



New Program Report

Date Submitted:

12/19/2023

Institution

University of Central Missouri

Site Information

Implementation Date:

8/1/2024 12:00:00 AM

Added Site(s):

Selected Site(s):

University of Central Missouri, Administration 202, Warrensburg, MO, 64093

CIP Information

CIP Code:

050207

CIP Description:

A program that focuses on the history, sociology, politics, culture, and economics of women, and the development of modern feminism in relation to the roles played by women in different periods and locations in North America and the world. Programs may focus on literature, philosophy, and the arts as much as on social studies and policy.

CIP Program Title:

Women's Studies

Institution Program Title:

Gender & Sexuality Studies

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:

N/A



New Program Report

Specific Population Characteristics to be served:

The specific population to be served would be women, as well as members of the LGBTQ+ community. In addition, because our program is built on the concept of intersectionality and social justice, students who are minorities in any aspect of their lives would be welcome and served by GSS.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

PhD in GSS is preferred, but to teach in GSS the faculty member should have an equivalent background in GSS, an MA in GSS, or at least 18 hrs at the graduate level with relevant courses.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

The estimated percentage of credit hours that will be assigned to full time faculty would be close to 80%. The other percentage would need to come from adjuncts (especially those classes that are online).

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

Our current program, Women, Gender, and Sexuality Studies (WGS) is a standalone minor, and already offers countless opportunities each semester for students as well as faculty. We are moving towards a new name of Gender & Sexuality Studies (GSS) and that is why some of the names don't match up completely. Some of our more recent activities include the #MeToo Speak Out in April 2022, which over 100 students attended, as well as the WGS Meet and Greet in early September 2022, which 43 people attended. WGS also brought Kimberly Davis to campus in September 2022 to present "The Fundamentals of Human Trafficking." In addition, we are interdisciplinary and collaborate with dozens of faculty and fields across campus. On 11/2/2022, we will be holding a What is Disability? panel, collaborating with an English professor, COMM graduate student, and library science instructor. Many of these events are put on and developed by the WGS students themselves, which means that they are getting practical event planning and social justice activist work, even when they are volunteering to help.

We strive to have at least one major event that is open to all campus and the Warrensburg community each semester. In addition, we also strive to have several smaller event for GSS students each semester, to foster a sense of identity, safety, and community.

GSS students will be trained to be social activists through practicing community-building skills and transformative justice. Part of this activism comes from engaging the community in which they live, and so the UCM campus and Warrensburg benefits from the students' learning and student projects each semester as well.

Each year, we will also focus on faculty development. All faculty will be trained in innovative online teaching, and will attend at least one professional development workshop each year. We also plan to host DEI trainings and Safe Zone workshops for other faculty across campus as well (we are already doing this work, as evidenced with our events and workshops from 2017-2022). Dr. Rondot is the current interim director of Safe Zone, and is on the President's Diversity, Equity, and Inclusion Commission. These skills will help Dr. Rondot lead the GSS program in a unique and equitable way.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 2	
Year 2	Full Time: 8	Part Time: 4	
Year 3	Full Time: 10	Part Time: 6	Number of Graduates: 8



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Year 4	Full Time: 15	Part Time: 8	
Year 5	Full Time: 15	Part Time: 10	Number of Graduates: 16

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

There is currently no accrediting body for GSS programs.

Program Structure

Total Credits:

120

Residency Requirements:

n/a

General Education Total Credits:

42

Major Requirements Total Credits:

36

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
1050	3	Women's Voices

Free Elective Credits:

42

Internship or other Capstone Experience:

Students will take both GSS 4850 Feminist & Queer Theories (capstone content course) as well as GSS 4500: Practicum (capstone service/opportunity course). They will need to complete both courses and pass to graduate. In WGS 4850, they write a research paper on a social issue of their choosing. In WGS 4500, they plan a campaign or event to put their knowledge to action on campus.

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.



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I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: TRACI
BUTLER

Email: academicprograms@ucmo.edu

Phone: 660-543-8059

Gender & Sexuality Studies

Required Core Courses: 18 Semester Hours

WGS 1050 Women's Voices
WGS 2000 Intersections: Gender, Race, Class
WGS 2050 Sexuality, Identity & Social Action
WGS 4500 Women, Gender, and Sexuality Studies Practicum
WGS 4850 Feminist and Queer Theories
[Before]
WGS 3000 Sex & Society
[Before] OR
WGS 3100 Gender, Literature, and Pop Culture

Electives: 18 Semester Hours

ANTH 4820 Anthropology of Gender
CFD 1450 Valuing Differences: Discovering Common Ground
CFD 4220 Sexuality Across the Lifespan
CFD 4850 Family Policy and Advocacy
CJ 4020 Crime, Justice and Social Diversity
CJ 4403 Sexual Assault and the Criminal Justice System
CJ 4920 Women and Crime
COMM 3320 Communication of Social Movements
COMM 4285 Women and Minorities in Media
COMM 4335 Gender Communication
ECEL 2110 Diversity and Social Justice
ENGL 2270 Fiction by Women Around the World
ENGL 4560 British Women Writers
ENGL 4660 Women Writers of the United States
HIST 4310 Women in America
HIST 4327 African American Women, Gender, and Girlhood
HIST 4419 Women in Modern Europe
NUR 4030 Human Sexuality
POLS 3553 Women and Politics
PSY 4140 Psychology of Human Sexuality
PSY 4320 Psychology of Women
SOC 3855 Family, Relationships, & Power
SOC 4866 Outsiders and Outcasts
SOC 4870 Gender, Sexuality, & Inequality
WGS 4000 Internship
WGS 4810 Special Projects in Women, Gender & Sexuality

New Core

All students must complete a minimum of 42 credit hours in general education. See [The General Education Program Requirements](#) for full listing of requirements.

Free Electives: 42 Semester Hours

Minimum Total: 120 Semester Hours

Gender & Sexuality Major
Student Learning Outcomes

Assessment plan also attached to see how we will measure these outcomes.

SLO1: Describe differing assumptions about gender and sexuality and the effect on the individual and society.

SLO2: Assess gender and sexuality issues from an interdisciplinary perspective.

