



Missouri Department of Higher Education

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NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Valley College

Program Title: Master of Arts in Community Counseling

Degree/Certificate: Master of Arts in Community Counseling

Options: None

Delivery Site(s): Missouri Valley College, Marshall, Missouri

CIP Classification: 42.1701 (Please provide a CIP code)

Implementation Date: May, 2011

Cooperative Partners: None

AUTHORIZATION:

Dr. Sharon Weiser/Vice President of Academic Affairs

February 12, 2013

Name/Title of Institutional Officer

Signature

Date

Kevin S. Sanders, Program Director, Master of Arts in Community Counseling
660-831-45464

Person to Contact for More Information

Telephone

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Form NP – New Program Proposal

New Program Proposals

Index of Documents

[This is copied from the MDHE web page. The name of the document that answer supplies the requested information is in parenthesis after the document's name.]

New program proposals must be submitted by using the forms provided below and **must contain the following information and format, and order** (*the links provided in this listing are for your reference only, copies of the forms used for proposals are located at the bottom of this page*):

1. New Program Proposal Form (Form NP)
2. Rationale for the program (Rationale for the program)
3. Student enrollment projections (Form SE), including a rationale for how projections were calculated (form SE)
4. Evidence of Market demand / Societal need supported by research (Evidence of Market demand)
5. Address program duplication and opportunities for collaboration (*should include Form CL for collaboration*)(Form CL)
6. Details on Program Structure (Form PS)
7. Financial Projections (Form FP) for public institutions only (Not included as we are not a public institution.)
8. Program Characteristics and Performance Goals (Form PG)
9. Plans for accreditation, including a rationale if it is not a goal for this program – This Program is accredited by the Higher Learning Commission of the North Central Association. No further accreditation is deemed necessary. (See form PG)
10. Institutional Characteristics demonstrating why your institution is particularly well equipped to support the program (Institutional Characteristics)

2. Rationale for the program (Taken from the Application submitted to the Higher Learning Commission)

The addition of this Master's program in Community Counseling will enhance the College's educational services to the region by supplying needed mental health professionals now in short supply both regionally and nationally, by helping students secure better professional careers, by increasing enrollments, and by spurring the financial growth of the institution.

As a tuition-driven institution, Missouri Valley College initiates any new program with the strategically planned investment needed to establish a secure and dynamic program. Then, additional resources are reinvested into the program as they are produced. This policy has been successful in allowing the College to avoid any personnel layoffs, program cancellations, or reductions of capital endowment funds in the current economic climate. The following sections of this document will demonstrate that our finances are in excellent condition and will safely allow this proposed expansion into Master's level programs.

The compelling need for more counselors in the region and the state is well documented, along with the counseling profession's projected prospects for the future. Many counties in Missouri have too few licensed practicing counselors. The reason for this significant need is twofold. First, according to the United States Department of Labor's Bureau of Labor Statistics, the number of job openings that arise yearly in the counseling field exceed the number of graduates of counseling programs. Secondly, virtually no research exists to suggest that doctoral-level mental health practitioners provide more effective treatment or counseling; therefore, behavioral health organizations and insurance companies are seeking Master's-level counselors to provide similar services at decreased costs. These factors, in addition to the limited number of counselors in rural Missouri counties, create a shortage of counselors in a region where some 20% of the population stand in need of mental health care.



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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	6	6	6	6	6
Part Time	5	5	5	5	5
Total	11	11	11	11	11

