



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** Missouri State University

**Program Title:** Bachelor of General Studies

**Degree/Certificate:** Bachelor of General Studies

**Options:** N/A

**Delivery Site(s):** Springfield campus

**CIP Classification:** 24.0102

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** AY 2015-16

**Cooperative Partners:** N/A

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Frank Einhellig, Ph.D., Provost

Name/Title of Institutional Officer

*Frank Einhellig*  
Signature

11-24-14  
Date

Rachelle Darabi, Ph.D.,

Person to Contact for More Information

417-836-8346

Telephone

I. Table of contents (optional)

II. Executive Summary

The proposed Bachelor of General Studies (BGS) is an interdisciplinary degree program designed for students with broad interests and capabilities rather than a focused area of specialization. The BGS would provide structure for students who prefer the option of pursuing a degree plan in areas that may or may not be related. Instead of declaring a major, students will complete a minimum of 21 hours in each of two departments plus 3 additional hours in one of the departments, or a minimum of 15 hours in each of three departments. At least 18 of these hours must be upper division and at least 9 of the hours in the two or three specific departments must be 400 level or above. Hours used in the two or three specific departments must be completed with a GPA of 2.5 or above overall.

III. Introduction

The BGS degree was developed by a faculty committee charged by their deans to develop a new degree with the broadest possible requirements to serve this existing need. Members of the committee were recruited from all six Colleges plus the School of Agriculture. The committee reported as appropriate to the various College Councils as well as the Committee for General Education and Intercollegiate Programs (CGEIP).

It is anticipated that the BGS degree will be an attractive option for several reasons.

- (1) The BGS provides an alternative degree path for former MSU students.** First and foremost, students who left the university with considerable numbers of credits and expense but no degree would benefit personally and professionally from the opportunity to complete a degree. In the past ten years, approximately 4800 students with 90 or more credit hours have left MSU without degrees. Many of these students already have started their careers. In addition to the inevitable personal satisfaction associated with obtaining a college degree, many of these students may also experience an improved career path as college graduates.

DeWayne Matthews, vice president of policy and strategy for the Lumina Foundation, told a group of higher education leaders in Jefferson City recently that 755,000 Missourians have attended college but still lack a degree.

- (2) The BGS provides an alternative degree path for current MSU students who are not well served by the traditional major/minor system.** Some current students are at risk of leaving the university without a degree because they have not found a specific major or career path that sufficiently interests them. The existing system of individualized majors at MSU serves students whose academic interests are specialized and closely integrated. By contrast, the BGS would provide structure for students who prefer the option of pursuing an interdisciplinary degree plan in two or three areas that may or may not be related. It is important to note that the BGS degree is not designed for students who have pursued an unfocused collection of credits. The quality of the undergraduate experience will be maintained, with all course content remaining the same regardless of a student's degree program.

The BGS will require students to satisfy the established General Baccalaureate Degree Policies and Requirements outlined in the undergraduate catalog with two exceptions: For obvious reasons, the policies applying to "Majors and options" and "Multiple Degrees and/or multiple majors" will not apply to the new degree. Students pursuing multiple degrees will not be allowed to include a BGS degree; however, those who complete the BGS will be permitted to pursue a subsequent undergraduate degree. The BGS students will be expected to complete all of the bachelor degree requirements pertaining to General Education, the catalog of graduation, constitutional study, credits and grade point averages, the university exit exam, residence and appeals for exceptions.

**(3) The BGS is a performance indicator that characterizes several of MSU's benchmark institutions.** Degrees similar to the BGS are offered by a growing number of colleges and universities. Of MSU's 11 benchmark institutions, 7 offer a General Studies degree program: Ball State, Illinois State, James Madison, Louisiana Tech, U. of Northern Iowa, University of Texas at Arlington, and Wichita State. (Attachment 4 contains data comparing the number of General Studies graduates to all Bachelor's Degrees awarded at these benchmark schools.)

Within Missouri, Drury University, UM/Columbia, UM/St. Louis, and Southeast Missouri State University offer some type of Bachelor's Degree in General Studies. University of Missouri Science and Technology is now developing a similar degree program. (Attachment 5 contains data comparing the number of General Studies graduates to all Bachelor's Degrees awarded at these Missouri schools.)

