

Request for Authorization to Establish a Bachelor of Arts in International Studies at Western Carolina University

Western Carolina University requests authorization to establish a B.A. in International Studies degree program (CIP 30.2001).

Program Description

Western Carolina University proposes to create a 30-hour Bachelor of Arts degree program in International Studies (IS). The degree program is proposed as a coordinate major requiring that students also major in a second field. The entire program will be drawn from existing courses taught across several different disciplines on campus. The coordinate major approach fits WCU's SACS Quality Enhancement Plan focus on *synthesis* – the ability to integrate knowledge from different areas into an original whole – in that the IS major will encourage students to see the connections between one major and the broader global context. The major contains four components: Introduction, Language, Core, and Electives. Students will study at least one foreign language through the intermediate level. The Core is divided into three categories: Politics, Culture, and Globalization. The curriculum, which includes a Study Abroad option, is designed such that students choosing this coordinate major will gain a multi-faceted grasp of globalization, of emerging and enduring political issues, and an appreciation of global cultures.

UNC Tomorrow Relevance

The goals of this program support several of the expressed aims identified in the UNC Tomorrow Final Report. In Section 4.1 Our Global Readiness, the report stated (in section 4.1.3) that UNC should “enhance the global awareness of its faculty and students.” Among the suggested strategies are “Increase student proficiency in foreign languages,” and “Expand students’ global and cultural awareness that includes an understanding of diverse cultures but also stresses the commonality of human problems.” This proposed program is designed to accomplish several of these aims.

Highlights from UNC-GA Data Template

Five other UNC campuses (ASU, NCSU, UNCC, UNC-CH, UNCG) currently offer an International Studies (IS) or a Global Studies major. Enrollment in these programs has been increasing significantly over the past four years. Six private colleges/universities in North Carolina also offer an International Studies major. In the past three years, WCU has discontinued ten baccalaureate and four master’s programs, and has established one baccalaureate degree program.

Outcome of Consultation with Disciplinary Panels

The panel included faculty members from ASU, ECU, UNCC, and UNCW in addition to the WCU faculty presenters. Panel members asked thoughtful questions about the proposed program’s curriculum, and how this curriculum differed from that of other IS programs in the UNC system. Overall comments were positive and complimentary. There was consensus agreement on the desirability of offering this proposed program on the WCU campus.

Student Demand

One measure of student interest in international studies at WCU is the increased enrollment in the Liberal Studies course PSC 110 Global Issues, the enrollment of which has more than tripled in recent years to greater than 300 students each semester. Also, the significant increase over the past four years of the numbers of majors in the five other IS programs within the UNC system demonstrates the widespread student demand for international study opportunities. (It is noteworthy that the number of majors in the IS program at ASU, which was established in July 2008, increased from zero to 24 in the first year.) Moreover, in a survey of 239 WCU students enrolled in PSC 110 Global Issues in Spring 2006, 47 students (19.7%) indicated a “Very Strong” or a “High” interest in an International Studies major.

Opportunities for Graduates of the Program

Clearly, we in the United States live in a global community and in an increasingly diverse, inter-related global society. This coordinate major will assist students to relate the content (and the employment opportunities) of their second major to the broad global context in which we all live. Furthermore, because this IS major is highly interdisciplinary across the domain of Arts and Sciences, graduates of this IS major should be able to apply for many of the employment opportunities available to graduates of traditional liberal arts disciplines (such as History, Modern Foreign Languages, Political Science, etc.)

Resource Implications

Resource needs: It is anticipated that by its fourth year, the program will enroll 30 full-time upper division students. Ongoing financial support for the new program will be mainly enrollment growth funding. No new courses, faculty, facilities, or library resources are needed to initiate or support this proposed degree program.

Resources allocated: The program will be based within the Political Science and Public Affairs Department. The Director will be drawn from the existing College of Arts and Sciences faculty and will not need any additional office space or office equipment.

Estimated cost to the State: As is the case with most baccalaureate programs, many of these International Studies majors (perhaps 70% or more) will likely come from students who are already enrolled at WCU. Assuming 30% of the 30 majors are students who would not have attended WCU otherwise, in the fourth year, according to the enrollment funding formula, new state appropriations of approximately \$57,000 will be generated by this program.

Recommendation

It is recommended that the Board of Governors approve Western Carolina University’s request to establish a B.A. in International Studies degree program (CIP 30.2001) contingent upon the availability of funding.

General Information Template for Academic Program Review

Degree Area and Level:

B.A. in International Studies (30.2001) at UNCW and WCU.

Addressing UNC Tomorrow:

This proposed program would address the Global Readiness recommendation in the UNC Tomorrow Report. It specifically addresses Component 4.1.1 and 4.1.3 stating, “that UNC should prepare its students for successful professional and personal lives in the 21st century, equipping them with the tools they will need to adapt to the ever-changing world; and UNC should promote increased partnerships between its own campuses and international universities and enhance the global awareness of its faculty and students.”