SLO3: Utilize knowledge of gender and sexuality to participate in civic and community decision-making.
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Addendum 3
Gender & Sexuality Studies Major
Dr. Sarah Ray Rondot
August 24, 2023

Revised SLOs:

SLO 1: Describe differing assumptions about gender and sexuality and the effect on the individual and society **using an intersectional framework.**

SLO 2: Assess gender and sexuality issues from an interdisciplinary perspective.

SLO 3: Utilize knowledge of gender and sexuality to participate in civic and community decision-making **and activism.**

SLO 4: Evaluate past and present feminist and queer intellectual production and social justice activism.

SLO 5: Develop and apply interdisciplinary research methods to explore current issues and debates in Gender & Sexuality Studies.

In the curriculum, GSS 1050, GSS 2000, and GSS 2050 should be required both as part of the GSS major as well as specified as General Education courses. They should be listed as such:

GSS 1050: Women's Voices GE (3)

GSS 2000: Intersections: Race, Class, Gender GE (3)

GSS 2050: Sexuality, Identity, and Social Action GE (3)

It should be clear on the website as well as in the catalog that these classes are General Education courses and that they are required of GSS students.

Women's Studies (05.0207)

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About Lightcast

Lightcast is a labor market analytics firm that is passionate about providing meaningful data for colleges and their students.

Our data is trusted by a breadth of users including researchers at colleges and universities, economic development organizations, and Fortune 500 companies.

Lightcast data offers a three-pronged approach to labor market information:

1. Our traditional LMI combines dozens of government sources from agencies like the Bureau of Economic Analysis, U.S. Census Bureau, and Bureau of Labor Statistics into one dataset that details industries, occupations, demographics, academic programs, and more.
2. Lightcast's job posting analytics give a real-time look into the needs of employers in today's labor market. Each month, millions of postings are scraped from employer sites and job boards, de-duplicated, and compiled into an actionable dataset.
3. Lightcast also leverages workforce profiles—an innovative database of more than 100 million resumés and professional profiles that are aggregated from the open web. These profiles unify information for workers—such as education, employment history, skills, and more—to reveal robust detail on what is happening in today's workforce.

Together, these data related to labor market demand, relevant skills, and the competitive landscape help colleges and universities make informed decisions about their program offerings.

Program Definition

Institution:

Code	Description
176965	University of Central Missouri

Program in Question:

Code	Description
05.0207	Women's Studies

Competitive Landscape

Institution Sectors:

Description
Public, 4-year or above

Description
Private not-for-profit, 4-year or above

Education Levels:

Description
Bachelor's Degree

Program Type:

Description
Distance Offered (Includes Hybrid & Mixed Modality Programs)

Description
Non-Distance Offered Programs

Region:

Code	Description
5	Arkansas
17	Illinois
19	Iowa
20	Kansas
21	Kentucky

Code	Description
29	Missouri
31	Nebraska
40	Oklahoma
47	Tennessee

Additional Competing Programs:

Code	Description
05.0208	Gay/Lesbian Studies

Student Charges Type:Cost Per Credit

Student Charges Grad Status:Undergraduate

Student Charges Residency:In-State

Program Overview

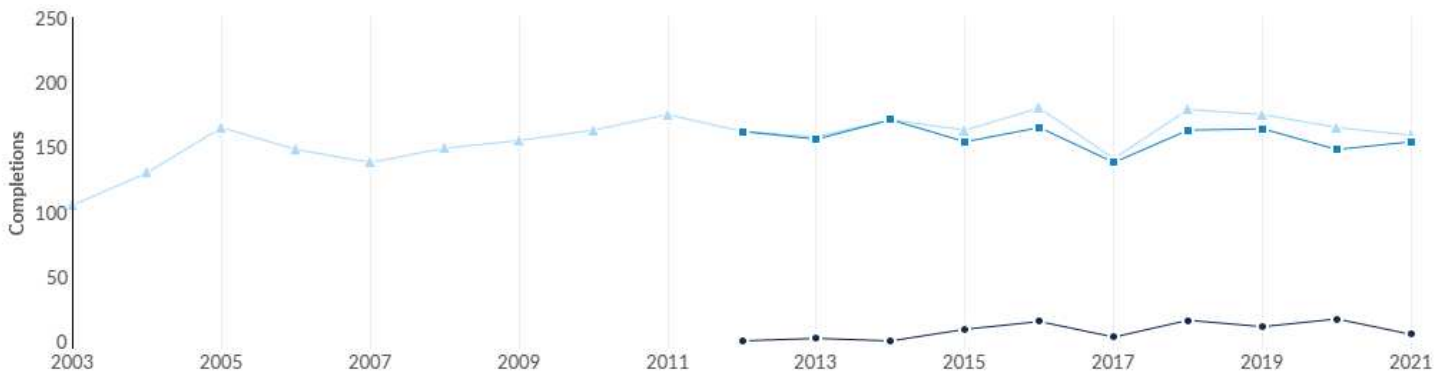


	Completions (2021)	% Completions	Institutions (2021)	% Institutions
● All Programs	159	100%	26	100%
● Distance Offered Programs	5	3%	1	4%
● Non-Distance Offered Programs	154	97%	25	96%

Completions by Institution

Institution	Bachelor's Degree Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Cost Per Credit (2021)	Completions Trend (2017-2021)
University of Kansas	26	8.3%	16.4%	\$336	
Grinnell College	11	-21.4%	6.9%	\$1,817	
University of Nebraska-Lincoln	11	22.2%	6.9%	\$259	
University of Oklahoma-Norman Campus	11	37.5%	6.9%	\$164	
Loyola University Chicago	10	42.9%	6.3%	\$855	
Iowa State University	10	-9.1%	6.3%	\$348	
University of Iowa	9	-25.0%	5.7%	\$349	
DePaul University	8	-11.1%	5.0%	\$688	
Vanderbilt University	8	-11.1%	5.0%	\$2,285	
Kansas State University	7	-22.2%	4.4%	\$316	

Regional Trends



	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	0	5	+Inf. Data
■ Non-Distance Offered Programs	162	154	-4.9%
▲ All Programs	162	159	-1.9%

Labor Market Demand

Labor Market Area Selection:

Code	Description	Code	Description
5	Arkansas	29	Missouri
17	Illinois	31	Nebraska
19	Iowa	40	Oklahoma
20	Kansas	47	Tennessee
21	Kentucky		

Target Occupations:

11 items selected. See Appendix A for details.