IV. Alignment With Mission and Goals

1. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete table below)

Form SE	Year				
	1	2	3	4	5
Full Time	5	7	15	20	20
Part Time	5	8	15	20	20
Total	10	15	30	40	40

- ii. Will enrollment be capped in the future? No
- iii. Please provide a rationale regarding how student enrollment projections were calculated

According to MSU's Office of Enrollment Management and Services, approximately 4800 students have left the university in the past 10 years with 90 or more credit hours and no degree.

Research on graduation numbers for similar universities with BGS programs are reflected in the table below, including one benchmark institution and one Missouri institution.

	Grand Valley State University—Benchmark Institution				
	Year				
	1	2	3	4	5
Full Time	16	29	29	41	41
Total	16	29	29	41	41

	University of Missouri – St. Louis				
	Year				
	1	2	3	4	5
Full Time	2	34	67	69	94
Total	2	34	67	69	94

**B. Market Demand:**

- i. National, state, regional, or local assessment of labor need for citizens with these skills.

Of the 20 fastest growing occupations in Missouri (2011-2013), 11 typically require at least a bachelor's degree (Missouri Economic Research and Information Center). By facilitating degree completion, the General Studies program will help to increase access to these emerging career paths for students in this region who might not otherwise qualify.

The General Studies program will also serve persons seeking positions that require four-year degrees, but not necessarily in particular fields. According to the MSU Career Center's Annual Report for 2011-2012, "Employers who post their full- and part-time positions through the Career Center often seek candidates from many or all colleges." (20) The program will also benefit currently employed persons who qualify for promotions in other respects except for having a four-year degree.

According to the Center for Adult and Experiential Learning (CAEL), "The Georgetown University Center on Education and the Workforce reports that the U.S. will need 22 million new college degrees by 2018, but will fall short of that number by at least 3 million post-secondary degrees, associates, or better" ([www.cael.org/How-We-Help/Adult-Students](http://www.cael.org/How-We-Help/Adult-Students)).

At the February 2014 Conference on Transfer and Articulation in Jefferson City, Missouri Department of Higher Education Commissioner David Russell noted that "currently, 36.4% of Missouri adults have completed a degree while the state goal is

60% of adults with certificates or degrees by 2025." He also noted that there is a 54% increase of returning adults coming to Missouri colleges. The BGS degree will provide a pathway to degree completion for many of these students who already gave credit toward a degree. Ross Hawkins, Missouri State's transfer advisor, sees approximately 20 students each year who would be well-served by the BGS degree. These students are in addition to the market that already exists of MSU students who have left without a degree.

- ii. Support letter(s) from potential employers (optional; append to proposal)

C. Societal Need:

- i. General needs which are not directly related to employment

By attracting and retaining more students in a General Studies curriculum, the degree program will enable more individuals in southwest Missouri to "develop the capacity to make well-informed, independent critical judgments about the cultures, values and institutions in society"

([www.missouristate.edu/longrangeplan](http://www.missouristate.edu/longrangeplan)). Further, the General Studies degree will support MSU's Public Affairs mission by helping to prepare additional citizens for ethical leadership, cultural competence, and community engagement upon graduation. The students drawn to MSU by this degree program – many of whom will be nontraditional students – will contribute maturity and life experiences to the classroom. At the individual level, the General Studies program will provide personal satisfaction and habits of lifelong learning that characterize educated, productive citizens.

The BGS also helps address the national problem of students who fail to complete college degrees. According to the Lumina Foundation's annual report for 2013, "Increasing the number of college graduates will not only bolster our economy, it will also strengthen our democracy and communities throughout the nation. These social and cultural reasons for increasing educational attainment are, at times, undervalued. There is a wealth of evidence that increased attainment improves health, lowers crime rates, and yields citizens who are both globally aware and participate more in civic and democratic processes such as voting and volunteering. All of these factors have enormous implications for our democracy" ([www.luminafoundation.org/publications/A stronger nation through higher education-2013.pdf](http://www.luminafoundation.org/publications/A%20stronger%20nation%20through%20higher%20education-2013.pdf)).

- ii. Support letter(s) from community leaders (optional; append to proposal)

D. Methodology used to determine "A" and "B" and "C" above.

The Center for Adult and Experiential Learning. (2014, January 31). ([www.cael.org/How - We-Help/Adult-Students](http://www.cael.org/How-We-Help/Adult-Students))

Conference on Transfer and Articulation. ([www.dhe.mo.gov/cota/cotaconference.php](http://www.dhe.mo.gov/cota/cotaconference.php))

Lumina Foundation (June 2013). *A Stronger Nation Through Higher Education*. Indianapolis: Lumina Foundation for Education.

