

Provost  
President  
External

\_(<http://wou.edu/>).

## P8521

### Elementary Certificate in German (Certificate)

New

**Requestor:**

Kristen Klay

**Submitted:**

2021-01-19 22:05:28

**Submitting as:** *(required)*

Faculty Member or APA

**Request for a:** *(required)*

Program

**Level** *(required)*

Undergraduate

**Type of Request:** *(required)*

New (course, program, focus/concentration, or temporary course)

**Will this be offered within an existing division or department?** *(required)*

Yes

**Type of program** *(required)*

Certificate

**Division** *(required)*

Humanities

**Department/Program** *(required)*

Modern Languages

**Is this curricular change driven by assessment data you have collected?**

No

**Summary/Rationale for proposal** *(required)*

**Rationale:**

In her 2019 report, Dr. Gina Greco, the Modern Languages Association consultant, recommended that Western Oregon University create certificate programs in the languages we offer (see attached report). The Elementary Certificate in German will be a program in which students take 3 classes (12 credit hours) taught in German and develop reading, writing, speaking, and listening abilities in the target language at an elementary level.

Certificate programs have been developing rapidly in higher education across the country, including language certificates (for examples, refer to the language certificate descriptions in the supporting documents). Certificates benefit students by emphasizing specific skills they have acquired during their course of study. These skills are highly sought after by employers and can give students a competitive edge in the job market. Students are able to highlight the certificates they have earned on their resumes. Employers can see the extra skills applicants are potentially bringing to their company without checking university transcripts. It is crucial that Western Oregon University students have the same opportunity as students from other institutions to more clearly present their skills to potential employers. In fact, there are many professional areas where a foreign language certificate would be of great value, such as health, education, business, science, law enforcement, foreign service, non-governmental organizations, and social work, to name just a few.

In addition to showcasing student ability in a specific language, a language certificate acknowledges numerous skills that are highly valued by employers, such as cultural competence, critical thinking and the ability to communicate in ambiguous situations.

These certificates tie in extremely well with Western Oregon University's mission to provide students with "lasting opportunities for student success through transformative education." They also support our vision to "become Oregon's campus of choice for students ... who seek a student-centered learning community" by "challenging students to grow profoundly" through immersing themselves into a different language and culture. Finally, by encouraging students to study a world language, we help students, in accordance with the university's values, to create "connections extending beyond the classroom, across campus and into our local and global communities." We also foster "an appreciation for the complexity of the world". As the Office of Academic Affairs website states: "Our graduates are equipped to be successful professionals and compassionate global citizens." There is no better way to become a compassionate global citizen than to learn a foreign language.

**Is this a stand-alone certificate? (required)**

Yes

**If the certificate is part of one or more minors, please indicate which ones**

N/A

**Anticipated start date (required)**

Fall 2021

**Where will the program be delivered? (required)**

WOU Campus (in-person or online)

**How will the courses be offered? (required)**

Face-to-face, Online synchronous

**Proposed Classification of Instructional Programs (CIP) number. (required)**

16.0501

**Title of new program, requirement, focus, or concentration (required)**

Elementary Certificate in German

**Mission, Learning Outcomes, Etc.****Mission:**

The Elementary Certificate in German provides students with professional knowledge of the German language and culture. German is the most widely-spoken mother tongue in the European Union, and 1,200 German-owned companies operate in the United States. 750+ major U.S. businesses have branches in Germany, the highest ranking European country for Oregon exports. The certificate gives a significant added value to candidates looking for jobs in a wide array of careers, as there is high demand for bilingual professionals in education, science, business, law, foreign service, and medical fields.

**Learning Outcomes:**

1. Students will be able to engage in real-life interactions with speakers of the target language in the target language.
2. Students will be able to demonstrate respect and empathy in unfamiliar situations with diverse customs and ways of life.
3. Students will be able to interact respectfully and appropriately with individuals and companies from different cultural backgrounds.