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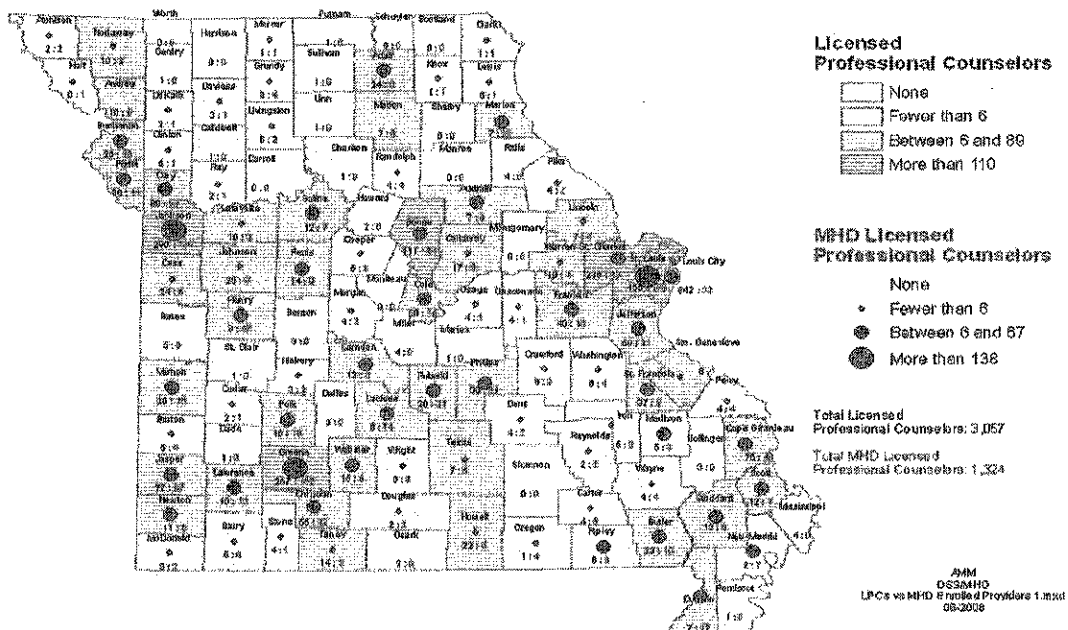
Form SE - Student Enrollment Projections

4. Evidence of Market demand / Societal need supported by research (Taken from the Application submitted to the Higher Learning Commission)

Needs Analysis The United States Bureau of Labor Statistics predicts employment opportunities for licensed counselors will increase between 13 and 34 per cent, depending on specialty, through the year 2016, when the nation will still have a projected shortage of 135,000 licensed counselors (Appendix A). The state of Missouri has only 4,381 professional counselors; not including school counselors. The ten-county area around Saline County, where Missouri Valley College is located, is officially designated a medically underserved area, with only one Licensed Professional Counselor per 1,550 people. (See Figure 1.)

This shortage persists because there are so few Master's degree programs in counseling in west central Missouri, because many more people are seeking mental health treatment for mental illness and addictions, because the Mental Health Parity Act has improved the affordability of treatment, and because managed care insurance systems are increasingly turning to professional counselors as less costly alternatives to psychiatrists and psychologists.

Figure 1: Distribution of Licensed Professional Counselors in Missouri



Counseling practices in nearby cities are actively employing people with advanced degrees, and they also seek opportunities for advanced study for their current employees. Missouri Valley College is particularly well poised to meet these needs. A survey of 200 individuals currently employed as counselors in this region was conducted by the Heart of America Psychology Training Consortium (HAPTC), a Missouri-based behavioral health training organization. It determined that within Pathways Community Behavioral Healthcare (the largest regional employer of behavioral healthcare workers in West Central Missouri) 82% of bachelor-level employees who participated in the survey were interested in pursuing a Master of Arts in counseling. More specifically, the survey indicated that 81% of these individuals preferred attending evening classes twice weekly in order to accommodate work schedules. Also, in a recent survey conducted by Missouri Valley College, data indicate that 90% of behavioral health care leaders and practitioners believe our region is underserved. Additional surveys have also shown that an interest in graduate education exists among current undergraduate students and recent graduates. Given the underserved nature of this area and the interest of prospective employers and students, current and past, this program once approved, could immediately accommodate at least fifteen graduate students. In ensuing years, an additional fifteen or twenty students will be accommodated. Revenue generated from tuition ensures that the program will be financially self-supporting.