Missouri Department of Higher Education (MDHE). ([www.dhe.mo.gov/](http://www.dhe.mo.gov/))

Missouri Economic Research and Information Center, Occupational Employment Projections. ([www.missourieconomy.org/occupations/occ](http://www.missourieconomy.org/occupations/occ))

Missouri State University Career Center's Annual Report for 2011-12. ([www.careercenter.missouristate.edu/assets/careercenter/AnnualReport2001-2012.pdf](http://www.careercenter.missouristate.edu/assets/careercenter/AnnualReport2001-2012.pdf))

Missouri State University 2011-2016 Long Range Plan: Fulfilling Our Promise. ([www.missouristate.edu](http://www.missouristate.edu))

2. Duplication and Collaboration (Form CL):

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

For nontraditional students who are already employed and living in southwest Missouri, a General Studies degree at MSU offers a feasible and cost-effective way to complete a four-year degree. They can complete the degree without the expense and disruption of travelling to a distant campus. The new program also provides a path for many former MSU students to complete four-year degrees at the same institution where they began, thus eliminating the need to resolve transfer issues.

For current MSU students who have not found a specific major or career path that interests them, a General Studies degree minimizes the risk of attrition. These students will be able to finish four-year degrees at MSU without wasting the considerable time and resources they have already invested in higher education.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete the rest of this section (Form CL. If no, state not applicable and go to item 3.

Not applicable

Length of agreement (open-ended or limited): (Not Applicable)

- A. Which institution(s) will have degree-granting authority?
- B. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
- C. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
- D. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
- E. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?

- F. In addition to the information provided by each participating institution regarding Financial Projections (item 4 below), please address the following items:
- I. How will tuition rates be determined if they differ among the institutions?
  - II. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.
  - III. What arrangements, if any, have been made for exchange of money between participating institutions?
- G. What commitments have been made by all participants to evaluate the program systematically?
- H. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

3. Program Structure (form PS):

- A. What are the total credits required for graduation? This should match C+D+E below.  
125 hours minimum
- B. Are there any residency requirements?  
30 hours of courses administered by the Springfield campus.

Total Credits by Category

- C. General Education courses: Total credits required: 45-49 hours  
List of classes that contribute to this total (an example has been entered). (to be filled in by OIR)

**Course ID Course Title Credits**

All courses included in the MSU General Education core may contribute to the total of 42-45 hours.

Total above should be the same as item 3.C.

- D. Major requirements: total credits required: 45 hours minimum\*  
List of classes that contribute to this total (an example has been entered).

**Course ID Course Title Credits**

\*Instead of declaring a major, students will complete a minimum of 21 hours in each of two departments plus 3 additional hours in one of the departments, or a minimum of 15 hours in each of three departments. At least 18 of these hours must be upper division and at least 9 of the hours in the two or three specific departments must be 400 level or above. Students must achieve a grade of C or better in all courses used in the BGS areas of emphasis.

Total above should be the same as item 3.C.

- E. Free elective credits:

Additional hours will bring the total hours to at least 125. At least 40 hours of the total must be upper division, as in all Baccalaureate Degrees at MSU.

- F. Describe any requirements for thesis, internship or other capstone experience.  
The student must fulfill the Public Affairs capstone requirement in one of the two or three specific departments.
- G. Describe any unique features such as interdepartmental cooperation.  
The General Studies degree will be administered by Interdisciplinary Studies through the Provost's Office under the Associate Provost for Student Development and Public Affairs. The Provost's Office will provide basic resources to administer the degree program in terms of advising, working out an individual degree plan, and verifying completion of the degree plan.

In addition, a subcommittee of the Faculty Senate Committee on General Education and Interdisciplinary Programs, along with the Associate Provost of Student Development and Public Affairs, will review and act on each application for admission to the BGS degree program.

The General Studies program differs from an individualized major in that the General Studies student is not required to integrate coursework across the two or three specific departments.

4. Financial Projections (for public institutions only; Form FP): Please complete table at the end of this document. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate table for each institution.
5. Program Characteristics and Performance Goals (form PG). For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.

A. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Admission to the General Studies program will require at least 75 hours of college credit. The General Studies degree program will not be available to students with fewer than 75 credit hours because these students have not had the opportunity to experience several years of growth and learning as an undergraduate.

