

Action on Programs at Public Institutions

Academic Affairs Committee
October 26, 2020



New Degree Programs Recommended for Approval

University of Virginia

- Bachelor of Arts (B.A.) in Media Studies (CIP 09.0102)
- Master of Education (M.Ed.) in Quantitative Analytics in Education and the Social Sciences (CIP 13.0604)
- Master of Urban Design (M.U.D.) in Urban Design (CIP 04.0403)

Virginia Commonwealth University

- Bachelor of Science (B.S.) in Health Services (CIP: 51.0701)
- Bachelor of Arts (B.A.) in Human and Organizational Development (CIP: 52.1005)

Virginia State University

- Master of Social Work (M.S.W.) in Social Work (CIP: 44.0701)

Northern Virginia Community College

- Associate of Science (A.S.) in Biology (CIP: 26.0101)

All programs were analyzed by SCHEV Finance Policy staff and determined to be sufficiently resourced, and no objections or concerns requiring response were lodged by other institutions.

UVA BA Media Studies

Bachelor of Arts (B.A.) in Media Studies (CIP 09.0102)

- Graduates will be prepared for entry-level positions and possess the knowledge and skills to: 1) monitor print and online media and produce concise analyses and summaries of relevant coverage; 2) create and edit creative, compelling content for web and print media; 3) conduct media landscape research and competitive analysis research to help secure an organization's footprint in the market; 4) develop and implement a media strategy to connect with an organization's target audiences; and 5) manage social media channels to track public opinion and boost an organization's brand profile and messaging.
- The summary of projected enrollments for the proposed program shows a headcount (HDCT) of 160 in the program's first year, rising to a HDCT of 320, with 150 graduates, by the target year.
- The BLS projects that employment of public relations specialists is expected to grow "faster than the average of all occupations" or 7%. The VEC projects that employment of public relations specialists is expected to increase 7.82% or 56 positions annually.
- UVA would be the first public institution in Virginia to offer a BA in Media Studies. Five public institutions (CNU, JMU, LU, RU, and Virginia Tech) offer degree programs in the area of communications.

UVA MEd in Quantitative Analytics in Education...

Master of Education (M.Ed.) in Quantitative Analytics in Education and the Social Sciences (CIP 13.0604)

- Graduates will be prepared to work with sophisticated data management and analysis tools and will be prepared to address the demand for professionals with quantitative research and assessment expertise, particularly in educational institutions, civil society organizations, government data departments, and education testing and technology companies.
- The summary of projected enrollments for the proposed program shows a headcount (HDCT) of 6 in the program's first year, rising to a HDCT of 20 by the target year.
- The BLS projects that employment of statisticians will grow 35% over ten years, much faster than the average for all occupations. The VEC predicts even stronger growth of 43% in Virginia.
- UVA would be the first institution in Virginia to offer a M.Ed. in Quantitative Analytics in Education and the Social Sciences. No similar or related degree programs exist.

UVA Master of Urban Design

Master of Urban Design (M.U.D.) in Urban Design (CIP 04.0403)

- Graduates will be prepared for post-professional positions and possess the skills to: 1) synthesize advanced knowledge in architecture, landscape architecture, and urban planning to solve design problems; 2) integrate knowledge from urban ecology, sociology, and economics to improve urban design projects; 3) use research methods to analyze patterns of urbanization at multiple scales; 4) conduct geospatial analysis in Geographic Information Systems, 3D modeling, and animations; and 5) communicate research findings and design proposals to general and specialist audiences.
- Enrollment projections show a full-time equated student enrollment (FTES) of 12 in the program's first year, rising to 18, with 11 graduates, by the target year.
- The BLS projects that employment of Urban and Regional Planners (the closest identifiable occupation) is expected to grow 11%, "faster than the average of all occupations." The VEC projects that employment of Urban and Regional Planners will increase by 14.72%, or 18 positions annually.
- UVA would be the first public institution in Virginia to offer a MUD. Virginia Tech offers urban design as a concentration in its Master of Science in Architecture degree program but does not offer a standalone degree.

VCU BS in Health Services

Bachelor of Science (B.S.) in Health Services, (CIP: 51.0701)

- The purpose of the proposed degree program is to prepare students to work as medical and health services administrators, charged with planning, directing, and coordinating medical and health services. Graduates will be prepared to work in settings such as hospitals, health management organizations, and medical practice groups.
- The summary of projected enrollments for the proposed program shows a headcount (HDCT) of 75 in the program's first year, rising to 125, with 50 graduates, by the target year.
- The Bureau of Labor Statistics (BLS) projects that employment of medical and health services managers is expected to grow 32% or “much faster than average for all occupations.” The VEC projects that between employment of medical and health services managers is expected to increase 18.29% or 150 net positions annually
- Four public institutions in Virginia have a similar or related degree programs: GMU, JMU, NSU, and ODU.

