

Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html
Chair: James Madsen; Vice Chair: Dawn Hukai; Secretary: Todd A. Savage; Executive Committee: Stephen Reed, Jennifer Willis-Rivera

To: Dean Van Galen, Chancellor 116 North Hall University of Wisconsin-River Falls

From: James Madsen, Chair

Faculty Senate

University of Wisconsin-River Falls

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CHANCELLOR'S OFFICE **UW-RIVER FALLS**

November 10, 2010

RE: UWRF Faculty Senate Motion 2010-2011/09

At the October 20, 2010 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2010-2011/09 was passed and it is effective immediately. This motion is forwarded to you for your action.

A motion from the Academic Program and Policy Committee (Dr. Jim Zimmerman Chair) to approve a new program, Certificate in Sustainable Enterprise Management.

Approved	<u> </u>		
Disapproved			
- Dean Jan &	Sall	11/15/10	
Dean Van Galen, Chance lo	r	Date	

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

 Program title: Certificate In Sustainable Enterprise Management Department(s): Sustainable Management College(s): Cafes Proposal prepared by: Robert W. Baker Date: 4/29/2010 			
5. Check all that apply:			
6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):			
 College Of Business And Economic 4. 			
7. Date of Implementation: Summer Semester 2010 Year			
8. Have all courses in this program been approved? Yes No I If "No," which ones?			
9. Attach Request Narrative. (Include description of program before and after proposed changes)			
<u>UNIT APPROVALS</u> : Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.			
Signature Date			
Department Chair 4/29/16			
College Curriculum Cmtt. Chair All Mayne 4-29-2010			
Dean of College APR 2.9 2000			
University Curriculum Cmtt. Chair Barbary S. Nulsen 5/20/10			
Academic Policy & Programs Cmtt. Chair Junes a Junein 9/24/10			
Faculty Senate Chair 10/20/10			
Provost / Vice Chancellor O/20/0			
Chancellor landay Val 10/22/10			
NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.			

Proposal to Offer Credit Certificates in Sustainable Management

University of Wisconsin-Parkside University of Wisconsin-River Falls University of Wisconsin-Stout University of Wisconsin-Superior

With financial and administrative support from University of Wisconsin-Extension

Summary

Market analysis shows that the demand for programs in sustainable management continues to be strong. The Bachelor of Science in Sustainable Management program (SMGT) is still the only online program of its kind in the U.S., and an array of prospective students continues to express interest in it. Members of the SMGT Advisory Board strongly support the Bachelor of Science program, and they believe that shorter programs that consist of certificates would expand the market by appealing either to individuals who already have degrees and are looking to expand their expertise in particular areas, or to individuals who are not ready to commit to a full degree program but want to try the program, secure an initial credential, and then consider going on to complete the SMGT bachelor's degree.

Credit certificates in Sustainable Management contribute directly to the mission of the University of Wisconsin System by supporting the second and third goals of the UW Growth Agenda. The three goals of the Growth Agenda are to increase the number of baccalaureate degree-holders in Wisconsin, to increase the number of high-paying jobs, and to build stronger communities.

Program History

The online, collaborative Bachelor of Science in Sustainable Management program was approved by the University of Wisconsin Board of Regents on May 8, 2009, and classes began to be offered on September 9, 2009. Four campuses jointly offer the program: UW-Parkside, UW-River Falls, UW-Stout and UW-Superior. UW-Extension provides administrative and financial support, student services, and marketing.

SMGT is a degree-completion program consisting of 21 courses. Each course is worth 3 credits. Admission to the program is through the student's administrative home institution. To be eligible for admission, students are required to have an Associate's Degree from an accredited institution or 60 credits of equivalent coursework.

Applications to the program and program enrollments exceeded expectations.

Projected Fall 09

- Projected students: 45
- Projected enrollments 90

6 Courses to be offered

Actual (Nov. 12, 2009)

- 103 students applied
- 74 students admitted
- 61 students enrolled
- 166 enrollments
- Opened 2 additional sections

Student demographics:

- 75% of students are from Wisconsin
- 21% of students are from other parts of the U.S.
- 4% of students are from other countries
- 49% of students are men; 51% are women
- Race/Ethnicity of 61 admitted students:
 - 50 white or Caucasian
 - 1 African American or Black
 - 1 Other Asian
 - 5 Multiracial/ethnic
 - 4 chose not to respond
- Age distribution of admitted students::
 - Under 22 = 0
 - 22-25=2
 - 26-35 = 27
 - 36-44 = 14
 - 45+ = 18
- About one third of applicants already have bachelor's degrees
- The enrolled students from Wisconsin represent 25 different counties

Due to the high enrollments in the program, students who were not degree seeking such as at-large students, professionals, and others who were interested in taking one or two courses were denied the opportunity to do so. Priority was given to degree seeking students, and there were no seats to accommodate the additional students.

