
    - Is granted to a program that does not currently have a major

College/School/Institute: College of Public Programs

Department/Division/School: School of Pubic Affairs and School of Community Resources and Development

Proposed Certificate Name: Leadership, Ethics and Service

Requested effective Date: 2014-15

Delivery method: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations:

Indicate all locations where this program will be offered.

☒ Downtown Phoenix ☐ Polytechnic ☐ Tempe ☐ West Other:

Proposal Contact

Name:	Kathleen Andereck	**Title:**	Associate Dean
Phone number:	6-1056	**Email:**	kandereck@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Kathleen Andereck, Associate Dean

Signature **Date:** 1/13/2014

College/School/Division Dean name:
(if more than one college involved)

Signature _____ **Date:** / /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

ARIZONA STATE UNIVERSITY

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1. Overview

A. Provide a brief description of the new certificate.

The College of Public Programs in collaboration with General Benjamin Freakley, Special Advisor to President Crow and Professor of Practice in the School of Public Affairs, will launch a certificate in Leadership, Ethics and Service in fall 2014. The program will include course work with an emphasis on values, ethics, leadership and public service. In addition to in-class instruction the certificate will include a service learning component during one summer, and out of classroom activities including a retreat, seminars, and community service activities.

B. This proposed certificate (check one):

- ☒ Is cross disciplinary; or
- ☐ Is certified by a professional or accredited organization/governmental agency; or,
- ☐ Clearly leads to advanced specialization in a field; or,
- ☐ Is granted to a program that does not currently have a major.

C. Why should this be a certificate rather than a concentration or a minor?

The certificate will be a highly sought-after program that can enhance students' degrees in any major at the university. A certificate will allow the addition of out of classroom activities more readily than a minor. It is more easily incorporated into most students' degree programs. As well, the program is not directly affiliated with a specific degree program but is an interdisciplinary offering.

D. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The certificate is not affiliated with a specific degree program but is widely applicable to students in any degree program at ASU. Programs with a focus on leadership are available, however this certificate goes beyond other programs at ASU by directly emphasizing values, ethics, leadership, and public service beginning in a students' freshman year. Students take one course each year and have a summer service experience to provide continuity throughout their time at ASU. It also has a signficant public service component that other programs do not incorporate. The certificate will be available to transfer students in years following the pilot offering.

E. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

Leadership has become an important characteristic for people in the public, nonprofit and private sectors. Management and administrative skills are no longer considered sufficient; organizations desire individuals who can effectively lead innovation and positive change. Those that have these skills are highly desireable in any field in any sector.

F. Projected enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	25	70	110

2. Support and Impact

A. Faculty governance
Provide a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

See attached statements from Karen Mossberger, Director of the School of Public Affairs, and Kathleen Andereck, Director of the School of Community Resources and Development.

B. Other related programs
Identify other related ASU programs and outline how the new certificate will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

Because leadership is important in any field, the Leadership, Ethics and Service certificate can be considered related to all programs in the university. This certificate complements other programs in that it begins with first semester freshmen and continues through to graduation providing students an on-going experience throughout their time at ASU. It also involves not only course work but outside activities to further develop students' leadership skills. The first year will serve as a pilot program to a broader university-wide initiative being spearheaded by General Freakley.

C. Letter(s) of support
Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at (http://www.asu.edu/oue/assessment.html).

This certificate will provide students with a foundation in values, ethics, leadership and service. Specific assessment outcomes and measurements include:

Outcome 1: Students will be able to articulate their own personal values and the role of ethics in the professional work-place.

Measure 1.1: Students taking NLM 235 will write a paper that describes several aspects of their personal values.

Performance criterion 1.1: A minimum of 80 percent of the students will achieve a score of 80 percent or better on the paper as evaluated by the instructor.

Measure 1.2: Students taking NLM 235 will describe the importance of ethics in effective leadership via a paper about ethics.

Performance criterion 1.2: A minimum of 80 percent of students will achieve an 80% or better on the paper as evaluated by the course instructor.

Outcome 2: Students will develop basic leadership skills.

Measure 2.1: Student in PAF 410 will take an exam that assesses their knowledge of basic leadership styles and principles.

Performance criterion 2.1: A minimum of 80 percent of the students will achieve a score of 80 percent or better on an exam as evaluated by the instructor.

Measure 2.2: Students in CRD 435 will engage in a project that requires leadership skills.

Performance criterion 2.2: At least 90% of students will achieve a 90 percent or better on an evaluation of the project by their site supervisors.

Outcome 3: Students will be able to articulate the importance of public service to communities and individuals.

Measure 3.1: Students taking NLM 410 will analyze a case related to social entrepreneurship.

Performance criterion 3.1: A minimum of 80 percent of the students will achieve a score of 80 percent or better on the cases analysis as evaluated by the course instructor.

Measure 3.2: Students taking CRD 435 will describe and evaluate their service learning project and how it benefited the entity with which they worked

Performance criterion 3.2: A minimum of 80 percent of the students will achieve a score of 80 percent or better on the project paper as evaluated by the course instructor.

B. Admissions criteria

List the admissions criteria for the proposed certificate. If they are identical to the admission criteria for the existing major and degree program under which this certificate will be established, please note that here.

For the first year the pilot program will be limited to 25 students. Admission will be by application. Students will be selected for the program based on GPA, personal statement indicating the reason for interest in the program, two letters of recommendation, and evidence of community engagement. In subsequent years the program will be open to any student admitted to ASU.

C. Curricular structure

Provide the curricular structure for this certificate. Be specific in listing required courses and specify the total minimum number of hours required for the certificate.

