

Utah Valley University
Curriculum Items
Board of Trustees
September 30, 2015

Proposal:

It is proposed that the UVU Board of Trustees grant approval for the following programs: **BA/BS/Minor in Human Resource Management, BS in Digital Marketing, BS in Special Education, and a BA in Humanities**; Discontinuation of the **AAS in Accounting**; Name Changes to **AAS/AS/Technology Management Emphasis in Engineering Design Technology** from Drafting Technology; Additions of a **Certificate of Proficiency in Professional Sales, Certificate of Proficiency in Financial Planning, Certificate of Proficiency in Music Technology**; and 3-year-follow-up report **MSN in Nursing**.

Background:

The **BA/BS/Minor in Human Resource Management** will provide students with practical and applied skills, experience in applying those skills, and a variety of intellectual tools to prepare them for HRM careers in business, government, and non-profit organizations. The proposed classes, engaged pedagogy, and instructors will aim to prepare students for staffing organizations, setting and advising procedures for recruitment, interview, and placement. Additionally, students will be prepared for carrying out disciplinary action, tracking leave and absences, and ensuring the health, safety, and development of organizational employees. HR graduates will also be prepared to advise company management on labor law issues.

The **BS in Digital Marketing** provides students with an in-depth study into all facets of digital marketing. Students will be taught website marketing and design, organic and paid search marketing, social media marketing, content marketing, and marketing analytics. Students will take classes in marketing content strategy, creative marketing strategy, computer programming, and data analytics. The digital marketing major is targeted at students who want to use creativity, quantitative skills, and business skills in their future careers.

The **BS in Special Education** is designed to prepare quality, entry-level candidates for teaching students with mild to moderate disabilities in special education programs grades K-12. Students successfully completing the Teacher Education Program graduation and licensure requirements will receive a BS in Special Education and a Level I Utah Professional Teaching License. Through electives, students can choose to specialize in concentration areas such as Autism Studies or Secondary Special Education Mathematics. Additionally, students can choose to earn a dual license in Special Education and Elementary Education grades K-6 or Secondary Education. To continue in the Teacher Education Program, students are expected to maintain program standards in all coursework. They must maintain levels of competence in fieldwork and student teaching placements with all course grades at or above a B- and a program GPA of 3.00 or higher. In

addition, teacher candidates are expected to adhere to standards of personal integrity, responsibility, and citizenship commonly expected of professional educators

The discipline of Humanities is the study of human intellectual and artistic creativity from early civilization to the present. This field of study draws on other disciplines, such as history, literature, architecture, performance art, the visual arts, music, religious studies, philosophy, and the sciences, to determine how these forms of analysis communicate and work together to provide an in-depth record of the meaning of human life. The discipline emphasizes the relationship between the arts, culture, and society, looking closely at artistic forms as a measure of human expression and experience across time and space. A **BA in Humanities** is helpful in preparing for employment in education, business, government, civil and foreign service, tourism, and in preparation for graduate studies.

The request to delete the **AAS in Accounting** is due to lack of student and employer demand. It does not provide sufficient training for a student to obtain meaningful employment, and it does not prepare a student to enter a baccalaureate degree program. The Associate of Science degree, which is being retained, provides better preparation for employment and allows a student to seamlessly enter the Bachelor of Science degree program in accounting.

The name change for the **AAS/AS/Technology Management Emphasis in Engineering Design Technology** from Drafting Technology is necessary to align the program name with the industry served. Drafting/Design programs across the state and nation are modernizing their names to either Design Technology, in the case of most high schools and community colleges, and to Engineering Design Technology or variant of this at most universities. For example, Weber State University has recently changed their AAS and BS degree names to Design Engineering Technology.

The purpose of the proposed **Certificate of Proficiency in Professional Sales** is to fill the need expressed by both students and local business to develop and train more skilled sales professionals. This certificate will address the fastest growing job segment in Utah County. There are currently no professional sales programs within public higher educational institutions in Utah or Salt Lake Counties, yet the demand for trained professional sales students is increasing each year.

The **Certificate of Proficiency in Financial Planning** adds to the Woodbury School of Business (WSB) flexibility to meet the needs of individuals seeking to complete the educational requirement to sit for the Certified Financial Planning Board's professional accreditation. It provides the required seven courses in a residential setting for individuals who already have a bachelor degree but lack these required courses. It will supplement the existing bachelor program in Personal Financial Planning (PFP) and the online seven-course program WSB currently offers in collaboration with Dalton Education.

Music Technology is a highly sought after skill for educators, composers, arrangers, and other music professionals. To date, there is little if any opportunity for professionals who are already credentialed in these disciplines to augment their knowledge and credentials with current music technologies and implement these technologies in their teachings, performances, and compositions. Although a number of top-ranked universities and schools of music have recently entered this realm by offering music technology courses (including UVU through its Commercial Music degree program), practicing educators, performers, and composers are often unable to obtain additional training in this highly important discipline. A **Certificate of Proficiency in Music Technology** will address this need by offering those individuals the opportunity to augment their credentials.

The **Master of Science in Nursing (MSN)** program was approved by the Board of Regents on 1/16/2009, with the first cohort of students beginning in August 2009. The MSN program prepares post-baccalaureate nursing students for advanced practice roles as nurse educators in academic settings and/or clinical nurse educators in healthcare institutions. The program includes core courses essential to master-level nursing programs as well as courses designed to prepare nurses to assume roles as academic nurse educators and/or clinical nurse educators. Program content focuses on theoretical foundations for nursing education and leadership; tests and measurements of learning outcomes; curriculum development, implementation and evaluation; and academic and clinical teaching. Program courses provide skills and strategies for facilitation of learning in a variety of settings. The program was granted accreditation through the National League for Nursing Accreditation Commission (NLNAC) in March 2012.

Recommendation:

The President and the Senior Vice President for Academic Affairs recommend that the Board of Trustees approve the proposed actions as summarized above and detailed in the attached documents.