



**ESTABLISHING GRADUATE CERTIFICATES**  
**ARIZONA STATE UNIVERSITY**  
**GRADUATE COLLEGE**

**This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed. Current graduate certificate guidelines may be found at [http://graduate.asu.edu/faculty\\_staff/policies/other\\_opportunities](http://graduate.asu.edu/faculty_staff/policies/other_opportunities).**

The graduate certificate is a programmatic or linked series of courses in a single field or one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree and may be freestanding or linked to a degree program. The virtue of the graduate certificate is that it enables the university to respond to societal needs and promotes university interaction with corporate, industrial, and professional communities.

Submit the completed and signed (chairs, unit deans) proposal to the **Office of Graduate Academic Programs** in the Graduate College. Mail code: 1003 and electronic copies to [Joan.Brett@asu.edu](mailto:Joan.Brett@asu.edu) or [Denise.Campbell@asu.edu](mailto:Denise.Campbell@asu.edu)

**Please type.**

<b>Contact Name(s): Rhonda Phillips</b>	<b>Contact Phone(s): 602-496-0160</b>
<b>College: College of Public Programs (COPP)</b>	
<b>Department/School: School of Community Resources &amp; Development (SCRD)</b>	
<b>Name of proposed Certificate: Social Entrepreneurship and Community Development</b>	
<b>Requested Effective Term and Year: Fall 2012</b> (e.g. Spring 2012)	
<b>Do Not Fill in this information: Office Use Only</b>	
<b>CIP Code:</b>	

**1. OVERVIEW.** Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

This program provides the framework to learn about harnessing social entrepreneurial and enterprise opportunities for creating transformative responses to challenges prevalent in societies and communities. To be offered as an online graduate certificate program, it is aimed at the nation-wide professional market as well as ASU graduate students who wish to enhance their qualifications with a unique online graduate certificate. It consists of 15 hours, providing four core courses centering on social entrepreneurship and innovative community development. The fifth and final course to be taken is offered as a semester-long course during the summer term and serves as a “capstone” to complete the student’s portfolio with an applied social entrepreneurship and innovative community development project. With nonprofit, social sector, groundings, it will appeal to both policy- and entrepreneurship-oriented students, across disciplines, as course materials will cover a range of organizational activities and structures, including public, private, and nonprofit sector responses. Social entrepreneurship has entered the public lexicon and has rapidly emerged as a distinct field of study and application; coupled with innovative community development, this certificate program provides a unique opportunity to build on our cumulative strengths to serve as market leaders.

Social entrepreneurship considers two convergent streams of conceptual thought, activity, and impact associated with the emerging field of social entrepreneurship. First is the role of social entrepreneurs, which can be defined as, “society’s change agents: pioneers of innovations that benefit humanity” (Skoll Foundation, 2005). This understanding leads to our thinking about the application of business principles to social issues while acknowledging the uniqueness of the nonprofit form in relationship to government and commercial enterprises, which in turn leads to the importance of social enterprise that we define as “any earned-income business or strategy undertaken by a nonprofit to generate revenue in support of its charitable mission.” ‘Earned income’ consists of payments received in direct exchange for a product, service or privilege” (Social Enterprise Alliance, 2005). Guiding the overall framework is the definition of social entrepreneurship as promulgated by the ASU Lodestar Center for Philanthropy & Nonprofit Innovation, which

is, “the creation of social value through the innovative application of the best of for-profit and nonprofit practices, including the diversification of income sources with earned income strategies.”

Second, is the role of community development in capacity building and promoting positive change in neighborhoods, towns, cities and regions. This provides a foundational basis for exploring new and innovative ways to effect change. We use the following definition to conceptualize community development: “It is a process of developing and enhancing the ability to act collectively, and an outcome by taking collective action and the results of those actions for improvement in a community in any or all realms: physical, environmental, cultural, political, social, economic, etc.” (Phillips and Pittman, 2009). The combination of social entrepreneurship and innovative community development provides a basis for exploring capacity building and fostering positive change for strong societies and economies.

## 2. ADMINISTRATION AND RESOURCES

- A.** How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staff for this proposed certificate program be met?

SCRD faculty will work closely with ASU Online to ensure quality delivery and student progress tracking of the program. Applications will be reviewed by a SCR D faculty committee. Advising and retention will be conducted by both ASU Online and faculty involved in the program. There is an SCR D Graduate Committee already in place and their oversight will be requested.

- B.** 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 program.

We do not anticipate new budgetary needs. Some new courses will be created; however, these courses will be taught by existing faculty and can be taught as combined iCourse and Online sections if needed to facilitate program start. Resource implications – none.

## 3. ADMISSIONS PROCEDURES AND CRITERIA

- A. Admission criteria** – Applicants must meet the admissions criteria for the Graduate College. Please also include any other additional admission requirements, e.g. type of undergraduate degree, minimum GPA, tests and/or entry-level skills that are required for this certificate program.