Regional behavioral health leaders and practitioners also recognize the need to increase the number of counselors in Missouri. In order to analyze these needs, Missouri Valley College surveyed approximately twenty-five licensed mental health practitioners and healthcare leaders across the state. Many of the responders who are trying to hire counselors to fill open positions are facing a lack of qualified candidates. Fully 90% believe their area is being underserved. Over 70% were agreeable to providing a practicum and other training opportunities for graduate students in the proposed MACC program, once it has been approved.

Missouri Valley College is advantageously located to provide these much-needed opportunities for training in counseling and advanced graduate study. Dr. C. J. Davis, past President-Elect of the Missouri Psychological Association has submitted a manuscript for publication documenting how Missouri employers of mental health practitioners utilize training programs (e.g., practicums and internships) as mechanisms to recruit well-trained students to become employees upon graduation. This model has been more effective in recruiting mental health practitioners for rural areas than other traditional ways of filling vacant positions, such as advertising in professional journals or classified advertisements. In the training of mental health practitioners, often graduate students are offered staff positions following graduation at organizations where their training was completed. Data from the aforementioned paper reported that nearly 90% of trainees who complete an internship will remain employed following graduation.

With its rich history in the community, Missouri Valley College has cultivated a long-term relationship with several nearby behavioral health organizations that already offer undergraduate internship experiences for students. Letters of support from several of these organizations are available. These long-term relationships and Missouri Valley College's central geographic location yield numerous employment and training opportunities, among them:

- Habilitation Center
- Area Health Departments
- Pathways Community Behavioral Healthcare, Inc.
- Royal Oaks Hospital
- Mefford, Vuagniaux & Associates, P.C.
- Beck Counseling
- David Rasse and Associates
- The Lighthouse Shelter
- Burrell Behavioral Health
- Butterfield Youth Services

Missouri Valley College enjoys strong support from its current psychology undergraduate students and recent graduates. Its baccalaureate program in psychology is very popular and highly successful. Many current undergraduates and recent graduates have expressed a preference for earning a Master of Arts in Community Counseling from Missouri Valley College once The Higher Learning Commission grants approval and the new program can offer a seamless transition to graduate study. Current psychology majors at Missouri Valley College responded with tremendous support for a graduate program in community counseling. Forty-one undergraduate psychology majors at Missouri Valley College were surveyed to assess their interest in such a Master's program. Nearly three fourths of responders plan to pursue a graduate degree in counseling, 73% preferring to do so at Missouri Valley College. In fact, 65% expressed a preference to pursue their graduate education immediately at Missouri Valley College. Because Missouri Valley College does not presently have such a graduate program, many of our recent psychology graduates have had to go elsewhere, having to drive as far as 200 miles to pursue graduate degrees in psychology or related fields at programs in Springfield, Jefferson City, Rolla, Kansas City, and Warrensburg. This information was gathered over a two-year period as alumni and alumnae contacted faculty members either to request letters of recommendation for graduate school admission or to provide personal and professional updates.



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COLLABORATIVE PROGRAMS

Sponsoring Institutions: Missouri Valley College

Degree program: Master of Arts, Community Counseling

Length of agreement: No collaborative agreements – all instruction takes place on Missouri Valley campus.
(open-ended or limited)

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 (Form FP), please address the following items:
 1. How will tuition rates be determined if they differ among the institutions?
[Click here to enter text.](#)
 2. 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.](#)
 3. 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?

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[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.](#)



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PROGRAM STRUCTURE

A. Total credits required for graduation: 48

B. Residency requirements, if any: 39 credits must be completed at Missouri Valley, a maximum of 9 credits can be transferred for accredited institutions.

C. General education: Total credits: 0

Courses (specific courses OR distribution area and credits):

CN501	3	cr.	CN502	3	cr.	CN503	3	cr.
CN504	3	cr.	CN505	3	cr.	CN506	3	cr.
CN507	3	cr.	CN508	3	cr.	CN509	3	cr.
CN510	3	cr.	CN511	3	cr.	CN512	3	cr.
CN514	3	cr.	CN521	3	cr.	CN522	3	cr.