Degree Levels:

Description
Bachelor's degree

Completions Year (default):2021

Jobs Year (default):2022

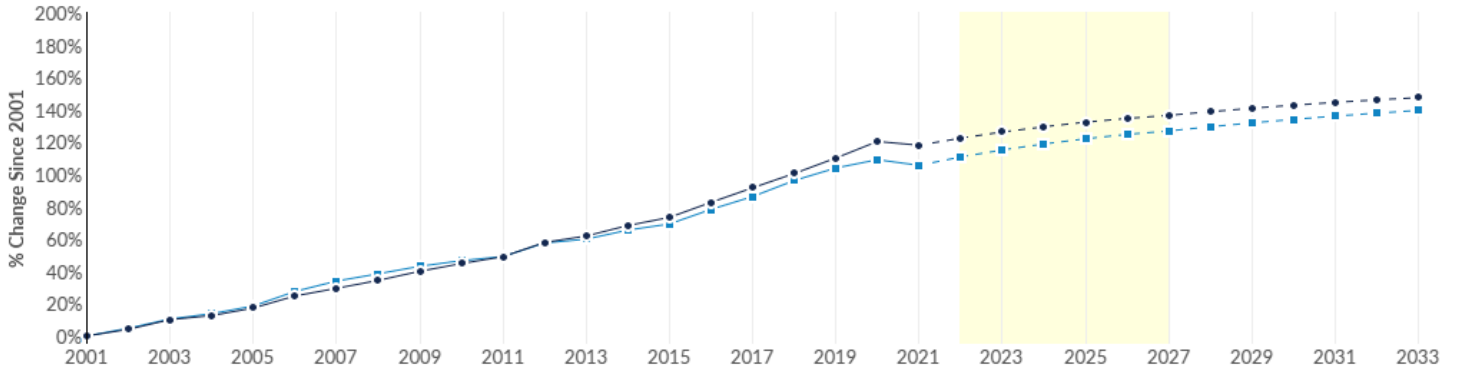
Target Occupations

*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree

<p>27,652 Jobs (2022)* 10% <i>below</i> National average*</p>	<p>+6.2% % Change (2022-2027)* Nation: +7.5%*</p>	<p>\$27.84/hr \$57.9K/yr Median Earnings Nation: \$32.74/hr; \$68.1K/yr</p>	<p>2,855 Annual Openings*</p>
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2027)*
Compliance Officers	18,363	1,668	\$29.51/hr	+4.56%
Interpreters and Translators	3,771	545	\$21.39/hr	+16.76%
Urban and Regional Planners	1,324	126	\$31.37/hr	+3.55%
Social Scientists and Related Workers, All Other	1,319	136	\$34.79/hr	+2.81%
Social Science Research Assistants	1,108	159	\$23.23/hr	+5.96%
Museum Technicians and Conservators	979	136	\$20.56/hr	+5.62%
Anthropologists and Archeologists	312	35	\$23.15/hr	+6.41%
Historians	195	19	\$30.20/hr	-0.51%
Political Scientists	154	16	\$44.34/hr	+4.55%
Geographers	90	9	\$34.93/hr	+1.11%
Sociologists	36	5	\$42.28/hr	+13.89%

Regional Trends



Region	2022 Jobs	2027 Jobs	Change	% Change
● Region	71,948	76,516	4,568	6.3%
■ Nation	610,336	657,013	46,677	7.6%

Occupation Gender Breakdown



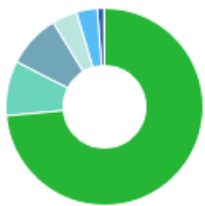
Gender	2022 Jobs	2022 Percent
● Males	31,364	43.6%
● Females	40,584	56.4%

Occupation Age Breakdown




Age	2022 Jobs	2022 Percent
14-18	258	0.4%
19-24	4,307	6.0%
25-34	15,296	21.3%
35-44	17,322	24.1%
45-54	15,748	21.9%
55-64	14,061	19.5%
65+	4,956	6.9%

Occupation Race/Ethnicity Breakdown



Race/Ethnicity	2022 Jobs	2022 Percent
White	52,908	73.5%
Black or African American	6,455	9.0%
Hispanic or Latino	6,310	8.8%
Asian	2,954	4.1%
Two or More Races	2,478	3.4%
American Indian or Alaska Native	774	1.1%
Native Hawaiian or Other Pacific Islander	69	0.1%

