



*Building Missouri's future...
by degrees*

NEW PROGRAM FORM

1. Submitted by: Missouri State University
2. Program Title: Bachelor of Science English/Creative Writing and Literature
3. Degree/Certificate: Bachelor of Science
4. Options: Creative Writing or Literature
5. Delivery Site(s): Missouri State University
6. CIP Classification: 23.0101
7. Implementation Date: Spring 2018
8. Cooperative Partners: Not applicable

AUTHORIZATION

Dr. Frank Einhellig, Provost

Name/title of Institutional Officer

Fr. Einhellig

Signature

6/15/17

Date

Dr. Julie Masterson, Associate Provost

Person to Contact for More Information

417-836-5335

Telephone Number

EXECUTIVE SUMMARY

The English Department at Missouri State University is proposing a BS English/Creative Writing and Literature that will parallel the existing BA English/Creative Writing and Literature.

We are proposing the BS English/Creative Writing and Literature primarily to help transfer students complete their degrees in a timely manner. Currently, students interested in Creative Writing and Literature must complete a BA degree, and transfer students have difficulty finishing the 27 hours of BA requirements in two years. Because the BS English will not include the 27 hours of BA requirements, it also will help two additional student groups complete their degrees in a timely fashion: (1) students who want to develop complementary job skills by pursuing a second major; (2) students who are currently pursuing a BS major, such as English Education, but want to change their major to English. Overall, the new BS will allow more students to develop reading, writing, and research skills relevant to the current job market and move quickly into the workforce.

NOTE: The proposed BS is very similar to the existing BA, so no additional faculty or facilities are anticipated.

TABLE OF CONTENTS

Student Enrollment Projections	Page 4
Market Demand	Page 4
Societal Demand	Page 5
Program Structure	Page 7
Financial Projections	Page 9
Program Characteristics and Performance Goals	Page 10
Student Preparation	Page 10
Faculty Characteristics	Page 10
Enrollment Projections	Page 11
Student and Program Outcomes	Page 11
Program Accreditation	Page 12
Alumni and Employer Survey	Page 12
Institutional Characteristics	Page 12

STUDENT ENROLLMENT PROJECTIONS (Form SE:)

	1	2	3	4	5
Full Time	10+20=30	(30)+10+20=60	70	80	90
Part Time	0	0	0	0	0
Total	30	60	70	80	90

1. Please provide a rationale regarding how student enrollment projections were calculated
 The degree has been designed with transfer students in mind, so we expect to add 10 transfer students per year over the first five years. In addition to transfer students, we anticipate that approximately 1/4 of our BA English/Creative Writing and Literature students (many of them former transfer students) will move to the BS program by year 2. We have approximately 160 BA students, so a total of 40 will likely move to the BS, 20 in year 1 and 20 in year 2. Ultimately, the program should include 60% or more transfer students and 40% or less continuing students.

2. Provide a rationale for proposing this program, including **evidence of market demand and societal need supported by research** (i.e., please cite sources for evidence used).

a. Market Demand:

The proposed BS English/ Creative Writing and Literature, with a curriculum that is parallel to our BA degree, will make it possible for more transfer students to complete a degree in two years. BA English/Creative Writing and Literature students must take 27 hours of special BA requirements, and these requirements often delay transfer students' graduation. Since the BS does not include the 27 hours of BA requirements, it also will make it easier for transfer students to complete a second major or additional minor to enhance their job skills. For instance, a student interested in a career in literary publishing might complete two BS degrees: a BS English/Creative Writing and a BS Marketing. Although the BA degree is ideal preparation for students who intend to pursue graduate study, students who plan to move into the workforce immediately after graduation will be better served by a BS and the opportunity it provides for cultivation of complementary job skills through a second major or minor. Further, articles published recently in prominent business magazines argue that the job market of the future will need workers with precisely the skills that students develop through the study of Creative Writing or Literature: "creativity, empathy, listening, and vision" (Tom Perrault, "Digital Companies Need More Liberal Arts Majors," Harvard Business Review, Jan. 29, 2016). Although we might assume that only applicants with technological skills will be in demand in the increasingly digital career world, magazines such as Harvard Business Review and Forbes argue that "the war for talent has moved to nontechnical jobs, particularly sales and marketing"; companies need "social alchemists who can connect with customers" (George Anders, "That 'Useless' Liberal Arts Degree Has Become Tech's Hottest Ticket," Forbes, Jul. 29, 2015). The proposed BS English/Creative Writing and Literature will allow more students interested in field to become clear writers who can think creatively and with empathy. We will graduate more students with skills relevant to the future job market.