Students will apply for this degree with a written essay summarizing their educational backgrounds and explaining how the General Studies program would be personally beneficial in ways that a traditional BA or BS degree program would not. The application will be made to the Associate Provost for Student Development and Public Affairs and acted on in consultation with a subcommittee of the Faculty Senate Committee on General Education and Intercollegiate Programs.

- Characteristics of a specific population to be served, if applicable.

The General Studies degree will serve two main groups of students. Those students who left the university with considerable numbers of credits and expense but no degree will benefit personally and professionally from the opportunity to complete a degree. The BGS degree is also appropriate for current students who through several years of interdisciplinary and focused study have learned that their interests are not well served with a specialized academic major.

#### B. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Not Applicable

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

Credit hours related to BGS students and assigned to full-time faculty will be commensurate with those of other baccalaureate students.

- Expectations for professional activities, special student contact, teaching/learning innovation.

At least 18 of the hours in the two or three specific departments must be from upper division courses. In some cases, faculty in those departments may elect to develop projects or assignments that enable General Studies students to build on unique professional or life experiences. The student must complete the Public Affairs capstone class in one of the two or three specific departments.

#### C. Enrollment Projections (repeat section 1.A.i)

- Student FTE majoring in program by the end of five years.

	FTE				
Year	1	2	3	4	5
FTE	21	20.4	21	21	21
Total FTE: 104.4					

- Percent of full time and part time enrollment by the end of five years.

Less than 1% of total enrollment

**D. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.

40 or fewer

- Special skills specific to the program.

None

- Proportion of students who will achieve licensing, certification, or registration.

Because the General Studies degree will be an interdisciplinary program for students with broad interests and capabilities, we expect that few undergraduates in this program will pursue certification or licensing in a single area. BGS students' diplomas will include no mention of the two or three specific academic areas.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

The BGS degree has no nationally normed or local assessments. All Missouri State University students take an exit exam which is considered an assessment of general education. MSU students currently score above national averages; therefore, it is expected that BGS students will score at the same level.

- Placement rates in related fields, in other fields, unemployed.

The majority of BGS students will be re-entries or returning adults who are already employed. They seek BGS degrees to advance their careers: thus, employment rates of BGS degree holders are high. Typically, BGS programs have students in all areas of employment. However, according to an employment survey by the National Association of Colleges and Employers (NACE), a high

number of General Studies degree recipients are employed in educational services fields.

- Transfer rates, continuous study.

To enter the General Studies program, students must have at least 75 credit hours. Many students transferring to MSU with an Associate's Degree from another institution will have to complete at least one semester of coursework before they can be admitted to the General Studies program.

E. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

Not Applicable

F. Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

Missouri State University utilizes the National Survey on Student Engagement (NSSE). In addition, the university exit exam contains satisfaction questions. Both of these tools will be utilized to determine satisfaction rates. Rates are expected to be high as the target population includes many returning students who are already employed. The BGS degree offers them the satisfaction of degree completion and opportunities for career advancement. BGS administrators will also work with the Office of Assessment, Alumni Relations, and Career Services to develop and administer satisfaction surveys to be delivered to graduates via email within 6 months of graduation. The BGS Advisory Committee will examine satisfaction data yearly.

- Expected satisfaction rates for employers, including timing and method of surveys

BGS employer satisfaction rates are expected to be high as the degree allows development opportunities for employees. BGS graduates work across a wide variety of industries; therefore, BGS administrators will work with Career Services to determine the optimal employers to survey as well as the appropriate methodology. Survey data will be examined yearly by the BGS Advisory Committee.

6. No Program Specific Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

BGS programs do not have specific accreditation. Students may select areas of study within their two-three areas that require accreditation. Those accreditations will be sought by those individual programs or colleges.

7. Will this program be offered primarily at an off-campus location? If yes, complete this section. If no, skip to item 9. No, the BGS will not be offered primarily at an off-campus location.