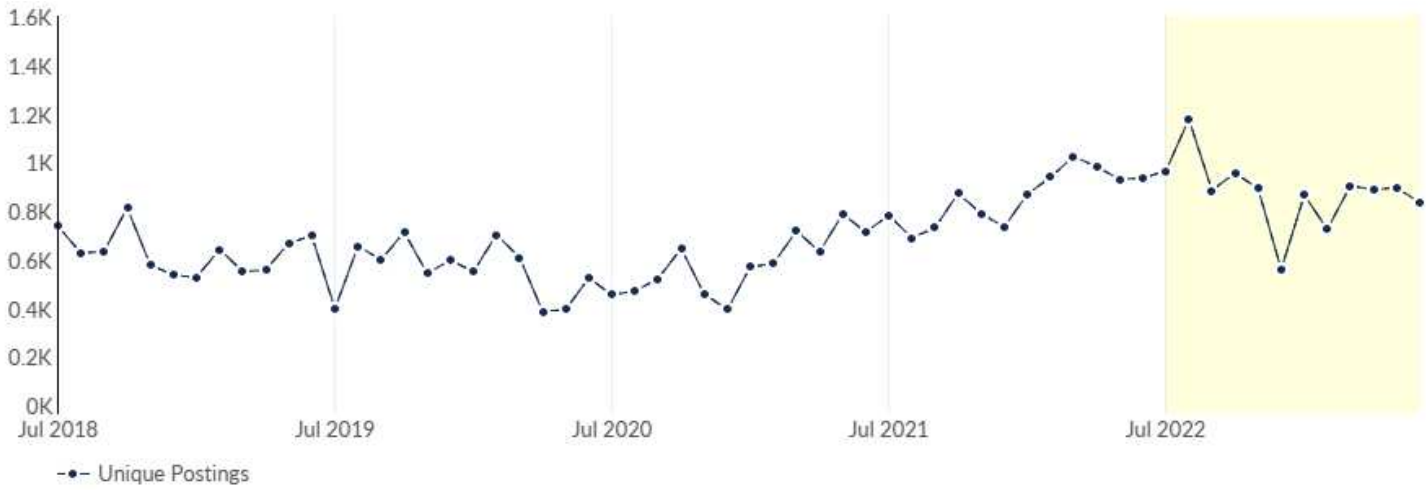
Job Postings Summary

<p>10,543 Unique Postings 25,231 Total Postings</p>	<p>2 : 1 Posting Intensity  Regional Average: 3 : 1</p>	<p>2,313 Employers Competing 184,886 Total Employers</p>	<p>31 days Median Posting Duration Regional Average: 30 days</p>
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There were **25,231** total job postings for your selection from July 2022 to June 2023, of which **10,543** were unique. These numbers give us a Posting Intensity of **2-to-1**, meaning that for every 2 postings there is 1 unique job posting.

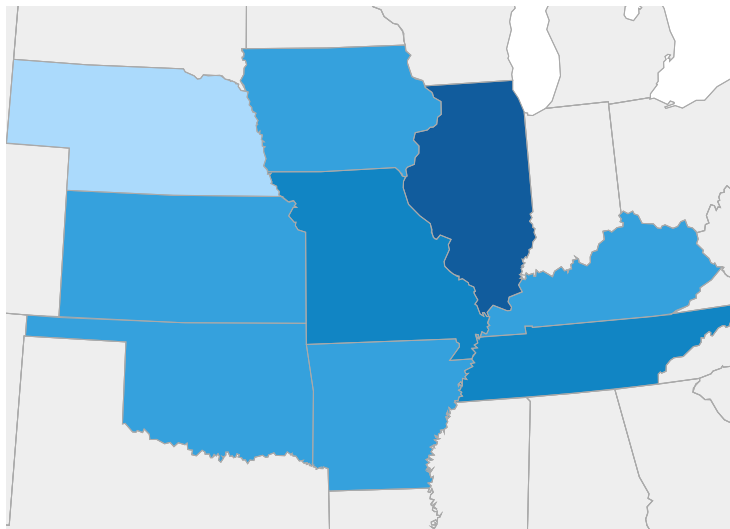
This is close to the Posting Intensity for all other occupations and companies in the region (3-to-1), indicating that they are putting average effort toward hiring for this position.

Unique Postings Trend













Month	Unique Postings	Posting Intensity
Jun 2023	834	2 : 1
May 2023	896	4 : 1
Apr 2023	887	3 : 1
Mar 2023	904	2 : 1
Feb 2023	724	3 : 1
Jan 2023	865	2 : 1
Dec 2022	559	3 : 1
Nov 2022	891	2 : 1
Oct 2022	957	2 : 1
Sep 2022	884	2 : 1
Aug 2022	1,178	2 : 1
Jul 2022	964	2 : 1

Job Postings Regional Breakdown













State	Unique Postings (Jul 2022 - Jun 2023)
Illinois	3,262
Missouri	1,471
Tennessee	1,329
Iowa	839
Kansas	782











Top Companies Posting

Company	Total/Unique (Jul 2022 - Jun 2023)	Posting Intensity	Median Posting Duration
Deloitte	231 / 174	1 : 1 	30 days
Lincoln Financial Group	153 / 121	1 : 1 	30 days
Discover Financial Services	232 / 113	2 : 1 	30 days
Guidehouse	121 / 112	1 : 1 	25 days
Elevance Health	138 / 109	1 : 1 	30 days
University of Chicago	305 / 104	3 : 1 	36 days
Iowa Department of Administrative Services	135 / 101	1 : 1 	25 days
Randstad	178 / 92	2 : 1 	28 days
CTG	84 / 83	1 : 1 	21 days
Sorenson Communications	131 / 73	2 : 1 	37 days

Top Cities Posting

City	Total/Unique (Jul 2022 - Jun 2023)	Posting Intensity	Median Posting Duration
Chicago, IL	4,090 / 1,487	3 : 1 	31 days
Saint Louis, MO	1,407 / 512	3 : 1 	30 days
Nashville, TN	1,100 / 444	2 : 1 	32 days
Little Rock, AR	602 / 358	2 : 1 	33 days
Kansas City, MO	847 / 333	3 : 1 	31 days
Oklahoma City, OK	849 / 317	3 : 1 	34 days
Louisville, KY	862 / 266	3 : 1 	35 days
Memphis, TN	667 / 266	3 : 1 	35 days
Omaha, NE	658 / 265	2 : 1 	35 days
Des Moines, IA	471 / 255	2 : 1 	31 days

Top Posted Occupations

Occupation (SOC)	Total/Unique (Jul 2022 - Jun 2023)	Posting Intensity	Median Posting Duration
Compliance Officers	16,208 / 6,486	2 : 1 	31 days
Social Scientists and Related Workers, All Other	2,030 / 1,035	2 : 1 	29 days
Urban and Regional Planners	1,417 / 737	2 : 1 	31 days
Interpreters and Translators	2,089 / 714	3 : 1 	32 days
Social Science Research Assistants	1,480 / 638	2 : 1 	32 days
Political Scientists	985 / 494	2 : 1 	34 days
Anthropologists and Archeologists	560 / 256	2 : 1 	31 days
Sociologists	216 / 54	4 : 1 	35 days
Geographers	114 / 52	2 : 1 	31 days
Museum Technicians and Conservators	89 / 49	2 : 1 	30 days

Top Posted Job Titles

Job Title	Total/Unique (Jul 2022 - Jun 2023)	Posting Intensity	Median Posting Duration
Compliance Analysts	1,189 / 619	2 : 1	31 days
Compliance Specialists	1,047 / 499	2 : 1	32 days
Transportation Planners	680 / 345	2 : 1	26 days
Regulatory Affairs Specialists	573 / 295	2 : 1	30 days
Compliance Officers	1,163 / 293	4 : 1	31 days
Research Analysts	477 / 214	2 : 1	33 days
Regulatory Analysts	434 / 213	2 : 1	28 days
Regulatory Affairs Associates	322 / 195	2 : 1	25 days
Compliance Consultants	330 / 190	2 : 1	31 days
Sign Language Interpreters	366 / 174	2 : 1	34 days

Rank as a Talent Provider

Lightcast's workforce profile data shows University of Central Missouri has 141 alumni working regionally in the 11 occupations selected. These 141 alumni represent 0.21% of regional profiles working in these occupations, which ranks your institution 56th among regional talent providers.