D. Major requirements: Total credits: 45

CN501	3	cr.	CN502	3	cr.	CN503	3	cr.
CN504	3	cr.	CN505	3	cr.	CN506	3	cr.
CN507	3	cr.	CN508	3	cr.	CN509	3	cr.
CN510	3	cr.	CN511	3	cr.	CN512	3	cr.
CN514	3	cr.	CN521	3	cr.	CN522	3	cr.

E. Free elective credits: 3 credits to be chosen from any of the following elective classes (which are 3 credits each): CN513; CN515; CN516; CN517; CN523 (Sum of C, D, and E should equal A.)

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

Capstone Project Presentation - During the last term of internship, students are required to complete a Capstone Project. This project gives students the opportunity to demonstrate knowledge gained from academic as well as experiential learning. For the Capstone Project the student chooses a clinical case encountered while completing an internship and constructs a review (at least 10 pages long, following APA style) of literature pertaining to the selected case. The review of the literature should focus on specific areas of psychopathology, treatment interventions, or an alternative clinically relevant topic directly related to the case. The student will be required to present the clinical case to the faculty of the MACC program. Students are expected to demonstrate an integration of learning in various areas including psychopathology, counseling theory, and appraisal. Students' written and oral skills will be evaluated. Students can receive three possible determinations of performance from the presentation: 1. Pass 2. Not Pass, or 3. Pass with Recommendations. In the event a student does not pass, he or she can submit a request for a second attempt within two weeks. Students are subject to withdrawal from the program if they fail to pass the Capstone Project on the third attempt. If a student passes with recommendations, he or she may re-present the Capstone Project within two weeks. Students must schedule their Capstone Project presentation during the first week of the second internship

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Form PS - Program Structure

to ensure timely graduation. Experiential Requirements: Practicum & Internship courses
Supervised clinical experience will be obtained through CN521 (Practicum I) and CN 522-523
(Internship I & II). In order to be eligible for the practicum class (CN 521) a student must:
Successfully complete all five foundational courses and an additional 15 credit-hours;
successfully complete the Candidacy process; pass both portions of the qualifying examinations;
submit a formal practicum proposal to the Practicum Coordinator prior to registration for the
practicum; submit proof of liability insurance to the Practicum Coordinator; complete and submit
the Missouri Department of Health and Senior Services Family Care Safety Registry Worker
Registration and a copy of his or her United States Social Security Card to the Practicum
Coordinator. Costs are the responsibility of the student. CN 521 must be successfully completed
before a student is enrolled in internship courses (CN522 -523). For more information regarding
the practicum and internships, refer to the Practicum Handbook.

G. Any unique features such as interdepartmental cooperation:
N/A



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri Valley College
Program Name Master of Arts, Community Counseling
Date February 11, 2013

(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.

Graduate Studies Admissions Requirements: A baccalaureate degree from a regionally accredited institution of higher learning with a major in Psychology or a closely related field. Note: If the bachelor's degree is in another closely related field, students must complete the following undergraduate courses: General or Introduction to Psychology, Theory of Personality, Abnormal Psychology, History of Psychology, Research Design, and Physiological Psychology. These must be completed prior to completing any MACC classes. Minimum undergraduate Grade Point Average (GPA) of 2.5 (on a 4.0 scale) for the last 60 hours of undergraduate work. For those with a GPA of 3.0 or higher, no GRE is required. For those with less than a 3.0 GPA completing the GRE after August 2011, a combined (Verbal and Quantitative) GRE Revised General Test score of 290 is expected. On the previous GRE format (GRE tests taken before August 2011), a combined Verbal and Quantitative of 900 or higher is expected. For both GRE formats, an Analytical score of at least 4 is expected. A background check (at the applicant's expense). Students seeking admission to Graduate Studies must: Submit the following materials directly to the Admissions Office by the application deadline: An application for admission and the non-refundable \$30 application fee (\$75 for International Students); An official transcript from all undergraduate work; An official report of GRE scores for students who have a GPA below 3.0 (school code 6413); An updated resume; A personal statement (2-3 typed pages) regarding your interest in pursuing an advanced degree in the helping profession. The personal statement, not to exceed three pages in length, should be composed in Times New Roman 12-point font, double-spaced, with one-inch margins. The personal statement must address one's reasons for pursuing a Master of Arts in Community Counseling and one's professional goals following graduation. Three or more letters of professional recommendation. The letters of recommendation should be from former professors, supervisors, or other professionals familiar with the candidate's academic, personal, or professional integrity. After receipt of the above application materials, applicants will be selected for interviews. An interview is required of prospective students, preferably an on-campus interview. (Note: Acceptance into the

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program will not be determined until all transcripts, GRE scores, and other application materials are received and the student has completed the other steps outlined below.)