[http://graduate.asu.edu/faculty\\_staff/policies/admissions](http://graduate.asu.edu/faculty_staff/policies/admissions)

Students must submit an online application for admission to the Graduate College.

- B. Application Review Terms**

Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:

**To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

Fall                      Deadline (month/year): July 30

Spring                      Deadline (month/year): November 15

Summer                      Deadline (month/year): April 15

### C. Projected annual admission/enrollment

How many students will be admitted immediately following final approval of the certificate? What are enrollment projections for the next three years?

Anticipated enrollment for the first year is up to 15 students per class. Potential enrollment, Year 1: 15 students; Year 2 – 25 students; Year 3 – 35 students.

## 4. ACADEMIC REQUIREMENTS

### A. Minimum credit hours required for certificate (15 credit hour minimum)

15 credit hours, offered in 7.5-week modules with the following schedule:

Fall – NLM 562 Social Entrepreneurship and NLM 598 Topic: Community and Social Innovations (to be numbered CRD 572 Community and Social Innovation)

Spring – NLM 520 Financial Management in Nonprofit Organizations and an elective

Summer - NLM 593 Applied Project

We will encourage students to start in the fall semester and follow the sequence; however, this may not be possible due to students' schedules so we will offer the courses sequentially and the program could take either one year or two years to complete.

### B. Please describe the primary course delivery mode, (e.g., online, face-to-face, off-site etc.). Please note: If this proposed initiative will be offered completely online, clearly state that in this section.

Completely online delivery, via ASU Online

### C. As applicable, please describe culminating experience required (e.g., internship, project, research paper, capstone course, etc.)

The final course in the sequence will be a project aimed at serving as a “capstone” course” to bring together the learning experiences and knowledge base of the prior four courses. This is NLM 575 Applied Social Entrepreneurship and Community Innovation. Each student will participate in development of an enterprise plan, which is a very applied project. The project will be identified and designed, based on the student's interest and knowledge base and reflective of their experience in the certificate program. Examples of projects may include an enterprise development plan for a nonprofit agency, or a plan to develop community collaborations for a private sector firm interested in social enterprise. This will complete the portfolio of projects and experience gained during the certificate program. A faculty member will oversee the projects. This task will be rotated and shared overtime by several faculty members so that all faculty share in this responsibility. Therefore, it will not be the one responsibility of just one person every time. Our plan is to offer this course each summer, with rotating responsibility for which faculty member teaches it.

### D. What knowledge, competencies, and skills (learning outcomes) should students have when they graduate from this proposed certificate program? Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Learning objectives and outcomes include the following::

- **Outcome 1:** Students will demonstrate knowledge of the dominant concepts and practices in social entrepreneurship and community development.
  - **Measure 1.1:** Students in NLM 562 Social Entrepreneurship and NLM 598 Social and Community Innovation will be required to take an exam assessing knowledge of both social entrepreneurship and community development by considering essentials for undertaking a nonprofit enterprise, developing awareness of the role of community partners in social entrepreneurship and social enterprise, and studying exemplary practices and applications of both social entrepreneurship and social enterprise.

- **Performance Criteria 1.1:** 80 percent of students or better will achieve a score of 80 percent or better on the exam as evaluated by the instructor.
  - **Measure 1.2:** Students in NLM 520 Financial and Resource Management, NLM 565 Grant Writing for Nonprofit Organizations, or NLM 530 Program Evaluation and Information Management will be required to take an exam assessing knowledge of social impact analysis, participatory action research, social accounting and financial management techniques and applications for resource management.
    - **Performance criterion 1.2:** 80 percent of students or better
  - **Outcome 2:** Students will demonstrate application of the approaches in social entrepreneurship and community development.
    - **Measure 2.1:** Students in NLM 593 Applied Project will be required to develop and conduct a project where concepts and approaches will be applied.
      - **Performance Criteria 2.1:** 80 percent of students or better will achieve a score of 80 percent or better on the project assignment as evaluated by the instructor.
- E. How will students be assessed and evaluated in achieving the knowledge, competencies, and skills outlined in 4.D. above? Examples of assessment methods can be found at (<http://www.asu.edu/oue/assessment.html>).

Each course will require assessments, including projects to build a portfolio of experience during the five-course sequence. In addition to projects, there will be writing assignments, including analysis of concepts, approaches and plans. The applied project will be the culminating experience of the class and will assess students' ability to apply what they have learned. Each student will be directed by a faculty member to develop and carry out the project.

- F. Satisfactory student academic progress standards and guidelines (including any time limits for completion).

An overall grade point average of B (3.0) is required for successful completion of the certificate program. There is a limit of one course offered in the program where less than a B- is allowed. A three-year time limit for completion of the program is proposed. If longer than three years elapses without completion, students must re-apply for the certificate program.