Role of Program in Relation to State and Regional Needs:

A report published in March 2009 by The Center for International Understanding titled, *Engaging North Carolina to Engage the World* stated that, “North Carolina needs citizens and leaders who are ready to engage with the world. In a global economy, international engagement at all levels is essential for promoting economic growth and providing jobs. Every day, legislators and local leaders are confronted by policy challenges that require international insight. Business leaders from companies large and small collaborate and compete with entrepreneurs all over the world. And our educational institutions are charged with developing and inspiring a citizenry and workforce capable of thriving in this increasingly interdependent world.”

US Labor Department Analysis:

- *Summary* – No summary or data is provided for this CIP cluster.

Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):

- *Public universities* – * The ASU, UNCC, and UNC-CH degree program titles listed below are similar to the proposed degree program but the Summary Group (CIP 05) is Area, Ethnic, Cultural, and Gender Studies rather than Multi/Interdisciplinary Studies (CIP 30).

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
ASU	Global Studies*	BA	N/A	N/A	N/A	N/A	3	12	24
NCSU	International Studies	BA	9	15	28	48	75	91	115
UNCC	International Studies*	BA	71	74	91	96	109	112	102
UNC-CH	International Studies*	AB	259	240	297	288	323	311	346

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
ASU	Global Studies*	BA	N/A	N/A	3
NCSU	International Studies	BA	5	11	28
UNCC	International Studies*	BA	25	26	42
UNC-CH	International Studies*	AB	103	122	140

APPENDIX U

- *Private universities* – Source: Occupational Supply Demand System and the College Navigator for the National Center for Educational Statistics

Number of Degrees Awarded			Academic Year	
			2006-2007	2007-2008
Guilford College	International Studies	BA	N/A	N/A
High Point University	International Studies	BA	1	1
Lees-McRae College	International Studies	BA	0	1
Lenoir-Rhyne University	International Relations	BA	0	0
Meredith College	International Studies	BA	6	3
Warren Wilson College	Global Studies	BA	3	13

Available in Online or Distance Format from UNC institutions:

Not available.

Available or not from Academic Common Market:

North Carolina does not participate in the ACM at the undergraduate level.

UNCW and WCU Campuses enrollment and degrees awarded in similar programs at the Bachelors level:

(Based on two CIP digits – 30 CIP is the summary group for Multi/Interdisciplinary Studies under which International Studies is a program)

Neither campus offers a bachelors program in the 30 CIP category.

Campus Average of enrollment and degrees awarded in this degree area at the Bachelors level:

(Based on two CIP digits – 30 CIP is the summary group for Multi/Interdisciplinary Studies under which International Studies is a program - over the last 3 Academic Years, Fall 2006-Fall 2009)

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
NCSU	3	50	14
UNC-CH	1	84	37
UNCG	1	111	30
UNCP	1	*22 in Fall 2009	N/A
WSSU	1	19	9
Campus Average:		57	23

UNCW Campus Degree Programs added in the past three years:

- *Bachelor*
 - BS Community Health Education (06/13/2008)
- *Master*
 - MA Environmental Studies (01/11/2008)
 - MA Spanish (01/11/2008)
 - MS Applied Gerontology (06/08/07)
 - MA Criminology and Public Sociology (03/16/2007)
- *Doctoral*
 - EdD Educational Leadership and Administration (05/11/2007)

WCU Campus Degree Programs added in the past three years:

- *Bachelor*
 - BA Entrepreneurship (09/7/2007)

UNCW Campus Degree Programs discontinued in past three years:

- *Bachelor*
 - BA Special Education, Cross-Categorical (03/20/2009)
 - BA Special Education, Behaviorally/Emotionally Handicapped (03/20/2009)
 - BA Special Education, Mental Retardation (03/20/2009)
 - BA Special Education, Learning Disabilities (03/20/2009)
 - BA History, Teacher Licensure (03/20/2009)
- *Master*
 - MA Mathematics (03/20/2009)
- *Doctoral*
 - N/A

WCU Campus Degree Programs discontinued in past three years:

- *Bachelor*
 - BSEd French, Secondary Education (3/20/2009)
 - BSEd German, Secondary Education (3/20/2009)
 - BS Electronics Engineering Technology (3/20/2009)
 - BS Telecommunications Engineering Technology (3/20/2009)
 - BS Industrial Distribution (3/20/2009)
 - BS Engineering Technologies Manufacturing (3/20/2009)
 - BS Industrial Chemistry (3/20/2009)
 - BA Social Sciences (3/20/2009)
 - BS Social Sciences (3/20/2009)
 - BS International Business (3/20/2009)
- *Master*
 - MAEd English, 2-Yr College Teaching (3/20/2009)
 - MAEd Mathematics, 2-Yr College Teaching (3/20/2009)
 - MAEd Physical Education, 2-Year College Teaching (3/20/2009)
 - MAEd Biology, 2-Yr College Teaching (3/20/2009)
- *Doctoral*
 - N/A