

**Docket Item:**

University Program Approval: Oregon State University, Bachelor of Arts (B.A.)/Bachelor of Science (B.S.) in Applied Humanities.

**Summary:**

Oregon State University proposes a new degree program leading to B.A./B.S. in Applied Humanities. 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:

B.A./B.S. in Applied Humanities at Oregon State University.



## Proposal for a New Academic Program

**Institution: Oregon State University**

**College/School: College of Liberal Arts**

**Department/Program Name: School of History, Philosophy, and Religion**

**Degree and Program Title: BA/BS in Applied Humanities**

### 1. Program Description

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

24.0103 – Humanities/Humanistic Studies

A program that focuses on combined studies and research in the humanities subjects as distinguished from the social and physical sciences, emphasizing languages, literatures, art, music, philosophy and religion.

**b. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.**

BA/BS degree in Applied Humanities will produce graduates with marketable cultural, philosophical, and ethics-based skills such as creativity, curiosity, and empathy.

The courses within the Applied Humanities degree have been carefully chosen to prepare students in the practical specifics of workplace written communication as well as broaden their worldview in the classic humanities disciplines of history and philosophy. Through critical thinking and writing, students prepare for a future as engaged citizens and successful professionals who can construct reasoned arguments, evaluate diverse perspectives, and resist reductive explanations.

**c. Course of study – proposed curriculum, including course numbers, titles, and credit hours.**

Required Core

HST 203\*HISTORY OF THE UNITED STATES – 4 credits

PHL 205\*ETHICS – 4 credits

HSTS 417\*HISTORY OF MEDICINE – 4 credits

HST 480/PHL 480^PERSPECTIVES IN HUMANITIES – 4 credits

Select two courses from the following courses: 6-7 credits

ART 101\*INTRODUCTION TO THE VISUAL ARTS

ENG 104 \*INTRODUCTION TO LITERATURE: FICTION  
ES 101 \*INTRODUCTION TO ETHNIC STUDIES  
ES 201 \*INVENTING ETHNIC AMERICA  
REL 202 INTRODUCTION TO RELIGIOUS STUDIES

Select 32 credits from the following courses: 32 credits

HST 369 \*IMMIGRATION TO THE U.S. SINCE 1880  
HST 364 \*UNITED STATES RELIGION AND SOCIAL REFORM  
PHL 325 \*SCIENTIFIC REASONING  
PHL 344 \*PACIFISM, JUST WAR, AND TERRORISM  
PHL 448 NATIVE AMERICAN PHILOSOPHIES  
REL 372 \*AFRICAN AMERICAN RELIGION  
WR 301 \*PUBLISHING AND EDITING  
WR 303 \*WRITING FOR THE WEB  
WR 362 \*SCIENCE WRITING  
WR 414 ADVERTISING AND PUBLIC RELATIONS WRITING  
WR 420 STUDIES IN WRITING

Total Major Credits: 54-55 credits

**BA**

Baccalaureate Core: 30 credits  
Liberal Arts core: 7 credits  
BA Requirements: 24 credits  
Upper Division Electives 24 credits  
General Electives: 41 credits  
Major: 54 credits  
Grand Total: 180

**BS**

Baccalaureate Core: 30 credits  
Liberal Arts Core: 7 credits  
BS Requirements: 15 credits  
Upper Division Electives: 24 credits  
General Electives: 50 credits  
Major: 54 credits  
Grand Total: 180 credits

- d. Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).**

This program will be delivered in the online modality at the OSU Corvallis campus.

- e. Adequacy and quality of faculty delivering the program.**

The primary faculty is composed of tenured professions and full and part-time instructors who are renowned and active professionals in their fields.

- f. Adequacy of faculty resources – full-time, part-time, adjunct.**

The Applied Humanities degree includes course work taught by fifteen full time faculty and instructors already employed in School of Writing, Literature, and Film and the School of History, Philosophy, and Religion. It is not necessary to make any new hires for this degree.

