

**Docket Item:**

University Program Approval: Western Oregon University, Master of Arts (M.A.) in Organizational Leadership

**Summary:**

Western Oregon University proposes a new degree program leading to a M.A. in Organizational Leadership. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

**Staff Recommendation:**

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program: M.A. in Organizational Leadership at Western Oregon University



Western Oregon University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a Master of Arts in Organizational Leadership.

### **Program Description and Justification**

1. Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.

WOU's mission is "to create lasting opportunities for student success through transformative education and personalized support." WOU's strategic plan calls for the university to promote academic array that provides distinctive, high-quality and accessible program/program delivery at the graduate level, including innovative interdisciplinary paths. The Master of Arts in Organizational Leadership program aligns with WOU's plan by: Expanding WOU's array of high-quality graduate programs, modeling flexible and convenient program delivery, tapping the expertise of faculty across relevant disciplines, and building paths into the program for working adults.

2. What evidence of need does the institution have for the program?

The program will primarily serve Oregon residents who are working adults. There is nation-wide demand for organizational leadership: According to the Global Human Capital Trends 2014 survey published by Deloitte University Press, "Companies face an urgent need to develop leaders at all levels—from bringing younger leaders online faster to developing leaders globally to keeping senior leaders relevant and engaged longer." Research shows that the foundational and new leadership skills in high demand include: collaboration and team building, global cultural agility, driving creativity and innovation, and influence and inspiration (Global Human Capital Trends, 2014). Furthermore, need for this program was demonstrated through a WOU-commissioned market analysis study that explored the viability of this program. The findings indicated that there was limited competition in WOU's market, and that WOU's status as a public university, and its proximity to the state capital gives this program a strong likelihood of success. At present, Oregon's public universities do not offer graduate programming with this focus or hybrid delivery modality Salem, the seat of Oregon's state government and the state's second most populous city.

3. Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?

Oregon State University offers an MBA in Organizational Leadership in Portland or Bend via online/hybrid delivery; however, that program is oriented more toward business administration

than organizational leadership, with courses in finance, cost analysis, supply chain management, business law, negotiation, and marketing management.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The WOU Board of Trustees approved the program on July 18, 2018.

**Recommendation to the Commission**

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Western Oregon University to establish an instructional program leading to a Master of Arts in Organizational Leadership, effective fall 2019.

**Institution:** Western Oregon University  
**Program:** M.A. in Organizational Leadership

**Action:** At the September 4, 2018 meeting, the Statewide Provosts Council approved a new program for Western Oregon University, M.A. in Organizational Leadership, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The WOU Board of Trustees approved the program at its July 18, 2018 meeting.

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**Eastern Oregon University**

Sarah Witte, provost

Approved  
 Opposed  
 Abstained



**Oregon Health & Science University**

Elena Andresen, interim provost

Approved  
 Opposed  
 Abstained



**Oregon State University**

Ed Feser, provost

Approved  
 Opposed  
 Abstained



**Oregon Tech**

Gary Kuleck, provost

Approved  
 Opposed  
 Abstained



**Portland State University**

Susan Jeffords, provost

Approved  
 Opposed  
 Abstained



**Southern Oregon University**

Susan Walsh, provost

Approved  
 Opposed  
 Abstained



**University of Oregon**

Jayanth Banavar, provost

Approved  
 Opposed  
 Abstained



**Western Oregon University**

Rob Winningham, interim provost

Approved  
 Opposed  
 Abstained