b. Societal Demand (i.e., factors other than employment indicating need for degree)

The proposed BS English/Creative Writing and Literature will support Missouri State University's Public Affairs Mission in the same way that the BA currently does, and in turn, help to prepare more students to be responsible citizens. The BS curriculum will encourage students to "articulate their value systems," "recognize and respect multiple perspectives and cultures," and "recognize the importance of contributing their knowledge and experiences to their own community and broader society" (MSU Public Affairs Mission). As suggested above, the BS English/Creative Writing and Literature will be especially effective in helping students develop the ability to empathize with perspectives other than their own and generate creative solutions to social problems.

COLLABORATION (FORM CL):

Does delivery of the program involve a collaborative effort with any external institution or organization?
: **NOT APPLICABLE.**

If yes, please complete the rest of this section. If no, state not applicable and go to Program Structure (Form PS).

Sponsoring Institutions: [Click here to enter text.](#)

Degree Program for Collaboration [Click here to enter text.](#)

Length of agreement (open-ended or limited): [Click here to enter text.](#)

1. Which institution(s) will have degree-granting authority?
[Click here to enter text.](#)
2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
[Click here to enter text.](#)
3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
[Click here to enter text.](#)
4. Which institution(s) will be responsible for academic and student-support services (e.g., registration, advising, library, academic assistance, financial aid, etc.)?
[Click here to enter text.](#)
5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
[Click here to enter text.](#)
6. In addition to the information provided by each participating institution regarding Financial Projections (below), please address the following items:
 - a) How will tuition rates be determined if they differ among the institutions?
[Click here to enter text.](#)
 - b) 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.
[Click here to enter text.](#)
 - c) What arrangements, if any, have been made for exchange of money between participating institutions?
[Click here to enter text.](#)
7. What commitments have been made by all participants to evaluate the program systematically?
[Click here to enter text.](#)
8. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?
[Click here to enter text.](#)

PROGRAM STRUCTURE (FORM PS):

1. Total credits required for graduation: 125 credit hours
2. Residency requirements, if any: 30 credit hours
3. General education: Total credits: 45-49 credit hours

Courses (specific courses OR distribution area and credits):

Students in the BS English/ Creative Writing and Literature are not required to take specific General Education courses. They may fulfill the requirements as they choose.

Distribution Area	Credits	Course Title
Foundations	2	First-Year Seminar
	3	Written Communication & Info Literacy
	3	Oral Communication
	3-5	Quantitative Literacy
	3	Written Comm. & Integrative & Applied Learning
Natural World	3-4	Life Sciences
	3-5	Physical Sciences
Human Cultures	6	Social and Behavioral Sciences
	3	Humanities
	3	The Arts
Public Affairs	6	US & MO Constitutions/American History and Institutions
	3	Cultural Competence
	3	Public Issues

4. Major requirements: Total credits: 36

Course Number	Credits	Course Title
<i>Requirements for Core</i>		
ENG 235	3	Critical Approaches to Literature
ENG 203, 205, 215, 216, 225, or 339	3	Creative Writing: Poetry; Creative Writing: Nonfiction; Creative Writing: Short Story; Introduction to the Graphic Novel; Creative Writing: Playwriting; or Writing for Children and Young Adults
ENG 200, 282, 283, or 289	3	Great Books and Instant Classics; Literature by Women; Folklore and Cultural Engagement; or Literature, Culture, and Conflict
ENG 350, 351, 517, 519, 553, 557, 558, 559, or 562	3	Survey of American Literature I; Survey of American Literature II; The American Novel; American Drama; American Romantic Literature; American Realism; Major American Authors; Modern American Literature; or Contemporary American Poetry/Fiction
ENG 312, 340, 341, 510, 512, 513, 514, 541, 543, 544, 546, 547, 548, or 598	3	Introduction to Shakespeare; Survey of English Literature I; Survey of English Literature II; Chaucer, The British Novel; Shakespeare; British Drama; Renaissance Literature; Restoration and 18 th Century Literature; British Romantic Literature; Victorian Literature; Modern British Literature; Major British Authors; or Early English Language and Literature