Advisory Board

An SMGT Advisory Board was created in August 2009. The role of the board is three-fold: To provide advice about the relevance and currency of the curriculum; to help develop paths for SMGT students to internships and jobs; and to help raise funds for SMGT scholarships and program support.

There are 30 members of the SMGT Advisory Board. 23 Board members are from the private sector, 2 are legislators, and 5 are community and nonprofit leaders. The companies represented are as follows:

Haig Jackson Communications Alliant Energy

Johnson Diversey Enbridge Energy Company Stone Creek Coffee Roasters Kranz Inc. Precon Group, Riley Construction Kohl's Department Stores **Johnson Controls** Zimmerman Design The Natural Step Aurora Health Carè Leonardo Academy American Society for Quality Appleton Papers Ecolution and Innovation for Sustainable Operations S.C. Johnson Anixter International Inc Sacred Heart Hospital Metropolitan Milwaukee Association of Commerce Ford Motor Company Minnesota Power Veolia Environmental Services Quad Graphics

Opportunities for Certificates

The SMGT program is developing well, and avenues to increase the number of course sections and thus scale the program have been developed. Given the high demand for sustainability programs in general and for the SMGT program in particular, the SMGT partners believe that it is appropriate to create two certificates in Sustainable Management that are subsets of the current curriculum.

The entire SMGT curriculum consists of the following courses:

- SMGT 115 Environmental Science and Sustainability
- SMGT 230 Triple Bottom Line Accounting for Managers
- SMGT 235 Economics in Society and Sustainability
- SMGT 240 Technical Writing for Sustainable Management
- SMGT 310 Ecology for Sustainable Management
- SMGT 315 Global Environmental Chemistry
- SMGT 320 Energy for Sustainable Management
- SMGT 325 Natural Resource Management
- SMGT 330 Marketing for a Sustainable World
- SMGT 331 Sustainable Organizational Finance
- SMGT 332 Economics of Environmental Sustainability
- SMGT 335 Management and Environmental Information Systems
- SMGT 340 Organizational Behavior and Sustainability
- SMGT 350 Operations Management and Sustainability
- SMGT 360 Environmental and Sustainability Policy
- SMGT 370 Logistics, Supply Chain Management, and Sustainability
- SMGT 430 International Management for a Sustainable World

- SMGT 435 International Development and Sustainability
- SMGT 440 Systems Thinking
- SMGT 460 Environment and Society
- SMGT 495 Sustainable Management Capstone

One of the proposed certificates would focus on science: Sustainable Management Science Certificate

The following courses would comprise a focus on science within the sustainable management rubric:

- SMGT 310 Ecology for Sustainable Management
- SMGT 315 Global Environmental Chemistry
- SMGT 320 Energy for Sustainable Management
- SMGT 325 Natural Resource Management

By taking these four courses, students would receive the Sustainable Management Science Certificate. This certificate will appeal to individuals working in sectors such as energy, waste management, natural resource management, etc.

The second proposed certificate would focus on finance: Sustainable Enterprise Management Certificate.

It would consist of the following SMGT courses:

- SMGT 230 Triple Bottom Line Accounting for Managers
- SMGT 235 Economics in Society and Sustainability
- SMGT 331 Sustainable Organizational Finance
- SMGT 335 or SMGT 350 (Students select one of these two courses.)
 Management & Environmental Information Systems (335)
 Operations Management and Sustainability (350)
- SMGT 430 International Management for a Sustainable World

By taking five of the six courses above, students would receive the Sustainable Management Finance Certificate. This certificate will appeal to individuals working in an array of management positions throughout the private sector.

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Relationship Between Certificates and SMGT Bachelor's Degree

Students would be admitted into a certificate program as at-large students. Hence, they would not have to have an associate's degree or 60 credits as do students applying to the bachelor's degree. However, students applying to the certificate program will have to have the course prerequisites for the courses in the certificate program, just as any other student interested in taking any one of those courses. Students will be informed about prerequisites, and they will be responsible for ensuring that they have met those prerequisites.

Admission to a certificate program does not comprise admission to the bachelor's degree program. To be admitted to the latter, students will have to follow the same admissions processes as all other students.

Students who complete one or more courses in a certificate program and are later admitted to the SMGT bachelor's degree program will be able to use the credits earned in the certificate program toward the degree.

Academic Oversight of Certificate Programs

Academic oversight of the above certificate programs will be managed in the same way as the academic oversight of the SMGT bachelor's degree. Each campus academic director who oversees the SMGT bachelor's degree will also oversee the certificate program, in consultation with campus governance processes.

Student Support and Student Services for Certificate Programs

Student recruitment, general advising, and technical support will be handled by UW-Extension just as it is for students in the SMGT bachelor's degree. Campuses will register students and collect tuition just as they do for the undergraduate program. If students in a certificate program apply to admission to the bachelor's program, they will be handled as all other applicants to the degree program.