- G. Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program? (Please note that a maximum of 9 hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU).

Per Graduate College policy and with the approval of the academic unit offering the graduate degree program, credit hours completed for the certificate program may be applied towards a future graduate degree at ASU.

- H. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all new core course proposals have been submitted to the Provost's office through ACRES online course proposal submission system. Please note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

The courses are online 7.5-week modules of courses that are from existing courses converted to online: NLM 620 Capstone (Applied Social Entrepreneurship and Community Development); NLM 520 Financial Management (Social Investment and Resource Management). \*New course numbers will be assigned, including with a CRD designation. Existing online courses include NLM 530 Program Evaluation (Impact Analysis) and NLM 565 Grant Writing.

<b><u>Required Courses</u></b>			<b><u>Credit Hours</u></b>
<i>(Prefix &amp; Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	<i>(Insert Section Sub-total)</i>
NLM 562	Social Entrepreneurship	no	<b>3</b>
NLM 598 (CRD 572)	Community and Social Innovations	yes	<b>3</b>
NLM 520	Financial and Resource Management	no	<b>3</b>
<b><u>Electives</u></b>			<b><u>Credit Hours</u></b>
<i>(Prefix &amp; Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	<i>(Insert Section Sub-total)</i>
	<b>Choose one elective from:</b>		<b>3</b>
NLM 530	Program Evaluation and Information Management	no	3
NLM 565	Grant Writing Nonprofit Organizations	no	3
<b><u>Culminating Experience (if applicable)</u></b>			<b><u>Credit Hours</u></b> <i>(Insert Section Sub-total)</i>
NLM 593 Applied Project			<b>3</b>
<b>Total required credit hours</b>			<b>15</b>

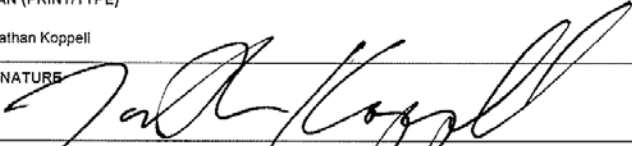
**5. PRIMARY FACULTY PARTICIPANTS** - Please list all primary faculty participants for the proposed certificate, including home unit and title. You may attach additional pages if necessary.

<b>Name</b>	<b>Home Unit</b>	<b>Title</b>
Gordon Shockley	SCRD – NLM	Associate Professor
Laurie Mook	SCRD – NLM	Assistant Professor
Rhonda Phillips	SCRD – NLM	Professor, Associate Dean
Robert Ashcraft	SCRD – NLM	Associate Professor and Executive Director, ASU Lodestar Center for Philanthropy and Nonprofit Innovation
Richard Knopf	SCRD – NLM	Professor
Mark Hager	SCRD – NLM	Associate Professor

**Certificate Approvals – Social Entrepreneurship and Community Development**

7. APPROVALS - If the proposal submission involves multiple units, please include letters of support from those units.

DEPARTMENT CHAIR or SCHOOL DIRECTOR (PRINT/TYPE)	
Kathleen Andereck	
SIGNATURE 	DATE 1/9/12

DEAN (PRINT/TYPE)	
Jonathan Koppell	
SIGNATURE 	DATE 1/17/12

The following section will be completed by GC following the recommendations of faculty governance bodies.

EXECUTIVE VICE PROVOST FOR ACADEMIC AFFAIRS AND DEAN OF THE GRADUATE COLLEGE	
SIGNATURE	DATE

**Please note:** Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate, and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

**Appendix A**  
**Sample Plans of Study**

**Plan 1**

*Fall*

NLM 562 Social Entrepreneurship  
CRD 572 Community and Social Innovations

*Spring*

NLM 520 Financial and Resource Management  
Elective

*Summer*

NLM 593 Applied Project

**Plan 2**

*Fall*

NLM 562 Social Entrepreneurship  
CRD 572 Community and Social Innovations

*Spring*

NLM 520 Financial and Resource Management  
Elective  
NLM 593 Applied Project

**Plan 3**

*Fall*

NLM 562 Social Entrepreneurship

*Spring*

NLM 520 Financial and Resource Management

*Fall*

CRD 572 Community and Social Innovations

*Spring*

Elective

*Summer*

NLM 593 Applied Project

Date: January 17, 2012

To: Curriculum and Academic Program Committee

From: Nancy Rodriguez, Associate Dean, College of Public Programs *N.R.*

Re: Certificate in Social Entrepreneurship and Community Innovation

The proposal for a graduate certificate in Social Entrepreneurship and Community Innovation has been reviewed and approved through the appropriate processes of the School of Community Resources and Development. The College of Public Programs fully supports the implementation of the certificate.

Cc: Jonathan Koppell, Director of SPA, Dean of COPP

**Office of the Dean**

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