



OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

Sponsoring Institution (s): Missouri State University
Name of Institution (Campus or off-campus residential center in the case of multi-campus institutions).

Program Title: Bachelor of Science in Communication; Bachelor of Science in Professional Writing
Degree/Certificate: BS
Institution Granting Degree: MSU
Delivery Site(s): OTC - Table Rock Campus
Mode of Program Delivery: Blended (mix of Traditional and Online)

Geographic Location of Student Access: OTC Table Rock Campus, 10698 Highway 165, Hollister, MO 65672

CIP Classification: 09.0101 BS Communication; 23.1303 BS Prof. Writing (Please provide CIP code)

Implementation Date: Fall 2015
Semester and Year.
Cooperative Partners: Click here to enter text.

AUTHORIZATION

Frank Einhellig, Provost
Name/Title of Institutional Officer Signature Date
Melissa Warren, Off-Campus Coordinator
Person to Contact for More Information Telephone 417-536-3091



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri State University
Program Name Professional Writing/Communication
Date 6/16/2015

(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.
None
- Characteristics of a specific population to be served, if applicable.
None

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Master's degree in discipline
- 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.
60% assigned to full-time faculty teaching in blended program delivery.
- Expectations for professional activities, special student contact, teaching/learning innovation.
Online technology with all courses utilizing the learning management system

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
35
 - Percent of full time and part time enrollment by the end of five years.
66% part-time; 34% full-time
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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
6; 15
- Special skills specific to the program.
None
- Proportion of students who will achieve licensing, certification, or registration.
None
- 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.
None
- Placement rates in related fields, in other fields, unemployed.
60% placement rate in the field; 40% other fields.
- Transfer rates, continuous study.
10% graduate study

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.**
No specialized accreditation associated with program.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
Advisory Committee of Community Representatives. Surveys conducted biannually.
- Expected satisfaction rates for employers, including timing and method of surveys.
High

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Robust Springfield MSU program delivered through blended approach using face-to-face and online delivery to students at OTC Table Rock Campus.



STUDENT ENROLLMENT PROJECTIONS

For Professional Writing & Communication Bachelors Program

Year	1	2	3	4	5
Full Time	3	4	4	4	5
Part Time	6	8	10	12	15
Total	9	12	14	16	20

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

Based on past experience, it takes a few years for students complete AA and matriculate to bachelor's program so enrollment will grow over time. Student cohorts of 15-20 are typical enrollment numbers at MSU southwest Missouri locations.

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

This program was requested by our community partner Ozarks Technical Community College. They conducted an assessment of program interest.