**Description (required)****Core Courses:**

GL 101 First Year German I, Credits: 4

GL 102 First Year German II, Credits: 4

GL 103 First Year German III, Credits: 4

Note: If students come into the program with previous language experience they might substitute GL 101 and/or GL 102 with the following classes with instructor approval:

GL 201 Second Year German I, Credits: 4

GL 202 Second Year German II, Credits: 4

**Total credits: 12**

## Program Outcomes

Learning Outcome	Alignment to ULOs
1. Students will be able to engage in real-life interactions with speakers of the target language in the target language.	Diversity
2. Students will be able to demonstrate respect and empathy in unfamiliar situations with diverse customs and ways of life.	Diversity

Learning Outcome	Alignment to ULOs
3. Students will be able to interact respectfully and appropriately with individuals and companies from different cultural backgrounds.	Diversity

### Targeted Professions *(required)*

Targeted Professions: health, education, business, science, law enforcement, foreign service, non-governmental organizations, and social work.

### List closely related programs at WOU or other Oregon colleges and universities and the way in which this program complements other similar programs in other Oregon institutions and other related programs at WOU. *(required)*

Gina Greco, the MLA consultant who met with the Modern Languages Department at WOU in April 2019, recommended the implementation of certificates to revitalize Modern Languages at WOU in a way similar to what has been done at PSU Modern Languages programs. Her report is attached, as well as a language certificate comparator analysis.

Modern Languages Faculty at WOU is already in close dialogue to develop a joint program in which students can obtain a certificate that develops the basis of a global cultural competence among our students.

### Programs affected/consulted *(required)*

Modern Languages Department was consulted and will be the only department affected.

### Briefly describe how the proposed program aligns with WOU's strategic priorities

This certificate ties in extremely well with Western Oregon University's mission to provide students with "lasting opportunities for student success through transformative education."

By encouraging students to study a world language, we help students, in accordance with the university's values, to create "connections extending beyond the classroom, across campus and into our local and global communities." We also foster "an appreciation for the complexity of the world". As the Office of Academic Affairs website states: "Our graduates are equipped to be successful professionals and compassionate global citizens." There is no better way to become a compassionate global citizen than to learn a foreign language.

### Briefly describe how the proposed program meets regional or statewide needs and enhances the state's capacity to improve educational attainment in the region and state *(required)*

According to a recent report by the Joint National Committee for Languages and the National Council for Languages and International Studies (*JCNL-NICLS*), 71% of business leaders plan to grow in markets where English is not the primary language. Bilinguals get paid between 5%-20% per hour more than the base rate. For instance, the government of California pays a salary differential to employees who use their bilingual skills an average of 10% or more of their total work time. Bilingual job postings across all sectors have tripled between 2010 and 2019. Western Oregon University offering Certificate Programs in a language like German makes Oregon university graduates more competitive and employable in an increasingly global job market.

### What is the plan to recruit students to this proposed new program? Have you worked with MarCom to establish a marketing plan to promote this new program? Please briefly describe the plan. *(required)*

In order to recruit students to the Certificate Program we will:

- promote the Certificates in language classes and on our syllabi.
- inform Admissions, Student Success and Advising, and faculty advisors about this new opportunity.
- highlight the Certificates on our website.
- promote the Certificates at Preview Days, SOAR events, New Student Orientation Week.
- update language course brochures to highlight the Certificates.
- send emails to current and incoming students announcing the Certificate Program.

We plan to consult MarCom once the Certificates have been approved.

### What is the budget source for the plan to attract new students to this proposed new program? *(required)*

The recruitment plan is cost-neutral because we already update our language brochures yearly.

### Will new sections of courses or additional hires be needed to offer this program? What are the faculty salary budget impacts of this proposed new program? Will additional facilities be required?

The classes needed to complete this certificate are already taught on the Monmouth campus and will not require the hiring of new faculty or new facilities.

### How and when will the effectiveness of this program be determined? (For Dean Review only)

The certificate program will be assessed as part of the Modern Languages General Assessment. We will perform a quantitative assessment of the number of students who pursue certificates over the course of two academic years. We will determine if the Certificate Program has led to increased enrollment in language courses. This data will be included in the Modern Languages Annual Report. A longer-term assessment will be designed and conducted to determine if certificate holders benefited in the job market from having the certificates. This will involve developing a system to track our alumni.