<p>141</p> <p>Your Alumni in Region Working in Target Occupations</p>	<p>0.21%</p> <p>Percent of Regional Profiles Working in Target Occupations</p>	<p>56</p> <p>Your Rank as a Regional Talent Provider</p>
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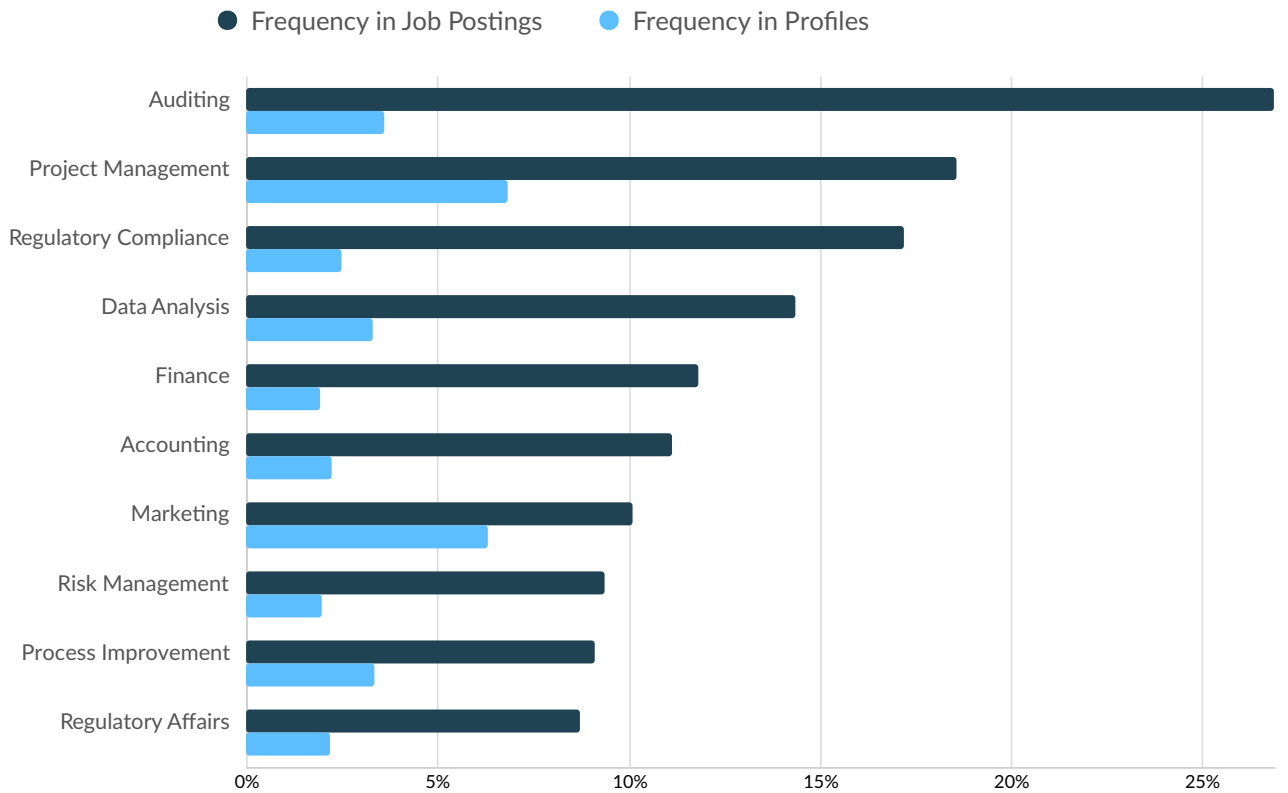
Top Talent Providers

The top regional institutions supplying the labor market with workers employed in the target occupations listed above, based on Lightcast's workforce profile data.

School	Profiles	Percent
University of Illinois Urbana-Champaign	1,040	1.56%
University of Illinois Chicago	794	1.19%
DePaul University	564	0.85%
The University of Tennessee-Knoxville	535	0.80%
University of Missouri-Columbia	526	0.79%
Iowa State University	513	0.77%
University of Kansas	512	0.77%
University of Iowa	502	0.75%
Northern Illinois University	466	0.70%
University of Oklahoma-Norman Campus	418	0.63%