Required certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
NLM	235	Foundations of Leadership and Ethics	Yes	3
PAF	410	Building Leadership Skills	No	3
CRD	435	Service Learning for Community Development	No	3
NLM	410	Social Entrepreneurship	No	3
			Section sub-total:	12

Elective certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
			Section sub-total:	

Other certificate requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable	Credit Hours
PAF 400 Senior Capstone Experience	3
Section sub-total:	3
Total minimum credit hours required for certificate	**15**

D. Minimum residency requirement
How many hours of the certificate must be ASU credit?
15

E. New Courses
Provide a brief course description for each new course.
NLM 235 Foundations of Leadership and Ethics. This course examines ethical questions faced by emerging leaders. It focuses on helping students develop emotional intelligence, current professional issues, and the refinement of a professional philosophy and comprehensive set of competences that enable transition from student to professional.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda.

4. Administration and Resources

A. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

The first year of this certificate will serve as a pilot for future years. Students will be required to apply to the program. Applications will be reviewed by a committee of faculty. Following the first year students will be admitted by submitting an application available through the schools' academic success specialists. Advising will be provided by academic success specialists in the Schools of Public Affairs and Community Resources and Development.

B. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

Resources will be required primarily for the out of classroom activities. The School of Community Resources and Development will need to develop one new course. The School of Community Resources and Development already offers a service learning class under another prefix so the CRD prefix will be added to the class. Other courses are already offered. Resources are being sought by the dean of the College of Public Programs.

C. Primary Faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Gordon Shockley	Associate Professor	Social entrepreneurship
Karen Mossburger	Professor	Leadership
Kathleen Andereck	Professor	Service learning
Jonathan Koppell	Professor	Leadership and ethics

5. Additional Materials

A. Complete and attach the Appendix document.

B. Provide one or more model programs of study (if appropriate).

C. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX

OPERATIONAL INFORMATION FOR UNDERGRADUATE CERTIFICATES

(This information is used to populate the Degree Search/catalog website.

Please consider the student audience in creating your text.)

A. **Proposed Certificate Name:**
Leadership, Ethics and Service

B. **Description (150 words maximum)**
The program includes course work with an emphasis on values, ethics, leadership and public service. In addition to in-class instruction, the certificate includes a service learning component during the summer and out of classroom activities.

C. **Contact and Support Information**

Building Name, code and room number: *(Search ASU map)*	UCENT
Program office telephone number: (*i.e. 480/965-2100*)	602/496-600
Program Email Address:	copp@asu.edu
Program Website Address:	http://copp.asu.edu

D. **Program Requirements:** Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

The certificate consists of the following courses:
NLM 235 Foundations of Ethics and Leadership (3)
PAF 410 Building Leadership Skills (3)
NLM 410 Social Entrepreneurship (3)
CRD 435 Service Learning for Community Development (3)
PAF 400 Senior Capstone Project (3)

E. **Additional Admission Requirements** If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

A limited number of students will be admitted to the program based on the following:

- GPA
- a personal statement
- two reference letters
- evidence of community engagement

F. **Delivery/Campus Information Delivery:** On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

G. **Campus/Locations:**
Indicate **all** locations where this program will be offered.

☒ Downtown Phoenix ☐ Polytechnic ☐ Tempe ☐ West Other:

ASU College of Public Programs
ARIZONA STATE UNIVERSITY

Date: January 13, 2014

To: University Curriculum Committees

From: Kathleen Andereck, Associate Dean

Re: Certificate in Leadership, Ethics and Service

This memo is to confirm support from the College of Public Programs for the undergraduate certificate in Leadership, Ethics and Service. Courses will be included from the School of Community Resources and Development and the School of Public Affairs. The College is pleased to be able to offer this program for students in a wide range of majors at ASU.

From: Dana Newell
To: Kathleen Andereck
Subject: RE: Leadership and Service Certificate
Date: Monday, January 13, 2014 1:14:42 PM

Thank you, we look forward to the collaboration.

Dana C. Newell, M.A.
Assistant Dean, Student and Academic Affairs
College of Public Programs
Arizona State University

From: Kathleen Andereck
Sent: Monday, January 13, 2014 1:03 PM
To: Dana Newell
Cc: Kathleen Andereck
Subject: FW: Leadership and Service Certificate

Dana,
Below you will find the support email from Karen regarding the certificate in Leadership and Service that will be offered by the College. Also note that we in the School of Community Resources and Development are also very supportive of the program and will be able to offer the required courses when they are needed starting with the course on Leadership and Ethics next year. We look forward to continuing our work with you, William and General Freakley on this program.
Kathy

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Kathleen Andereck
Associate Dean, **College of Public Programs**
Director and Professor, **School of Community Resources and Development**
Arizona State University
Mail Code 4020, 411 North Central Avenue, Suite 550 Phoenix, Arizona 85004-0690
Phone: (602) 496-1056 | Fax: (602) 496-0953 | E-mail: kandereck@asu.edu

From: Karen Mossberger
Sent: Friday, January 10, 2014 12:34 PM
To: Kathleen Andereck
Subject: Leadership and Service Certificate

Dear Kathy -

I am writing to express the enthusiastic support of the School of Public Affairs for the Leadership and Service certificate that is being developed in the School of Public Affairs. We have been involved in the design of the certificate program, and see this as an important opportunity for our students and others to develop critical leadership skills. We are committed to offering the classes that are needed for the certificate.

Best,

Karen

Karen Mossberger, Ph.D.
Professor and Director, School of Public Affairs
Arizona State University
411 North Central Ave., Suite 450
Phoenix, AZ 85004
karen.mossberger@asu.edu