ENG 354, 355, 362, 363, or 554	3	Ethnic American Literature, African-American Literature, Non-European World Literature; Introduction to African Literature; or Topics in Ethnic American Literature
ENG 301 or 599	3	Seminar In English Studies and Public Affairs or Advanced Seminar in Literature
<i>Requirements for Creative Writing Option</i>		
ENG 203, 205, 215, or 225 (cannot double count from core)	3	Creative Writing: Poetry; Creative Writing: Nonfiction; Creative Writing: Short Story; or Creative Writing: Playwriting
ENG 303, 305, 315, 316, or 325	3	Creative Writing: Poetry II; Creative Writing: Nonfiction II; Creative Writing: Fiction II; Graphic Narrative II; or Creative Writing: Playwriting II
ENG 500, 501, 503, or 506	3	Advanced Writing: Nonfiction; Advanced Writing: Fiction; Advanced Writing: Poetry; or Advanced Writing: Drama
ENG 508	3	Creative Writing Project
ENG 551	3	Literary Publication
<i>Requirements for Literature Option</i>		
ENG 350 or 351 (cannot double count from core)	3	Survey of American Literature I or Survey of American Literature II
ENG 340 or 341 (cannot double count from core)	3	Survey of English Literature I or Survey of English Literature II
ENG 435, 483, 491, 533, 534, 563, 580, or 583	3	Advanced Literary Theory: From Antiquity to the Present; Folklore and Literature; History of the English Language; Studies in Children's Literature; Historical Perspectives in Children's Literature; Literature and Medicine; Gender Issues in Language and Literature; or Themes in Folkloristics
ENG electives	6	Two ENG electives, at least one of which must be a 400 or 500 level literature course

5. Free elective credits:
Students will need to complete 40-44 credits to reach 125. Since a minor (typically 18 hours) is required with the BS, students will then have 22-26 free electives.
6. (Sum of 3, 4, and 5 should equal at least 1.)
45 to 49 + 36 + 40 to 44 \geq 125
7. Requirements for thesis, internship or other capstone experience:
Students will complete an MSU Public Affairs capstone experience by taking ENG 301 Seminar in English Studies and Public Affairs or ENG 599 Advanced Seminar in Literature.
8. Any unique features such as interdepartmental cooperation:
Not applicable.

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS (FORM PG):

Institution Name: Missouri State University

Program Name: Bachelor of Science English/Creative Writing and Literature

Date: June, 2017

(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

- a) 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.

No special admission procedures or student qualifications.

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

The proposed BS English/Creative Writing and Literature has been primarily designed for students who transfer to MSU from community colleges. These students have difficulty completing the BA English/Creative Writing and Literature in two years because the BA degree includes 27 hours of special BA requirements. The BS will help transfer students complete their degrees in a timely manner.

2. Faculty Characteristics

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

Faculty requirements will be the same as they are for the BA English/Creative Writing and Literature. Teachers of 200-level courses must have earned at least an MA in the relevant field. In general, teachers of 300-level or higher classes must have a terminal degree (MFA or PhD) in the relevant field.

- b) 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.

We anticipate that, typically, no fewer than 92% (33 out of 36 hours) of the major will be taught by full time faculty.

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

Faculty expectations for the proposed BS are the same as the ones for our existing BA.

Professional activities: Full-time faculty will be expected to publish actively in their fields. Special student contact: The proposed BS program will sponsor a number of co-curricular activities, such as a creative writing reading series and an undergraduate literature conference.

Teaching/learning innovation: The BS program will make use of "master classes" and will feature evening and online classes.

3. Enrollment Projections

- a) Student FTE majoring in program by the end of five years.
90 students
- b) Percent of full time and part time enrollment by the end of five years.
100% full time / 0% part time