Quality Assurance for Off-Site Programs:

- A. **General Oversight:** Describe the manner in which this program will be managed. How does the management of this program fit within the institution's academic administrative structure?
  - B. **Faculty Qualifications:** How do the qualifications of faculty at this site compare with those of faculty for this program at the main campus? Please also note the comparable data regarding the proportion of course-section coverage by full-time faculty at each site.
  - C. **Support Services:** Describe how the institution will ensure that students at this site will be able to access services such as academic support, library, computing, and financial aid, as well as other administrative functions, at a level of quality comparable to that of on-campus programs.
8. **Institutional Characteristics:** Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

MSU offers a wide range of academic disciplines that will enable General Studies students to develop a program of study focusing on two or three particular areas. At MSU, the path leading to a four-year General Studies degree is affordable, and the good value will appeal to students in southwest Missouri. A General Studies degree is appropriate preparation for many emerging career paths; promotions, and entry-level positions in MSU's regional market.

9. **Any Other Relevant Information**

According to our data, 4800 students have left Missouri State in the last ten years with 90 credits hours or more and no degree; therefore, we will use this group for our original market. Many from this group will not be accessible, having moved to other areas; however, from the 4800, we will be able to identify a large enough group to market this degree. In addition, we will market internally to students who have acquired a large number of hours without securing a degree. This internal marketing will be done through advisors.

Our external marketing will be done by our Access and Outreach group. Their recommendation is to market through radio ads. Joye Norris, the Associate Provost for Access and Outreach will be in charge of the external marketing campaign. Rachelle Darabi, Associate Provost for Student Development and Public Affairs, will be responsible for the development of appropriate web resources that will be available through the Academic Advisement website. Don Simpson, the Associate Vice President for Enrollment Management, oversees the Office of Admissions and will be responsible for the inclusion of the BGS degree in appropriate Admissions resources.

- Project how the program will grow over time and how marketing will change as the program grows.

As the program grows, we will continue to market through Access and Outreach, particularly to adult student populations. We will also continue to keep web resources up-to-date as a marketing tool. We expect gradual growth as displayed in Section 1. A'; therefore, we do not anticipate drastic changes in our marketing approach.

- Estimate the costs for marketing and include them in the budget.

Estimated costs for marketing are \$2500/year for radio ads and web development.

- Describe plans to retain students through graduation.

We will utilize the resources of Adult Student Services, including an on-campus orientation, to welcome or welcome back students to our campus. We will also utilize the services of an advisor in the Academic Advisement Center. This advisor will utilize developmental advising approaches as advocated by NACADA (National Academic Advising Association). This advisor will track students' progress toward graduation. Students will also have access to our degree audit system to track their own progress. Students will be encouraged to utilize other campus resources like the Bear CLAW (Center for Learning and Writing).

- Describe plans to ensure program enrollment outcomes are achieved.

As is true for other programs, the BGS program will be subject to a cycle of program review to ensure that outcomes are achieved. The program will provide a yearly report to the Office of Assessment. Individual courses that make up the degree will be assessed by their respective departments.

**4b. Institutional Capacity**

- Project the burden of the program on existing resources. Provide evidence that there are sufficient students and funds available to implement and sustain a high quality program without compromising the quality of existing programs.

Because this program will utilize existing courses in existing departments, its burden on existing resources should be minimal. It should also have minimal impact on the quality of existing programs.

COMPARISON OF GENERAL STUDIES GRADUATES AT MISSOURI INSTITUTIONS

Institution	Degree Name	GPA for GS degree	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Missouri State <sup>1,2</sup>	All Bachelor		2567	2411	2546	2685	2807	2795	3015	3185	3131	3232
UM/Columbia <sup>3,4</sup>	Gen St All Bachelor (% Gen St)	2.0, component areas Ds are unacceptable	56 3848 1.45	57 4086 1.39	70 4259 1.64	77 4461 1.73	90 4736 1.9	90 4779 1.88	95 4855 1.96	86 4963 1.73	116 5087 2.28	112 5528 2.03
UM/St Louis <sup>5,6,7</sup>	Liberal St All Bachelor (% Lib St)	2.0 avg, BLS areas 2.0, each BLS course 2.0 overall	2 1902 0.11	34 1905 1.78	67 2039 3.29	69 2016 3.42	80 2011 3.98	94 2018 4.66	94 2018 4.66	104 2092 4.97	104 2092 4.97	92 1963 4.69
SEMO <sup>8,9</sup>	Gen St All Bachelor (% Gen St)	2.0, all degree credit 2.0 cumulative	78 1367 5.7	94 1507. 6.24	124 1462 8.48	170 1609 10.57	162 1461 11.09	189 1526 12.39	169 1568 10.78	171 1483 11.53	187 1546 12.1	179 1681 10.65
Drury <sup>10</sup>	Gen St	2.0 cumulative										

