

APPENDIX K

Request for Authorization to Establish a Master of Education Degree in College Student Personnel at Western Carolina University

Introduction

Western Carolina University notified the UNC Office of the President of its intent to plan a Master of Education degree in College Student Personnel (CIP# 13.1102) on July 27, 2001. The university requests authorization to establish the program in August 2003.

Program Description

The proposed degree will prepare student affairs professionals to work in positions that promote the intellectual, social, emotional, and personal development of college students. It is designed to meet the guidelines of the Council for the Advancement of Standards in Student Services/Development. A unique aspect of the program will be its concentration on higher education leadership, both process and function, which sets the program apart from traditional counseling-based programs. Program graduates will be prepared for involvement in multicultural issues, enrollment management, ethics, teaching, and student development. In addition to a common core of courses, students will choose electives in two-year college administration, human resource development, outdoor recreation and instruction, counseling, psychology, and evaluation and assessment. Program participants will be incorporated into the WCU instructional process to support undergraduate retention efforts and will have a variety of teaching opportunities at regional institutions.

Program Need

As the number and diversity of college students grows, there is an increasing demand for student services practitioners to address the needs of non-traditional students and the widening span of preparedness for college life among traditional students. A number of public and private two-year and four-year institutions as well as various residential educational enterprises located in western North Carolina require the employment of student services specialists. A survey of 16 regional institutions supports this conclusion as well as the NC Community College System's stated need for additional "staff to handle the growing demand for financial aid, career counseling, and other student services...." It is anticipated that by the fourth year of the program 11 full-time and 10 part-time students will be enrolled.

Resources

Courses, faculty, and facilities for the initial years of the program are in place. Future costs will be covered by enrollment increase funds. No other new state funds are requested.

Recommendation

It is recommended that the Board of Governors approve the request to establish a Master of Education degree in College Student Personnel at Western Carolina University effective August 2003.