- g. Other staff.**

The staff in the School of History, Philosophy, and Religion includes two advisors, an online modality coordinator, and an assistant to the director who handles HR and finances for the school.

**h. Adequacy of facilities, library, and other resources.**

Library, space, and facilities have been deemed to be adequate by the appropriate OSU library staff and OSU Space Management.

**i. Anticipated start date.**

Summer 2022

**2. Relationship to Mission and Goals**

**a. Manner in which the proposed program supports the institution’s mission, signature areas of focus, and strategic priorities.**

This degree encompasses learning outcomes to prepare students for successful careers. The learning outcomes for the major will focus on four themes that will appeal broadly to working adults in a variety of careers. These include workplace skills; diversity; high context thinking; and civil engagement and public discourse. The curricular organization is designed to provide students with content that will enhance their workplace skills and their ability to make more sophisticated decisions as they navigate both work and society. Ultimately, this highlights one of SP 4.0’s distinctions to support “Graduates’ preparation to work effectively in a diverse society and as global citizens.”

**b. Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.**

Applied Humanities is closely linked to a “transformative education that is accessible to all learners.” Courses in the major would aim to have no- to low-cost textbooks as coordinated through the Open Educational Resources unit housed in Ecampus, which would allow learners to have quicker access to course materials as well as substantially fewer costs associated with course textbooks.

Quality learning applicable to the workplace is foundational with this major. The unique curricular organization of this degree is designed to provide students with content that will enhance their workplace skills and their ability to make more sophisticated decisions as they navigate work and society.

**c. Manner in which the program meets regional or statewide needs and enhances the state’s capacity to:**

**i. improve educational attainment in the region and state;**

According to the U.S. Census Bureau, 35,442,000 individuals in the United States aged 25 and older reported having "some college, [but] no degree" in 2018. A recent statewide needs assessment conducted by Ecampus and market research partner Edu-ventures reports that, in Oregon, an estimated pool of more than 115,000 prospective adult students aged 25-59 have some college but no degree and are open to continuing their education entirely or partially online over the next three years. This program will create a pathway for those students to complete their college degree.

**ii. respond effectively to social, economic, and environmental challenges and opportunities; and**

The Applied Humanities degree is responding effectively to the societal and economic challenges facing working adults. Bureau of Labor Statistics findings show that graduating with a four-year degree increases one's chances of finding employment, which increases the economic viability of our entire country. With that said, financing college, especially for adult learners who are often juggling raising a family with work and going back to school, is a daunting challenge.

**iii. address civic and cultural demands of citizenship.**

The courses in this degree were purposefully chosen to address civic and cultural demands of citizenship. The study of history is absolutely essential to a participatory democracy. In Oregon, our population is becoming more international and more diverse, primarily in terms of our potential students. As the largest educational institution in the state, it is our responsibility to lead the educational path of Oregon towards a more complex understanding of the historical context and heritage of our growing diverse population. We are obligated to train our citizens in the subtler and nuanced patterns of thinking, which can prevent continuing racial bias and social and economic inequities. These are the basic attributes of courses in the School of History, Philosophy, and Religious Studies.

**3. Accreditation**

**a. Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.**

N/A

**b. Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.**

N/A

**c. If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not**

**the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation.**

N/A

- d. If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not.**

N/A

**4. Need**

- a. Anticipated fall term headcount and FTE enrollment over each of the next five years.**

1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
56	133	165	200	211

- b. Expected degrees/certificates produced over the next five years.**

1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
2	12	23	42	48

- c. Characteristics of students to be served (resident/nonresident/international; traditional/ nontraditional; full-time/part-time, etc.).**

The program is expected serve a diverse set of students from a variety of backgrounds and circumstances. The flexibility built into the major allows for highly individualized learning and experiences for the students in order to serve a variety of needs.

- d. Evidence of market demand.**

Although degree conferrals in general humanities degrees have decreased nationally for on-campus students, Ecampus market research has found a 5% increase during 2012-2016 for humanities degrees offered online.