General Studies degree data not publicly available

<sup>1</sup> [http://www.missouristate.edu/assets/oir/2012-13\\_Fact\\_Book\\_FINAL\\_DRAFT\\_3-5-13.pdf](http://www.missouristate.edu/assets/oir/2012-13_Fact_Book_FINAL_DRAFT_3-5-13.pdf) (p 31)

<sup>2</sup> [http://www.missouristate.edu/assets/oir/Fact\\_Book\\_2007-08.pdf](http://www.missouristate.edu/assets/oir/Fact_Book_2007-08.pdf) (p 31)

<sup>3</sup> <http://ir.missouri.edu/degrees/d1-a.pdf> (p 1)

<sup>4</sup> <http://catalog.missouri.edu/undergraduate/collegeofartsandscience/generalstudiesprogram/bgs-general-studies/>

<sup>5</sup> [http://www.urnsl.edu/~ir/files/pdfs/degrees\\_awarded\\_level.pdf](http://www.urnsl.edu/~ir/files/pdfs/degrees_awarded_level.pdf) (p 1)

<sup>6</sup> [http://www.urnsl.edu/~ir/files/pdfs/degrees\\_awarded\\_department.pdf](http://www.urnsl.edu/~ir/files/pdfs/degrees_awarded_department.pdf) (p 1)

<sup>7</sup> <http://www.urnsl.edu/committees/senate/files/pdfs/meeting-docs/bis-3-19-13.pdf>

<sup>8</sup> [http://www.semo.edu/pdf/IR\\_Factbook\\_12-13\\_030713.pdf](http://www.semo.edu/pdf/IR_Factbook_12-13_030713.pdf) (p 124)

<sup>9</sup> [http://www.semo.edu/bulletin/pdf/2012\\_Curricula.pdf](http://www.semo.edu/bulletin/pdf/2012_Curricula.pdf)

<sup>10</sup> <http://www.drury.edu/ccps/catalogs/ccps1314.pdf>



**STUDENT ENROLLMENT PROJECTIONS**

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Year	1	2	3	4	5
Full Time	5	7	15	20	20
Part Time	5	8	15	20	20
Total	10	15	30	40	40

Please provide a rationale regarding how student enrollment projections were calculated:

According to MSU's Office of Enrollment Management and Services , approximately 4800 students have left the university in the past 10 years with 90 or more credit hours and no degree.

Research on graduation numbers for similar universities with BGS programs are reflected in the table below, including one benchmark institution and one Missouri institution.

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[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

**Market Demand:** Of the 20 fastest growing occupations in Missouri (2011-2013), 11 typically require at least a bachelor's degree (Missouri Economic Research and Information Center). By facilitating degree completion, the General Studies program will help to increase access to these emerging career paths for students in this region who might not otherwise qualify.

The General Studies program will also serve persons seeking positions that require four-year degrees, but not necessarily in particular fields. According to the MSU Career Center's Annual Report for 2011-2012, "Employers who post their full- and part-time positions through the Career Center often seek candidates from many or all colleges." (20) The program will also benefit currently employed persons who qualify for promotions in other respects except for having a four-year degree.

According to the Center for Adult and Experiential Learning (CAEL), "The Georgetown University Center on Education and the Workforce reports that the U.S. will need 22 million new college degrees by 2018, but will fall short of that number by at least 3 million post-secondary degrees, associates, or better" ([www.cael.org/How-We-Help/Adult-Students](http://www.cael.org/How-We-Help/Adult-Students)).

At the February 2014 Conference on Transfer and Articulation in Jefferson City, Missouri Department of Higher Education Commissioner David Russell noted that "currently, 36.4% of Missouri adults have completed a degree while the state goal is 60% of adults with certificates or degrees by 2025." He also noted that there is a 54% increase of returning adults coming to Missouri colleges. The BGS degree will provide a pathway to degree completion for many of these students who already gave credit toward a degree. Ross Hawkins, Missouri State's transfer advisor, sees approximately 20 students each year who would be well-served by the BGS degree. These students are in addition to the market that already exists of MSU students who have left without a degree.

