

Contact: Rachel Boon

**REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF IOWA:
BACHELOR OF ARTS IN EDUCATION STUDIES AND HUMAN RELATIONS**

Action Requested: Consider approval of the request by University of Iowa for a Bachelor of Arts in Education Studies and Human Relations from the College of Education.

The Council of Provosts and Board office support approval of this program.

Background:

The proposed Bachelor of Arts (BA) in Education Studies and Human Relations is a multidisciplinary program in learning, educational measurement, and helping professions, and the social, historical and policy foundations of education. Students will develop skills in critical thinking and interpersonal communications and enhance their broad liberal arts and sciences education.

Students in the proposed major would complete a minimum of 30 semester hours from selected College of Education courses, including:

- a 12-semester-hour core curriculum with four foundational courses, one from each of the College of Education's academic departments (teaching and learning, educational psychology and measurement, sociological and historical foundations of education, and a course in counseling skills for related professions);
- a 3-semester-hour diversity course; and
- an additional 15 semester hours, which could comprise an emphasis in Human Relations; an emphasis in Education Studies, or an informal concentration in one of a number of areas of faculty expertise.

Requirements of the degree are the same as for other College of Education majors, and are comparable to requirements of the College of Liberal Arts and Sciences (CLAS), with completion of the CLAS Core general education requirements, and a minimum of 120 credits.

The Education Studies emphasis will develop skills and knowledge beneficial for careers in education policy, assessment and evaluation, education programming and management, school district support roles, as well as preparation for graduate study in educational measurement, educational policy, learning sciences, and higher education and student affairs.

The Human Relations emphasis will provide skills and knowledge that will be beneficial to careers in helping fields that rely on interpersonal communication and personal problem-solving (for example, addiction, case management), as well as competitive preparation for graduate studies in professional counseling, couple and family therapy, community leadership and related fields.

Need for this major comes from growing awareness of four factors:

1. Student demand: The College of Education has offered an undergraduate minor in Human Relations for many years. It has typical enrollment of more than 400 students. Informal surveys of these students suggest demand for a major with preparation for professional positions that require a high level of interpersonal communication and helping skills.
2. Award of degrees: Since the Fall 2017 semester, the College of Education has awarded the BA degree with a major in Elementary Education, and beginning with the Fall 2019 semester will award the bachelor of arts degree with seven additional majors related to grades 5-12 and K-12 teacher licensure. Awarding of the teacher-licensure-related bachelor's degree majors has created a framework through which a longstanding faculty

interest can be realized: To offer non-licensure areas of faculty expertise more broadly to undergraduate students.

3. Awareness of the benefit: Many undergraduate students have career goals in education or helping professions but do not wish to pursue classroom teaching.
4. Opportunities for undergraduates: The proposed major will provide a breadth and depth of knowledge in education and human relations that will make students well-prepared for graduate studies, as well as for a number of possible careers.

Relationship to existing programs at the institution. The Education Studies and Human Relations BA is a unique multi-disciplinary major that draws on College of Education faculty expertise in educational and helping professions. As designed, it could provide students with a valuable, career-focused complement to undergraduate majors in CLAS.

Where programs of the College of Education touch on the disciplines and concepts of other University of Iowa departments, it is always with a focus on the specific application of those disciplines and concepts. For example, while instructors in the Educational Measurement and Statistics program teach courses relating to statistics (a CLAS department), the focus of those courses is on educational measurement and education data analytics.

As with the College of Education's graduate majors, the Education Studies and Human Relations major focuses on faculty expertise in education and helping professions. Instead of duplicating existing programs at the university, the proposed major has the potential to enhance students' learning opportunities – particularly in collaboration with CLAS.

Like other College of Education undergraduate majors, the proposed major will require students to fulfill the CLAS Core general education requirements, contributing to the vitality of student perspectives from different majors. Sharing a common set of general education courses streamlines requirements for students who pursue a second major in CLAS.

Relationship to existing programs at other colleges and universities. No Iowa institution offers the proposed major. Several Iowa colleges and universities offer majors that are similar to individual disciplines within Education Studies and Human Relations.

Given the unique, multidisciplinary nature of this major and its direct ties to specific faculty and existing graduate programs across the four academic departments of the College of Education, it is not likely that other institutions could reasonably accommodate the proposed major through expansion. Given the intent to draw students primarily from the existing population of University of Iowa students, inter-institutional or cooperative efforts would not be practical.

The University of Iowa's College of Education offers a unique mix of faculty expertise across four academic departments and graduate programs in diverse disciplines (many nationally ranked). The College of Education also offers decades of experience in undergraduate teacher education.

Resources to establish a high-quality program. The University of Iowa College of Education has adequate personnel, facilities and equipment to establish and maintain the proposed major as a high-quality program. The College currently offers eight undergraduate majors and multiple graduate programs. The College of Education expects to meet the initial needs of the program with limited internal reallocations of resources, and will meet any needs created by enrollment growth of the program with additional tuition generated, as distributed to the College of Education through the university's funding model.