- Characteristics of a specific population to be served, if applicable.
Individuals wishing to become a Licensed Professional Counselor or enter a related field.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Doctorate degree or Masters Degree with 5 years experience as a licensed professional.
- 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.
30% of the Master of Arts, Community Counseling classes are currently being taught by full-time faculty. Our intention is to increase this to 50% as soon as possible.
- Expectations for professional activities, special student contact, teaching/learning innovation.
Attend professional conferences annually, maintain professional licensure.

Enrollment Projections

- Student FTE majoring in program by the end of five years.
15 full time equivalent students after 5 years
- Percent of full time and part time enrollment by the end of five years.
60% full-time; 40% part-time.

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
3 years: 4; 5 years: 7.
- Special skills specific to the program.
Knowledge and skills necessary to become a Licensed Professional Counselor in Missouri.
- Proportion of students who will achieve licensing, certification, or registration.
Our goal is 100% of students.
- 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.

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To receive a Masters Degree students must score within 1 standard deviation of the national average on the Counselor Preparation Comprehensive Examination (CPCE) which is offered by the National Counselors Association.

- Placement rates in related fields, in other fields, unemployed.
Unknown.
- Transfer rates, continuous study.
Projected to be less than 10%.

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. Missouri Valley College has been authorized by the Higher Learning Commission of the North Central Association of Schools and Colleges to offer the Masters Degree in Community Counseling. No further accreditation is anticipated.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys. Our goal is satisfaction of 100% of our graduates. Graduates will be surveyed 1 year and 5 years after graduation. Surveys will be conducted by the Director of the Master of Arts, Community Counseling program utilizing email and/or online surveys.
- Expected satisfaction rates for employers, including timing and method of surveys. Our goal is 100% satisfaction on the part of employers. Employers will be surveyed in the same time frame and manner as the graduates.

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

(The following was submitted to the Higher Learning Commission of the North Central Association as part of the process of requesting that organization's approval to offer the MACC program. The HLC subsequently authorized the functioning of the Program.)

The constant process of evaluating the programs and the direction in which the College is moving has resulted in an investigation of the possibility of offering graduate programs. Since Lindenwood University began offering graduate programs in education and business on our campus twelve years ago, a graduate culture has grown at Missouri Valley College. This culture is nourished by all members of the College community.

The offices that will support the graduate students have been planning and training their staffs for this new type of demand. An outline of their preparation and planning to meet this challenge was sent to the HLC and is available. Missouri Valley College currently supports twenty-four graduate assistants in its administrative offices, athletic programs, and library. These students are taking graduate classes in the Lindenwood program on this campus with fees and stipends paid by Missouri Valley College. Thus many sectors have had intensive interaction with graduate students for years.

In addition, input from other constituencies has been taken into account:

(1) Students majoring in several disciplines have expressed a desire to continue their graduate education at Missouri Valley College. (2) Faculty have enhanced professional credentials to secure positions teaching graduate students. (3) Staff will be participating in training sessions designed to center the College's services on the special needs of graduate students for financial aid, learning resources, advising, and counseling. (4) Members of the community who seek advancement in their professional careers have urged the College to offer new programs at a higher degree level. The largest behavioral health organization in Missouri Valley College's geographic region recently surveyed nearly two hundred of their employees with bachelor degrees in psychology or a closely related field. The survey revealed that 85% of responders were interested in pursuing an advanced graduate degree within the next six to twelve months. In addition, 85% were also interested in attending classes two evenings each week in order to complete the program requirements while remaining employed on a full-time basis. (5) Alumni have supported the College's plans to offer graduate programs. (6) Trustees have voted to provide the funds necessary to implement new programs at the Master's level.