### Notes/Comments

#### Certificate Courses

The certificate program will be housed within the Modern Languages Department (and so does not constitute a wholly new program). All of the courses in the certificate program have been offered previously at WOU. The sequence of courses to obtain the certificate would be achievable in one academic year if students take one class per term, starting in the fall.

#### Certificate as Independent or as Part of Bachelor's Degree Program (but not both)

Students can either take the certificate without pursuing a full bachelor's degree at WOU, in which case they will be awarded the certificate as soon as they fulfill the certificate requirements, or as a part of their bachelor's degree, in which case the certificate will be awarded upon the student's graduation. It is important, however, to provide a note on federal financial aid rules: if students pursue the certificate independent of a degree, they will not be eligible for federal financial aid. Similarly, if students pursue the certificate using federal financial aid while working toward a bachelor's degree but do not complete the bachelor's degree, they will not be granted the certificate (even if they have fulfilled all of the certificate's requirements).

#### Rationale for Course Selection, Comparator Institutions

The courses in this certificate program represent the sequence of classes for first-year language learning. The accompanying document provides details about language certificate programs at other institutions of higher education (see Supporting Documents). The sequence of three courses covers a progression toward the A1 level of fluency as described by the Common European Framework of Reference for Languages or Novice High to Intermediate Low on the ratings of the American Council on the Teaching of Foreign Languages (ACTFL). To ensure that students reach an adequate level of fluency, the certificate will only be granted to students who attain a B- average or higher over the three courses.

#### One-Year Time Frame for Convenience and Immersion

The certificate is set up so that it will be possible for students to start working towards it at the beginning of Fall term and complete it by the end of Spring term (though students have the option of taking more time to complete the certificate). The courses have been and will be taught consistently at the Monmouth campus.

### Supporting Documents

Thumbnail	Name	Size	Actions
	<a href="https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1313">Language Certificate Comparator Analysis.pdf</a> (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1313)	74945	
	<a href="https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1412">Consultancy-Report-GRECO-WOU-4-30-2019.pdf</a> (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1412)	83320	
	<a href="https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1536">HECC-New-Academic-Program-Proposal_w-budget_ELEMENTARY GERMAN.docx</a> (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1536)	122113	
	<a href="https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1744">Modern Languages Certificate Exception Request.pdf</a> (https://wou.edu/include_files/iframe_apps/facultysenate/curriculum/forms/docs.php?pkey=1744)	59759	

- No errors

**The queue for this request is:**

Department Head/Program Coordinator→Division Chair→Division Curriculum/Graduate Chair→Curriculum Committee→Faculty Senate→  
Dean (LAS) → Provost→President→External→

**Related Courses:**

No related courses found

**Department head/Program coordinator decision:**

✓ Yes by Patricia Gimenez-Eguibar (2021-01-20 06:52:27)

*Comments:*

**Division chair decision:**

✓ Yes by Paula Baldwin (2021-01-20 06:53:25)

*Comments:*

**Division curriculum chair decision:**

✓ Yes by Lars Soderlund (2021-01-20 13:46:06)

*Comments:*

**Curriculum Committee Decision:**

✓ Yes by Laurie Burton (2021-01-20 18:06:20)

*Comments:*

**Senate Decision:**

Pending:

Sent to Leigh Graziano (grazianol@wou.edu), on: 2021-01-20 18:06:20

**LAS Dean Decision:**

Pending: Kathy Cassity (cassityk@wou.edu),

**Provost/VPAA Decision:**

Pending: Rob Winningham (winninr@wou.edu),

**President Decision:**

Pending: Rex Fuller (rfuller@wou.edu),

**Entered into appropriate systems by registrar's office:**

Pending: Amy Clark (clarkaj@wou.edu),

**Entered into catalog:**

Pending: Susan Hays (hayss@wou.edu),