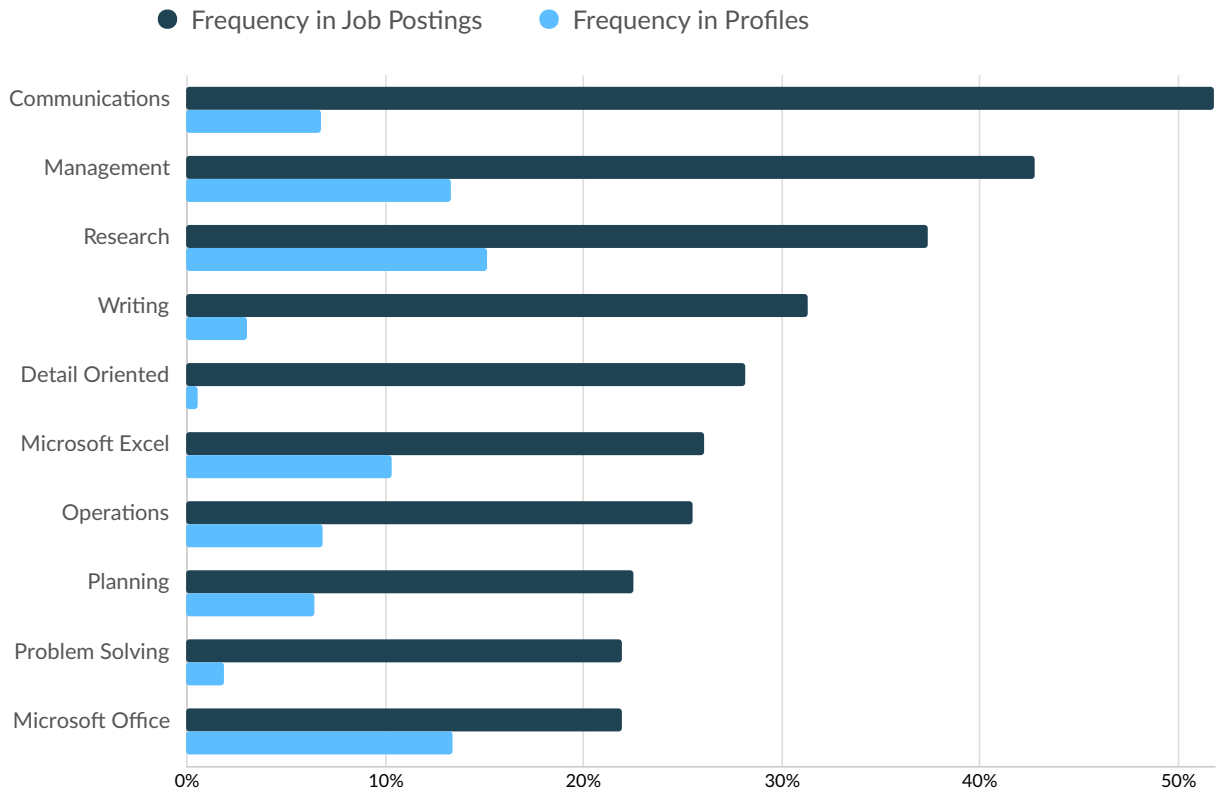
Relevant Skills

Top Specialized Skills



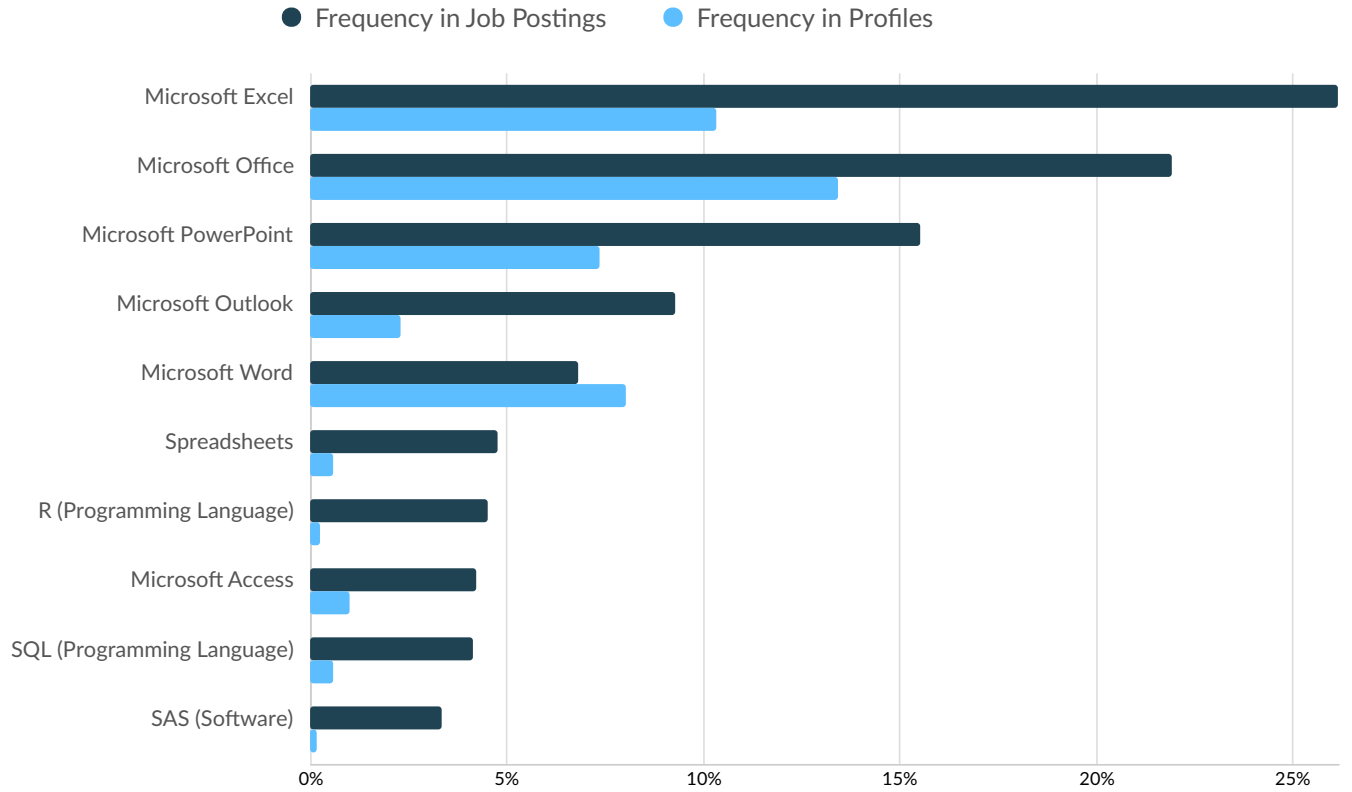
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Auditing	2,833	27%	2,139	4%
Project Management	1,959	19%	4,073	7%
Regulatory Compliance	1,814	17%	1,493	3%
Data Analysis	1,514	14%	1,976	3%
Finance	1,245	12%	1,159	2%
Accounting	1,173	11%	1,328	2%
Marketing	1,063	10%	3,768	6%
Risk Management	990	9%	1,167	2%
Process Improvement	963	9%	1,992	3%
Regulatory Affairs	921	9%	1,302	2%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	5,467	52%	4,031	7%
Management	4,517	43%	7,965	13%
Research	3,944	37%	9,017	15%
Writing	3,308	31%	1,817	3%
Detail Oriented	2,970	28%	347	1%
Microsoft Excel	2,759	26%	6,160	10%
Operations	2,690	26%	4,109	7%
Planning	2,380	23%	3,844	6%
Problem Solving	2,320	22%	1,119	2%
Microsoft Office	2,314	22%	8,007	13%

Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Excel	2,759	26%	6,160	10%
Microsoft Office	2,314	22%	8,007	13%
Microsoft PowerPoint	1,638	16%	4,398	7%
Microsoft Outlook	981	9%	1,381	2%
Microsoft Word	721	7%	4,793	8%
Spreadsheets	502	5%	347	1%
R (Programming Language)	478	5%	139	0%
Microsoft Access	448	4%	592	1%
SQL (Programming Language)	439	4%	349	1%
SAS (Software)	354	3%	110	0%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	846
Certified Regulatory Compliance Manager	266
Certified Information System Auditor (CISA)	223
Certified Information Systems Security Professional	201
Master Of Business Administration (MBA)	201
American Institute Of Certified Planners (AICP) Certification	185
FINRA Series 7 (General Securities Representative)	176
Certified Public Accountant	160
Certified Internal Auditor	153
Security Clearance	148

Appendix A (Occupations)

Code	Description
13-1041	Compliance Officers
27-3091	Interpreters and Translators
19-3051	Urban and Regional Planners
19-4061	Social Science Research Assistants
19-3099	Social Scientists and Related Workers, All Other
19-3093	Historians

Code	Description
19-3094	Political Scientists
19-3041	Sociologists
19-3091	Anthropologists and Archeologists
25-4013	Museum Technicians and Conservators
19-3092	Geographers

FOUR YEAR PLAN: B.S. DEGREE GENDER & SEXUALITY STUDIES MAJOR

This is the recommended program of study for the Gender & Sexuality Studies, B.S., degree at the University of Central Missouri. Your schedule may vary. Current or prospective students should contact your advisors and the Department of Modern Languages & Interdisciplinary Studies for further information and guidance.

UCM BS Gender & Sexuality Studies (GSS)

Major Requirements: 39 Semester Hours total required

<u>FIRST YEAR - FIRST SEMESTER</u>	<u>HOURS</u>	<u>FIRST YEAR - SECOND SEMESTER</u>	<u>HOURS</u>
WGS 1050: Women’s Voices GE	3	WGS 2000: Intersections, GE	3
General Education Writing I	3	Engl 1020 or Engl 1080 GE	3
General Education	9	General Education	9
Semester Total: 15 Hours		Semester Total: 15 Hours	

<u>SECOND YEAR - FIRST SEMESTER</u>	<u>HOURS</u>	<u>SECOND YEAR - SECOND SEMESTER</u>	<u>HOURS</u>
WGS 2050: Sexuality, Identity, and Action, GE	3	WGS 3000 or WGS 3100	3
Free Electives	3	WGS 4810: Special Projects	3
General Education	9	Free Electives in Major	3
		Free Electives	6
Semester Total: 15 Hours		Semester Total: 15 Hours	

<u>THIRD YEAR - FIRST SEMESTER</u>	<u>HOURS</u>	<u>THIRD YEAR - THIRD SEMESTER</u>	<u>HOURS</u>
WGS 4500: GSS Practicum	3	WGS 4000: Internship	3-6
WGSS 3000 or WGS 3100	3	Free Electives in Major	6
Free Electives in Major	9	Free Electives	3-6
Semester Total: 15 Hours		Semester Total: 15 Hours	

<u>FOURTH YEAR - FIRST SEMESTER</u>	<u>HOURS</u>	<u>FOURTH YEAR - SECOND SEMESTER</u>	<u>HOURS</u>
WGS 4850: Feminist & Queer Theories	3	Free Electives	15
Free Electives	12		
Semester Total: 15 Hours		Semester Total: 15 Hours	

UCM New Program Proposal Marketing Plan Outline

Gender & Sexuality Studies (Major)
Created by Dr. Sarah Ray Rondot

1. Identify target market. Describe the students you think will be interested in this program, using demographics and other information:

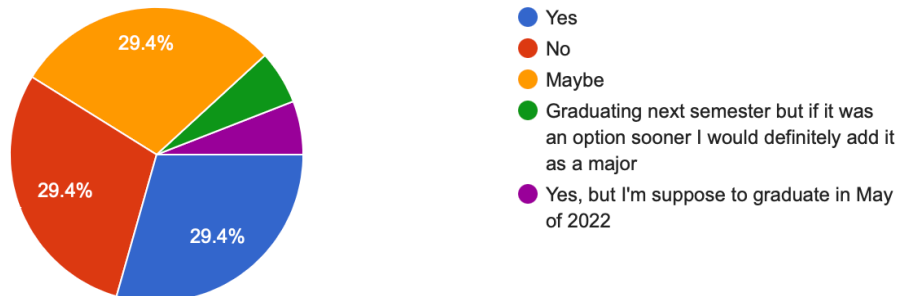
The target market for this new major would be all students interested in learning about gender and sexuality, and using that information to create change in their own communities and in the world. In particular, the target market would include women, people who identify as LGBTQ+, people of color, people with disabilities, and folks whose identities align with our social justice backbone. In our program currently, we have a range of students with various backgrounds and identities. Many of our students identify as trans or nonbinary, or in some way do not subscribe to the limiting gender roles still pervasive in the United States. A lot of our students also have disabilities and neuroatypicalities. They find the GSS classroom a safe place to critically think about the world's key issues through their particular lens. Our students will go on to become educators, writers, advocates, non-profit creators, counselors, artists, and more. There is already a need for this major on campus, as dozens of students each year ask the faculty in GSS if the major is an option. There's no doubt in my mind that, within four years, we could graduate 15-20 students.

In addition, Dr. Rondot has collected survey data from 17 WGS minor alum. 58.5% replied that they would or would maybe add a WGS major if it existed. Others reported that they wouldn't because they are graduating. Only 29.4% reported that they would not add the major.