In spite of the current economic downturn, the College has been operating through careful management without using funds from its endowment. The essential services that are needed in our area provided by graduate programs and the financial sustainability of such programs are two of the strong incentives for this Request for Institutional Change. Missouri Valley College initiates any new program with the strategically planned investment needed to assure successful implementation. This deliberate process has been used to launch several successful new programs, including a Bachelor of Science in Nursing.

The idea of offering educational programs at the Master's degree level was originated by the faculty in 2003. At that time the College established a Graduate Studies Committee. This committee has conducted surveys, which have confirmed strong support from faculty and students alike for the development of graduate degree programs at Missouri Valley College. All divisions declared themselves to be in favor of offering Master's level programs, and the Faculty Senate approved the Request for Institutional Change. With wide participation of the entire college community, the mission review process resulted in a revised mission with a clear mandate for adding graduate programs.

During this review process, the hard questions were asked and addressed. Faculty, staff, and trustees worked to be certain that the creation of a graduate program would not remove any resources or have any other adverse effect on undergraduate programs. Schedules were examined to ensure that no undergraduate classes would be neglected as faculty potentially assume graduate responsibilities.

Start-up funds were authorized to hire a Dean of Graduate Studies with appropriate faculty and staff, and to acquire the necessary equipment to initiate the program, as detailed in the budget in Appendix I. The proposed program is expected to produce a positive revenue flow in its second or third year. Appendix F records details of the various meetings where administrators and faculty discussed this proposal. (Note: The degree was initially named Master of Arts in Counseling Psychology, so this name appears in several documents in appendices. However, after consultation with area professionals and reviewing material from accrediting agencies, the name was changed to Master of Arts in Community Counseling, which more accurately describes the program as it was originally designed.)

The end result is that the program is seen by all constituencies as having the potential to reinforce educational offerings, service to the community, and the financial health of the College. It is not seen as removing resources, but rather as augmenting them.

The development of Master's degree programs continues to be a priority in the College's strategic planning ever since the current administration was inaugurated in January 2005. College President Dr. Bonnie Humphrey and the Board of Trustees have long recognized the need to augment baccalaureate programs with advanced study to better prepare our students for meaningful careers in today's highly competitive workforce. As outlined in this document, various College constituencies had a hand in planning this new graduate-level program: developing its curriculum; staffing its administration and faculty; planning assessment of learning outcomes; and managing other aspects of implementing, marketing, and sustaining the program.

Since many prospective students are employed by day, graduate courses will be scheduled during evening hours. Campus facilities will be available to graduate students, including the library, the campus-wide computer infrastructure, a student lounge, and food services.

All offices for student services and the campus bookstore will be open for extended hours during the first week of each semester to accommodate the needs of graduate students. The Administrative Assistant to the Dean of Graduate Studies will keep evening office hours

during the semester to serve as a "one-stop office" for the convenience of graduate students. The Administrative Assistant is cross-trained as a liaison for financial aid, student accounts, registration, and student affairs.

The faculty, facilities, technological infrastructure, offices for student services, library and learning support systems, and other assets of Missouri Valley College have been utilized by Lindenwood University's graduate programs for more than a decade. These programs, whose courses are taught in large part by the faculty of Missouri Valley College, have been highly successful. For example, graduate students in the education administration program have shown a 100% pass rate on the state licensing examination. Further, Lindenwood University administrators have indicated that the portfolios produced by graduate students at their Missouri Valley College site are the best in Lindenwood's program. Since theirs is the largest such program in the state, with more than twenty site locations, that is high praise for Missouri Valley College's faculty and facilities. The College has established a culture of graduate education over the last decade.

With this history of successful graduate education, Missouri Valley College now seeks to stand on its own to fulfill its mission by broadening the scope of its offerings in advanced study for the mutual benefit of the region, the organization, and its students