**Societal Need:** By attracting and retaining more students in a General Studies curriculum, the degree program will enable more individuals in southwest Missouri to "develop the capacity to make well-informed, independent critical judgments about the cultures, values and institutions in society" ([www.missouristate.edu/longrangeplan](http://www.missouristate.edu/longrangeplan)). Further, the General Studies degree will support MSU's Public Affairs mission by helping to prepare additional citizens for ethical leadership, cultural competence, and community engagement upon graduation. The students drawn to MSU by this degree program – many of whom will be nontraditional students – will contribute maturity and life experiences to the classroom. At the individual level, the General Studies program will provide personal satisfaction and habits of lifelong learning that characterize educated, productive citizens.

The BGS also helps address the national problem of students who fail to complete college degrees. According to the Lumina Foundation's annual report for 2013, "Increasing the number of college graduates will not only bolster our economy, it will also strengthen our democracy and communities throughout the nation. These social and cultural reasons for increasing educational attainment are, at

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times, undervalued. There is a wealth of evidence that increased attainment improves health, lowers crime rates, and yields citizens who are both globally aware and participate more in civic and democratic processes such as voting and volunteering. All of these factors have enormous implications for our democracy" ([www.luminafoundation.org/publications/A stronger nation through higher education-2013.pdf](http://www.luminafoundation.org/publications/A%20stronger%20nation%20through%20higher%20education-2013.pdf)).

Methodology: The Center for Adult and Experiential Learning. (2014, January 31). ([www.cael.org/How-We-Help/Adult-Students](http://www.cael.org/How-We-Help/Adult-Students))

Conference on Transfer and Articulation: ([www.dhe.mo.gov/cota/cotaconference.php](http://www.dhe.mo.gov/cota/cotaconference.php))

Lumina Foundation (June 2013). *A Stronger Nation Through Higher Education*. Indianapolis: Lumina Foundation for Education.

Missouri Department of Higher Education (MDHE). ([www.dhe.mo.gov/](http://www.dhe.mo.gov/))

Missouri Economic Research and Information Center, Occupational Employment Projections. ([www.missourieconomy.org/occupations/occ](http://www.missourieconomy.org/occupations/occ))

Missouri State University Career Center's Annual Report for 2011-12. ([www.careercenter.missouristate.edu/assets/careercenter/AnnualReport2001-2012.pdf](http://www.careercenter.missouristate.edu/assets/careercenter/AnnualReport2001-2012.pdf))

Missouri State University 2011-2016 Long Range Plan: Fulfilling Our Promise. ([www.missouristate.edu](http://www.missouristate.edu))

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Form SE - Student Enrollment Projections



A. Total credits required for graduation: 125 hours minimum

B. Residency requirements, if any: 30 hours of courses administered by the Springfield campus

C. General education: Total credits: 45-49 hours

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
First Year Seminar	2	First Year Foundations/Freshman Honors Seminar
ENG 110	3	Writing I
COM 115	3	Fundamentals in Public Speaking
GEC 104	3-5	Quantitative Literacy
GEC 105	3	Writing II
GEC 107 & 106	3-4	Life Sciences
GEC 108 & 109	3-5	Physical Sciences
GEC 110	6	Social & Behavioral Sciences
GEC 111	3	Humanities
GEC 112	3	The Arts
GEC 113	3	American History & Institutions
PLS 101	3	American Democracy & Citizenship
GEC 115	3	Cultural Competence
GEC 116	3	Public Issues

D. Major requirements: Total credits: 45 hours minimum

\*Instead of declaring a major, students will complete a minimum of 21 hours in each of two departments plus 3 additional hours in one of the departments, or a minimum of 15 hours in each of three departments. At least 18 of these hours must be upper division and at least 9 of the hours in the two or three specific departments must be 400 level or above. Students must achieve a grade of C or better in all courses used in the BGS areas of emphasis.

E. Free elective credits:

Additional hours will bring the total hours to at least 125. At least 40 hours of the total must be upper division, as in all Baccalaureate Degrees at MSU.

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

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The student must fulfill the Public Affairs capstone requirement in one of the two or three specific departments.

**G. Any unique features such as interdepartmental cooperation:**

The General Studies degree will be administered by Interdisciplinary Studies through the Provost's Office under the Associate Provost for Student Development and Public Affairs. The Provost's Office will provide basic resources to administer the degree program in terms of advising, working out an individual degree plan, and verifying completion of the degree plan.

In addition, a subcommittee of the Faculty Senate Committee on General Education and Interdisciplinary Programs, along with the Associate Provost of Student Development and Public Affairs, will review and act on each application for admission to the BGS degree program.