VCU BA in Human and Organizational Development

Bachelor of Arts (B.A.) in Human and Organizational Development, (CIP: 52.1005)

- The purpose of the proposed program “is to prepare students to enter the field of learning and development” and to serve as human resource development, organizational and employee development, or talent development professionals. The program will focus on providing students with the knowledge and skills to plan and develop learning programs and interventions for adult learners in various organizational settings.
- Enrollment projections show a full-time equated student enrollment (FTES) of 13 in the program’s first year (2021-22), rising to 54, with 17 graduates, in the target year.
- The BLS projects that employment of training and development specialists is expected to grow 9% or “much faster than average for all occupations,” and notes that “employment of training and development specialists is projected to grow in many industries as companies develop and introduce new media and technology into their training programs.” The VEC projects that employment of training and development specialists is expected to increase 15.66% or 203 positions annually.
- VCU will be the first public institution to offer a BA in Human and Organizational Development. No other institution offers a similar or related degree program.

VSU Master of Social Work

Master of Social Work (M.S.W.) in Social Work (CIP: 44.0701)

- The proposed program will provide students with an understanding of how to provide clinical social services to individuals (adults and children) and families. Students will develop skills to ameliorate psychological and social dysfunction. The program will have a specific focus on trauma-informed practice and provide students with cutting-edge training to work with individuals affected by traumatic experiences, including: interpersonal violence, natural disasters, race-based violence, and terrorism.
- Enrollment projections for the proposed program show a full-time equated student enrollment (FTES) of 30.0 in the program's first year (2020-21), rising to 80.0, with 30 graduates, in the target year.
- BLS projects that employment of social workers is projected to grow 13%; child, family, and school social workers, 12%; healthcare social workers, 14%; and mental health and substance abuse social workers, 17%. The BLS also notes that "the continuing growth of healthcare spending and treatment increases the opportunities for clinical social workers as compared to social workers who do not offer treatment services." The VEC projects that employment of child, family, and school social workers is expected to increase 7.05% or 68 positions annually.
- Four public institutions (GMU, NSU, RU, and VCU) offer accredited MSW degree programs.

NVCC AS in Biology

Associate of Science (A.S.) in Biology (CIP: 26.0101)

- The proposed degree program provides a transfer pathway for students aspiring to complete a degree in the biological sciences (e.g. agriculture, cell biology, botany, pre-dentistry, forestry, genetics, microbiology, molecular biology). The development of the proposed program was prompted by increased student interest in biology programs at NVCC for purposes of transfer to four-year institutions.
- The summary of projected enrollments for the proposed program shows a headcount (HDCT) of 350 in the program's first year, rising to 612, with 263 graduates, by the target year.
- NVCC provided documentation that the program would transfer effectively from biology faculty at six four-year institutions. Faculty and student advisors from GMU attested that the proposed AS in Biology would be a “better option” for biology transfer students than the AS in Science. The remaining five institutions (VCU, Tech, JMU, ODU, and Marymount) attest that the AS in Biology creates an improved pathway for transfer students intending to major in biology.

Approval Resolutions

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to the University of Virginia to initiate a Bachelor of Arts (B.A.) degree program in Media Studies (CIP code: 09.0102), effective fall 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to the University of Virginia to initiate a Master of Education (M.Ed.) degree program in Quantitative Analytics in Education (CIP code: 13.0604), effective spring 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to the University of Virginia to initiate a Master of Urban Design (M.U.D.) degree program in Urban Design (CIP code: 04.0403), effective fall 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Virginia Commonwealth University to initiate a Bachelor of Science (B.S.) degree program in Health Services (CIP code: 51.0701), effective fall 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Virginia Commonwealth University to initiate a Bachelor of Arts (B.A.) degree program in Human and Organizational Development (CIP code: 52.1005), effective fall 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Virginia State University to initiate a Master of Social Work (M.S.W.) degree program in Social Work (CIP code: 44.0701), effective spring 2021.

BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Northern Virginia Community College to initiate an Associate of Science in Biology degree program (CIP code: 26.0101), effective spring 2021.

VCU Master of Brand Strategy

Master of Brand Strategy and Design (M.B.S.D.) in Brand Strategy and Design (CIP: 52.1499)

- The program is designed to prepare students “to create persuasive branding concepts.” The goal of the program is to “educate students to develop and implement innovative brand messaging that resonates with the appropriate audience and ultimately makes a positive impact on the marketing and products and services, while applying social and ethical responsibility principles.”
- According to staff analysis, the proposal lacks documentation that there is specific demand for the degree program at the proposed degree level. VCU asserts that “the proposed program responds to needs in the nation for highly trained branding professionals.” No quoted evidence was provided to document demand from industry for master-level trained graduates. No evidence was produced in the proposal to indicate a need exists for masters-educated professionals with the proposed degree.
- According to Council policy, while staff may recommend not approving a proposal, authority for a final decision rests with Council. Staff recommends that the Academic Affairs Committee approve the resolution below and forward it to the full Council.

BE IT RESOLVED that the State Council of Higher Education for Virginia (SCHEV) does not grant approval to Virginia Commonwealth University to initiate a Master of Brand Strategy and Design (M.B.S.D.) degree program in Brand Strategy and Design (CIP code: 52.1499) in fall 2021.