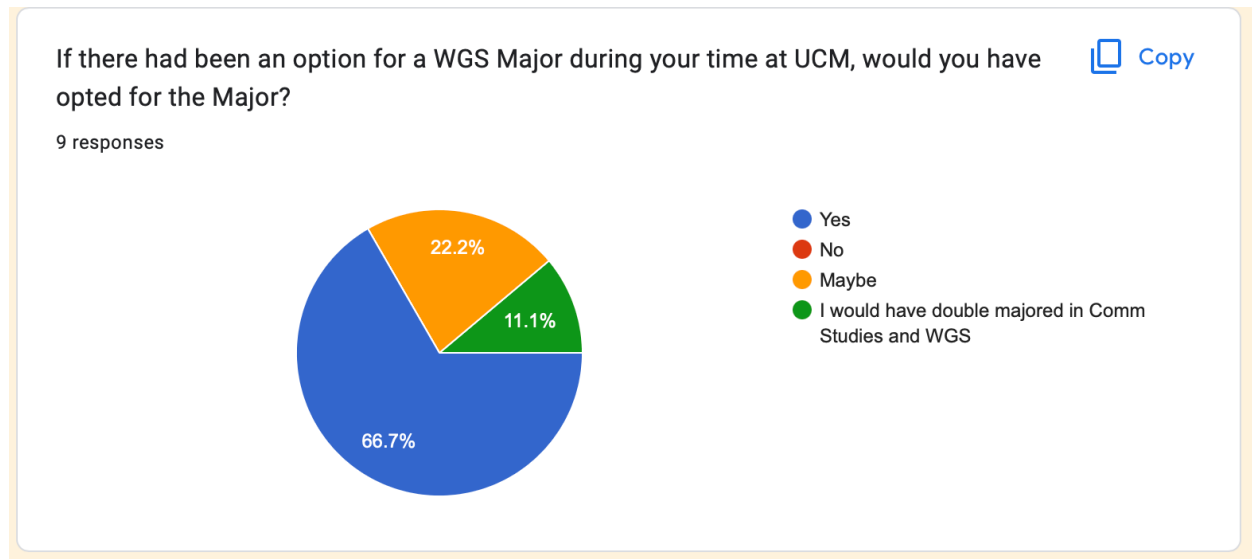
If the option existed for a 30 credit WGS Major (starting in Fall 2022), would you add the WGS Major?

 Copy

17 responses



Finally, Dr. Rondot collected survey responses from 15 alum of the WGS program in Spring 2020. In this question, 9 alum responded; 86.9% said that they would have majored (or double-majored) in WGS had it been an option.



2. Describe unique features of your program that differentiate the program from other similar programs. How will this program benefit students in and graduates of it?

Other similar programs on the UCM campus would include Sociology and the cultural side of Anthropology. However, we have a different lens from Sociology, and are much more interdisciplinary. Since the field of GSS is inherently interdisciplinary, so are our classrooms and assignments. In addition, all of the faculty who currently teach in our program hold PhDs in Women, Gender, and Sexuality Studies or equivalent. Coming from a feminist, anti-racist perspective, we are perfectly situated to differentiate ourselves from other programs. We are also more flexible, in terms of what we can offer students since we are still a growing, yet small program. For example, though classes in Sociology and Anthropology may do a unit on gender/sexuality, our entire program is built around how gender and sexuality affect our world, our politics, our media, and our lives. It allows students to go deeper into the issues they care about, and to be able to learn how to incorporate a GSS framework into any career they might pursue after graduation.

Like other liberal arts degrees, a degree in Gender and Sexuality Studies gives students the following skills: strong critical thinking and research skills, confident oral presentation skills, effective writing skills, and the ability to advocate for themselves and others. In addition, a GSS degree gives students a unique set of skills. Studies examining GSS graduates found that graduates gained the following from their degrees: empowerment and self-confidence, community-building skills, and the ability to understand differences and intersections among

racism, homophobia, sexism, classism, ableism, anti-Semitism, and other types of oppression (Luebke and Reilly 1995).

In addition, many employers are looking for people with a strong understanding of diversity and equity and who are skilled in working with diverse populations. The skills a GSS student gains in group facilitation, research, public speaking, critical thinking, and advocacy will allow them to understand complex concepts and their inter-relationships, which will make graduates of our program an asset in any workplace.

3. How will this program be delivered?

This program will be delivered both in person on the Warrensburg campus, as well as all online/remote. Students can choose which method of delivery they prefer and need for each course that is required.

4. How will the program be promoted? Given your target market description above, identify several options for the best ways to reach potential students.

We will promote this program through social media, flyers/posters, and through word of mouth. The WGS program currently has 12 Ambassador students who volunteer in this role to promote the program. They plan events, post on social media, talk to others about the classes and activities offered, and do classroom pitches throughout campus. This semester, our WGS Ambassadors went to 18 different classrooms across campus and reached over 340 students. They are committed and dedicated to WGS, and I see no issue why a group of majors wouldn't be even more dedicated to growing the program and promoting it. The WGS Ambassador program was created by Dr. Sarah Ray Rondot and Dr. Wendy Geiger in the Spring of 2017 with 4 students. The program has grown each semester, and is incredibly strong, even through COVID-19.

If anyone has questions about this program, the contact will be the current director, Dr. Sarah Ray Rondot (she/they). Dr. Rondot is willing to answer emails, field phone calls, do outreach, speak at events, plan workshops, and sell the program the best they can. Dr. Rondot has already been doing this work since she arrived in 2016. Since 2016, the program has grown from 22 minors to over 60, and we have graduated on average 10 students per year.

In terms of a trade group or industry, that wouldn't necessarily apply. However, Dr. Rondot has maintained an email list since 2018 with all of the names, pronouns, and email addresses of WGS graduates, current students, and students who have expressed interest in the program but who have not yet registered with the minor/individualized major. That list currently in November 2022 reaches 140 students.

Note: We are moving from Women, Gender, and Sexuality Studies (WGS) to Gender and Sexuality Studies (GSS), which is why we refer to both in various places. It is the same discipline just evolving in terms of terminology!