The General Studies program differs from an individualized major in that the General Studies student is not required to integrate coursework across the two or three specific departments.



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name Missouri State University  
Program Name Bachelor of General Studies  
Date 11/24/2014

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Admission to the General Studies program will require at least 75 hours of college credit. The General Studies degree program will not be available to students with fewer than 75 credit hours because these students have not had the opportunity to experience several years of growth and learning as an undergraduate.

Students will apply for this degree with a written essay summarizing their educational backgrounds and explaining how the General Studies program would be personally beneficial in ways that a traditional BA or BS degree program would not. The application will be made to the Associate Provost for Student Development and Public Affairs and acted on in consultation with a subcommittee of the Faculty Senate Committee on General Education and Intercollegiate Programs.

- Characteristics of a specific population to be served, if applicable.  
The General Studies degree will serve two main groups of students. Those students who left the university with considerable numbers of credits and expense but no degree will benefit personally and professionally from the opportunity to complete a degree. The BGS degree is also appropriate for current students who through several years of interdisciplinary and focused study have learned that their interests are not well served with a specialized academic major.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Not Applicable
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

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Credit hours related to BGS students and assigned to full-time faculty will be commensurate with those of other baccalaureate students.

- Expectations for professional activities, special student contact, teaching/learning innovation.  
At least 18 of the hours in the two or three specific departments must be from upper division courses. In some cases, faculty in those departments may elect to develop projects or assignments that enable General Studies students to build on unique professional or life experiences. The student must complete the Public Affairs capstone class in one of the two or three specific departments.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
Year 1: 21; Year 2: 20.4; Year 3: 21; Year 4: 21; Year 5: 21  
Total FTE: 104.4
- Percent of full time and part time enrollment by the end of five years.  
Less than 1% of total enrollment

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
40 or fewer
- Special skills specific to the program.  
None
- Proportion of students who will achieve licensing, certification, or registration.  
Because the General Studies degree will be an interdisciplinary program for students with broad interests and capabilities, we expect that few undergraduates in this program will pursue certification or licensing in a single area. BGS students' diplomas will include no mention of the two or three specific academic areas.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
The BGS degree has no nationally normed or local assessments. All Missouri State University students take an exit exam which is considered an assessment of general education. MSU

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students currently score above national averages; therefore, it is expected that BGS students will score at the same level.

- **Placement rates in related fields, in other fields, unemployed.**  
The majority of BGS students will be re-entries or returning adults who are already employed. They seek BGS degrees to advance their careers: thus, employment rates of BGS degree holders are high. Typically, BGS programs have students in all areas of employment. However, according to an employment survey by the National Association of Colleges and Employers (NACE), a high number of General Studies degree recipients are employed in educational services fields.
- **Transfer rates, continuous study.**  
To enter the General Studies program, students must have at least 75 credit hours. Many students transferring to MSU with an Associate's Degree from another institution will have to complete at least one semester of coursework before they can be admitted to the General Studies program.

#### **5. Program Accreditation**

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
Not Applicable

#### **6. Alumni and Employer Survey**

- Expected satisfaction rates for alumni, *including timing and method of surveys.* Missouri State University utilizes the National Survey on Student Engagement (NSSE). In addition, the university exit exam contains satisfaction questions. Both of these tools will be utilized to determine satisfaction rates. Rates are expected to be high as the target population includes many returning students who are already employed. The BGS degree offers them the satisfaction of degree completion and opportunities for career advancement. BGS administrators will also work with the Office of Assessment, Alumni Relations, and Career Services to develop and administer satisfaction surveys to be delivered to graduates via email within 6 months of graduation. The BGS Advisory Committee will examine satisfaction data yearly.
- Expected satisfaction rates for employers, *including timing and method of surveys.* BGS employer satisfaction rates are expected to be high as the degree allows development opportunities for employees. BGS graduates work across a wide variety of industries; therefore, BGS administrators will work with Career Services to determine the optimal employers to survey as well as the appropriate methodology. Survey data will be examined yearly by the BGS Advisory Committee.

## **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

MSU offers a wide range of academic disciplines that will enable General Studies students to develop a program of study focusing on two or three particular areas. At MSU, the path leading to a four-year General Studies degree is affordable, and the good value will appeal to students in southwest Missouri. A General Studies degree is appropriate preparation for many emerging career paths, promotions, and entry-level positions in MSU's regional market.