Workforce need/demand. There is a growing need in Iowa for trained professionals in human relations and education professions. The Education Studies and Human Relations BA is intended to prepare graduates who are ready to enter the workforce in emerging technical fields, with the ability to learn specific job skills. Possible careers, with Bureau of Labor Statistics data on Iowa median income and number of jobs¹, could include:

- Educational Administrator (B.A.-level) (\$64,350, 2,710): Anticipated growth of 8% with 230 projected openings.
- Health Education (\$78,000, 560): Anticipated growth of 12% with 80 projected openings.
- Human Resources Specialist (\$60,880, 2,130): Anticipated growth of 9% with 230 projected openings.
- Medical and Health Services Managers (\$77,150, 5,090): Anticipated growth of 20% with 520 projected openings.
- Probation and Correction Treatment Specialists (\$50,000, 550): Anticipated growth of 5% with 10 projected openings.
- Regulatory Affairs Specialist (\$65,000, 1,890): Anticipated growth of 9% with 40 projected openings.
- Social and Community Service Managers (\$52,000, 2,490): Anticipated growth of 19% with 280 projected openings.
- Social and Human Services Assistants (\$30,000, 5,080): Anticipated growth of 15% with 180 projected openings.

Cost.

	TOTAL COSTS
Total Yearly Cost (Year 1)	\$0
Total Yearly Cost (Year 2) Cost support staff and course release for faculty program coordinator	\$86,000
Total Yearly Cost (Year 3) new Faculty salary & benefits	\$192,000

Projected student enrollment.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7
Undergraduate	25	50	75	100	100	100	100

Accreditation. No programmatic accreditation will be sought.

Evaluation plan. Key elements of the program assessment plan of the Education Studies and Human Relations BA include:

- Survey of students in the program annually to determine their level of satisfaction with the program and their self-reported progress on achieving the program's intended objectives.
- Periodic review by program faculty of course syllabi for cohesion and for alignment with the program's objectives.
- Periodic alumni surveys to explore the level of satisfaction of the program's alumni and their career and future educational successes.
- Tracking of program enrollments and degree completions.
- Review each semester of progress on enrollment and graduation goals by the College of Education's Executive Council.
- Annual review of budget.

Date of implementation. July 2020

¹ Bureau of Labor Statistics (2019). Occupational Outlook Handbook. U.S. Department of Labor and Employment Projections. Retrieved on September 28, 2019 from <https://www.bls.gov/ooh/>

Letters of Support

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

College of Human Sciences
Office of the Dean
E262 Lagomarcino Hall
Ames, Iowa 50011-3190
(515) 294-7800
FAX (515) 294-7802

July 30, 2019

Associate Deans Amanda Haertling Thein and Nancy Langguth
College of Education
Lindquist Center
University of Iowa
Iowa City, Iowa 52242-1529

Dear Associate Deans Thein and Langguth:

We appreciated the opportunity to learn of the University of Iowa, College of Education's intent to propose the addition of a Bachelor of Arts in Education Studies and Human Relations major to the Iowa Board of Regents. We understand this major would provide a degree opportunity for individuals interested in the broader field of education, outside of the existing opportunities in teacher education that lead to program completion and recommendation for licensure.

The School of Education at Iowa State University has been engaged in conversations around an undergraduate degree in education that does not lead to licensure in the past and may also present a proposal to the Iowa Board of Regents this academic year. We recognize the breadth of the field of education beyond the classroom and traditional school setting. We believe this is an important recognition of the multidisciplinary nature of the field of education as a profession and its impact on our world. It is apparent that this degree is desired and needed by your students. You have the support of the College of Human Sciences and the School of Education at Iowa State University in advancing this new major for consideration by the Board of Regents.

Thank you for the opportunity to review this proposal. We look forward to Iowa Board of Regents approval.

Sincerely,



Laura Dunn Jolly, PhD
Dean and Dean's Chair
College of Human Sciences



Donald G. Hackmann, Ed.D.
Director, School of Education
Frances S. and Arthur L. Wallace Professor

College of Education
Office of the Dean



July 3, 2019

Drs. Amanda Thein and Nancy Langguth
College of Education
University of Iowa
459 Lindquist Center North
Iowa City, IA 52242

Dear Drs. Thein and Langguth,

Thank you for email inquiry requesting a letter of support for your proposal to offer a BA in Education with a major in Education Studies and Human Development at the University of Iowa.

We understand the need to expand college offerings at the undergraduate level to meet market demands and attract a broader student population. Higher education is facing challenges related to its relevance and its preparation of individuals for the workforce. As such, we support you and your faculty in the development of this new avenue for students who wish "to pursue the many careers beyond teaching that are available in education and the helping professions."

Thank you and we wish you continued success in these endeavors.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gaëtane Jean-Marie".

Gaëtane Jean-Marie, Ph.D.
Dean and Richard O. Jacobson Endowed
Chair of Leadership in Education

A handwritten signature in blue ink, appearing to read "Colleen S. Mulholland".

Colleen S. Mulholland, Ed.D.
Associate Dean of Undergraduate Studies
and Student Support Services