



Missouri Department of Higher Education

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NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Park University

Program Title: Communication and Leadership

Degree/Certificate: Master of Arts

Options: NA

Delivery Site(s): Kansas City Metro, Online

CIP Classification: 09.0199 (Please provide a CIP code)

Implementation Date: 08/2005

Cooperative Partners: NA

AUTHORIZATION:

Jerry Jorgensen, Ph.D., Provost

Name/Title of Institutional Officer


(Signature)

29 June 11
Date

Ms. Bobbi Stidham

Person to Contact for More Information

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Form NP -- New Program Proposal



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Park University

Program Name: Master of Arts in Communication and Leadership

Date: 2 June 2011

(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.)

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.
 - A bachelor's degree from an accredited U.S. institution or the equivalent from an international institution.
 - A minimum 3.0 cumulative GPA in the bachelor's degree
 - A GRE score taken within the past five years of application date. While the committee emphasizes verbal and quantitative scores, the analytical section score is also evaluated.
 - Copy of resume.
 - Official transcripts of all previous college work, both undergraduate and graduate.
 - Three statements of recommendation from individuals, such as employers and/or faculty, in a position to comment meaningfully and specifically on the student's abilities and potential for graduate work.
- Characteristics of a specific population to be served, if applicable.
 - Not applicable

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
 - Terminal degree in the area of inquiry
- 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.
 - Full time faculty will teach a total of 12 hours during a traditional 16 week semester. These hours may be any combination of graduate and undergraduate classes to reach the required number of hours.
- Expectations for professional activities, special student contact, teaching/learning innovation.
 - Faculty members are expected to engage in scholarship and service to the department, college and community.

Enrollment Projections

- Student FTE majoring in program by the end of five years.
 - 83
- Percent of full time and part time enrollment by the end of five years.
 - 80% full time
 - 20% part time

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
 - At three years 24 and at five years 35 graduates.
- Special skills specific to the program.
 - Not applicable
- Proportion of students who will achieve licensing, certification, or registration.
 - Not applicable

- 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.
 - Students will be assessed according to the goals of the program using the following grading rubric. The performance of each student will be graded by three full time faculty members.

Learning Outcome	Exceeds Expectations	Met Expectations	Did Not Meet Expectations	No Evidence
Students analyze and evaluate the centrality of communication in all aspects of interpersonal and organizational relationships				
Students apply theory to communications contexts				
Students analyze and conduct communication research				
Students synthesize historical leadership literature				
Students demonstrate an awareness of the communication styles and values of different cultures and how these factors influence relationships in the global environment				
Students utilize theoretical knowledge and practical skills to develop strategies for organizational change				
Students analyze their own leadership skills and apply leadership theory to develop strategies for improving their own leadership				
Students develop a framework for ethical conduct in contemporary organizations				

- Placement rates in related fields, in other fields, unemployed.
 - Our program is designed for working adults and the employment rate upon entering out program is nearly 100%. We are preparing students for promotion, additional training to enter a related field, or for personal enrichment.
- Transfer rates, continuous study.
 - Transfer rates, both in and out of the program, are relatively low (approximately 2%).

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.
 - The program is accredited by the Higher Learning Commission of the North Center Association of Colleges and Schools.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys.
 - Our goal is for the program to exceed expectations of at least 90% of our graduate students. We are currently considering a survey that will be sent to our students during the summer months, annually.
- Expected satisfaction rates for employers, including timing and method of surveys
 - Our goal is for the program to exceed expectations of at least 90% of employers. We are currently considering a survey that will be sent to employers during the summer months, annually.

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PROGRAM STRUCTURE

A. Total credits required for graduation: 36

B. Residency requirements, if any: None

C. General education: Total credits: None

Courses (specific courses OR distribution area and credits): 21cr.

CA500: Intro to Graduate Communication Study 1cr.

CA501: Human Communication Perspectives 3cr.

CA516: Qualitative Methods of Communication Research 3cr.

CA517: Quantitative Methods of Communication Research 3cr.

CA529: Cross-Cultural Communication 3cr.

CA699: The Epistemology of Communication 3cr.

CA700: Graduate Project 5cr.

OR

CA797/799: Thesis Design 5cr.

OR

CA798: Leadership Reflections 2cr. plus a 3cr. elective

D. Major requirements: Total credits: 9cr.

CA505: Organizational Leadership 3cr.

CA520: Seminar in Organizational Change 3cr.

CA670: Measuring Leadership 3cr.

E. Free elective credits: 6 cr. (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience

CA700: Graduate Project – capstone course for students who work individually with a graduate advisor to research approved organizational issues; the project will be graded on a pass/fail basis and requires an oral defense (variable credit of 1-3 hours; may be repeated; must total 5 hours)

OR

CA797/799: Thesis Design and Research – provides students with the opportunity to explore a topic of interest through an in-depth research project; the thesis will be graded on a pass/fail basis and requires an oral defense. Students electing the Thesis Option shall adhere to the requirements set forth in the Graduate School's *Thesis Standards and Procedures* manual (variable credit of 1-3 hours; may be repeated; must total 5 hours)

OR

CA798: Leadership Reflections – capstone course for students not developing a thesis or project. Students electing this option will choose an additional class from electives; this paper is graded on a pass/fail basis and does not require an oral defense (2 cr.)

G. Any unique features such as interdepartmental cooperation:

CA529: Cross-Cultural Communication is cross listed as an elective in the Master of Arts in Teaching

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	30	51	77	92	83
Part Time					
Total	30	51	77	92	83