4. Student and Program Outcomes

- a) Number of graduates per annum at three and five years after implementation.
We anticipate that approximately 20% of enrolled students will graduate each year--14 per year at Year 3 and 18 per year at Year 5.
- c) Special skills specific to the program.
Students in the BS English/Creative Writing and Literature will develop advanced reading, writing, and research skills. As noted in market demand section, they will also hone their creativity, empathy, listening, and vision, a skill set that will prepare them well for the future job market (Tom Perrault, "Digital Companies Need More Liberal Arts Majors," Harvard Business Review, Jan. 29, 2016). Although all students at Missouri State University are taught, as part of the Public Affairs Mission, to "articulate their value systems," "recognize and respect multiple perspectives and cultures," and "recognize the importance of contributing their knowledge and experiences to their own community and broader society" (MSU Public Affairs Mission), the students in the proposed BS will be especially skilled at understanding perspectives other than their own and generating creative solutions to social problems.
- d) Proportion of students who will achieve licensing, certification, or registration.
0%. There is no licensing, certification, or registration associated with this degree.
- e) 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 proposed BS English/Creative Writing and Literature will be assessed in the same way that we assess our BA English/Creative Writing and Literature. Our Assessment Plan focuses on student achievement of the learning goals associated with our programs. We measure this achievement in part by examining evidence of student learning gathered in our classes: essays, common exam questions, and surveys. We also will make use of Missouri State University's Senior Exit Exam, which includes the ETS Proficiency Profile and the MSU Public Affairs Measures. The ETS Proficiency Profile is a national assessment of general education focused on four key skill areas: reading, writing, mathematics and critical thinking. Our current BA English students score well on this exam: in 2011-2015, 68% of our students scored above the national 50th percentile. We anticipate that BS students will achieve similarly high scores. The MSU Public Affairs Measures evaluates student achievement in the MSU Public Affairs mission. We anticipate that the BS students, whose coursework stresses Public Affairs, will score above average ("Milestone 2" in the assessment system).
- f) Placement rates in related fields, in other fields, unemployed.
We anticipate that placement rates for our BS English students will be comparable to those for our BA English students. Our current BA English placement data are based on a survey that Career Services distributes at graduation. In Spring 2016, 53% of our BA English graduates had secured full- or part-time employment or were pursuing higher education; 41% were still

seeking jobs; 6% were not pursuing careers or further education. To track BS English placement, we will use the Career Services survey. We also will develop a second survey that we will distribute to students one year after graduation. We anticipate that most of the graduates who indicated that they were "seeking employment" will have found a job one year after graduation.

g) **Transfer rates, continuous study.**

In recent years, approximately 40% of new students in the English Department have been transfer students; approximately 60% have been continuous study students. Since the proposed BS has been designed for transfer students, we anticipate that 60% or more of the BS English students will be transfer, and 40% or less continuous study.

5. Program Accreditation

- a) Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons. There are no plans to seek specialized accreditation for the proposed BS English/Creative Writing and Literature. The program will be reviewed along with other English programs when the English Department undergoes university program review, a process that takes place every seven years. The next external review process is scheduled to begin in 2017.

6. Alumni and Employer Survey

- a) Expected satisfaction rates for alumni, including timing and method of surveys. At present, we do not administer an alumni satisfaction survey. However, we have contacted Kelly Rapp, the Interim Director of MSU's Career Center, and will work with her to develop a questionnaire that will be distributed to MSU English Department alumni one year after graduation. We will consider modeling our survey on the survey administered by Cornell University (<http://irp.dpb.cornell.edu/wp-content/uploads/2013-Alumni-Survey-instrument.pdf>). Note that our survey will be shortened to focus on alumni experience in the English Department. Also, scaled questions will use a 5 point scale (with 5 = to "strongly agree" and 1= "strongly disagree"). Based on surveys currently administered to seniors, we anticipate that alumni satisfaction in areas such as "Academic and Intellectual Experiences," "Co-Curricular Experiences," and "Job Preparation" will be in the range 3.75-4.25.
- b) Expected satisfaction rates for employers, including timing and method of surveys. At present, we do not administer an employer satisfaction survey. However, we will work with Kelly Rapp, the Interim Director of MSU's Career Center, to develop a questionnaire that will be sent to employers every three years and will focus on students who graduated during that period. We will model our survey on the one used by the North Dakota University system (<https://und.edu/research/institutional-research/surveys/2010-ess.cfm>). The survey will use a 5 point scale and will cover areas including "Knowledge and Understanding of Major Field," "Specialized Skills Related to Job," and "Qualities Expected of Employee." Based on data from other public universities, we anticipate that employer satisfaction with MSU English Department graduates will be at least a 4 in all areas.

7. Institutional Characteristics

- a) Characteristics demonstrating why your institution is particularly well-equipped to support the program. Since the proposed BS English/Creative Writing and Literature is based on our existing BA program, it will not require new faculty or resources. We are well equipped to support the program.