According to the U.S. Census Bureau, 35,442,000 individuals in the United States aged 25 and older reported having "some college, [but] no degree" in 2018. A recent statewide needs assessment conducted by Ecampus, and market research partner Edu-ventures reports that, in Oregon, an estimated pool of more than 115,000 prospective adult students aged 25-59 have some college but no degree and are open to continuing their education entirely or partially online over the next three years.

- e. **If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).**

N/A

- f. **Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?**

Graduates will possess skills that enable them to transfer their learning to a variety of potential jobs in diverse sectors such as media, sales and marketing, writing, public relations, and communications.

## **5. Outcomes and Quality Assessment**

- a. **Expected learning outcomes of the program.**

*Students who successfully complete a degree in Applied Humanities will be able to:*

1. Applying critical thinking/problem solving to the workplace.
2. Generating highly skilled oral/written professional communications.
3. Effective use of digital technology as a communication tool.
4. Integrating cultural fluency into professional settings.

- b. **Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.**

One PLO is assessed each academic year, as required by OSU's Program Assessment, with a full-cycle assessment every five years. Each SLO is assessed using both direct and indirect methods. The process is led by the faculty Assessment Coordinator and requires input from all Theatre Arts faculty. The faculty meets weekly during the academic year to discuss student progress, curriculum, and the producing program. During Spring term, faculty discusses the assessed PLO and decides how to implement necessary changes to improve student learning and program outcomes.

- c. **Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas.**

The Applied Humanities' faculty is recognized nationally and internationally with prestigious publications, awards, competitive grants and fellowships, and invitations to speak around the United States and the globe. All faculty at the School of History, Philosophy, and Religion (where this program is based), are annually assessed in their teaching, scholarship, and research by the School of History, Philosophy, and Religion director, according to the expectations in their position description.

## **6. Program Integration and Collaboration**

### **a. Closely related programs in this or other Oregon colleges and universities.**

Our research indicates that most public universities in Oregon offer a Humanities degree or a degree with a strong humanities influence. OSU would be the only public higher education institution in Oregon to offer an online degree in Humanities that is structured to meet the unique needs of the adult learner with diverse college credits but no degree. The degree provides a narrow path of courses intended to hone career skills and increase marketability of graduates.

### **b. Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.**

The program is designed to complement and not duplicate other humanities and liberal studies programs at OSU or in the state.

### **c. If applicable, proposal should state why this program may not be collaborating with existing similar programs.**

N/A

### **d. Potential impacts on other programs.**

There will be no negative impact on other programs.

## **7. External Review**

If the proposed program is a graduate level program, follow the guidelines provided in *External Review of New Graduate Level Academic Programs* in addition to completing all of the above information.

N/A

*Revised May 2016*





**Summary of Prospective Program in Development**  
**BA/BS in Applied Humanities (College of Liberal Arts, Corvallis)**

Submitted to Statewide Provosts Council: May 7, 2020

**Program Description**

We propose a BA/BS degree in Applied Humanities with courses carefully chosen to prepare students in the practical specifics of workplace written communication as well as broaden their worldview in the classic humanities disciplines of history and philosophy. Through critical thinking and writing, students prepare for a future as engaged citizens and successful professionals who can construct reasoned arguments, evaluate diverse perspectives, and resist reductive explanations. Graduates will possess skills that enable them to transfer their learning to a variety of potential jobs in diverse sectors such as media, sales and marketing, writing, public relations, and communications.

The Applied Humanities degree is specifically designed for the adult learner who has accumulated substantial academic credits, has not amassed enough credits in any one major to have made significant degree progress, and who has a need or preference for the online modality. The program places importance on completing a humanities BA/BS in an affordable and prescribed manner. The degree will produce graduates with marketable cultural, philosophical, and ethics-based skills such as creativity, curiosity, and empathy.

The program will utilize the existing faculty and expertise in the School of History, Philosophy, and Religion and in the School of Writing, Literature, and Film.

**Program Location and Modality**

This program will be delivered by the College of Liberal Arts at the Corvallis campus, via online modality.

**Anticipated Start Date**

Fall 2021

**Anticipated Enrollment**

1 <sup>st</sup> Year (2021)	2 <sup>nd</sup> Year (2022)	3 <sup>rd</sup> Year (2023)	4 <sup>th</sup> Year (2024)	5 <sup>th</sup> Year (2025)	10 <sup>th</sup> Year (2030)
56	133	165	200	211	225

OSU projects headcount based on growth experienced by similar demand for degrees launched in previous years. Although degree conferrals in general humanities degrees have decreased nationally for on-campus students, OSU’s market research finds a 5% increase during 2012-2016 for humanities degrees offered to adult learners through online methods.

## **Addressing Statewide Needs & Alignment with OSU**

According to the U.S. Census Bureau, 35,442,000 individuals in the United States aged 25 and older reported having "some college, [but] no degree" in 2018. A recent statewide needs assessment conducted by OSU and market research partner Eduventures reports that, in Oregon, an estimated pool of more than 115,000 prospective adult students aged 25-59 have some college but no degree and are open to continuing their education entirely or partially online over the next three years.

Affordability and a narrow path to degree completion are two key attributes of this degree that support OSU's goals. Furthermore, this degree encompasses learning outcomes to prepare students for successful careers. The learning outcomes for the major will focus on four themes that will appeal broadly to working adults in a variety of careers. These include workplace skills; diversity; high context thinking; and civil engagement and public discourse. The curricular organization is designed to provide students with content that will enhance their workplace skills and their ability to make more sophisticated decisions as they navigate both work and society. Ultimately, this highlights an aspiration in OSU's latest strategic plan that OSU's graduates are prepared "to work effectively in a diverse society and as global citizens."

### **Summary**

Most public universities in Oregon offer humanities degrees or degrees with a strong humanities influence. However, a degree that is structured to meet the unique needs of adult learners with diverse college credits, no degree and a preference for an online option are rare. OSU's proposed degree provides a narrow path of courses intended to hone career skills and increase marketability of graduates.

### **Contacts**

New programs at OSU are developed in partnership with OSU college faculty and staff and OSU's Office of Academic Programs and Assessment. Interested universities should reach out to the following contacts (please include all in communications about this new program):

1. Janice Nave-Abele; Curriculum Coordinator, Academic Programs and Assessment  
[Janice.Nave-Abele@oregonstate.edu](mailto:Janice.Nave-Abele@oregonstate.edu)
2. Nicole von Germeten; Professor, Director, School of History, Philosophy, and Religion,  
[Nicole.vonGermeten@oregonstate.edu](mailto:Nicole.vonGermeten@oregonstate.edu)
3. Jessica DuPont; Executive Director, Marketing, Ecampus  
[Jessica.Dupont@oregonstate.edu](mailto:Jessica.Dupont@oregonstate.edu)

**Institution: Oregon State University**  
**Program: BABS in Applied Humanities**

Action: At the **March 2, 2022**, meeting, the Statewide Provosts Council approved a new program for **Oregon State University, BABS in Applied Humanities** to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **Oregon State University** Board of Trustees approved the **BABS in Applied Humanities** program at its **January 28, 2022**, meeting.

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**Eastern Oregon University**

Sarah Witte, provost

Approved

Opposed

Abstained



**Oregon Health & Science University**

David Robinson, interim provost

Approved

Opposed

Abstained



**Oregon State University**

Ed Feser, provost

Approved

Opposed

Abstained



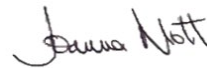
**Oregon Tech**

Joanna Mott, 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**

Patrick Phillips, provost

Approved

Opposed

Abstained



**Western Oregon University**

Rob Winningham, provost

Approved

Opposed

Abstained

