

For Review

Proposal for New Certificate Programs at Evergreen

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We propose that Evergreen offer certificates in partnership with community-based organizations, state agencies and private sector employers to provide relevant, and rigorous credit bearing professional development **certificates**.

Certificates align with the broad goals of the New Academic Directions in these ways:

1. Certificates will be self-sustaining and revenue generating;
2. Certificates will be designed with community partners based on workforce need and market relevance;
3. Certificates will build on and enhance assets in the region and at Evergreen;
4. Certificates will align with Evergreen's mission:
As an innovative university, Evergreen emphasizes collaborative, interdisciplinary learning across significant differences. Evergreen's academic community engages students in defining and thinking critically about their learning. Evergreen supports and benefits from local and global commitment to social justice, diversity, environmental stewardship, and service in the public interest.
5. Certificates will engage community members who would not otherwise attend Evergreen and offer a chance to enhance Evergreen's reputation and service to Southwest Washington and beyond;
6. Certificates will begin spring 2021 or sooner;
7. Certificates will develop new nimble and responsive structures and modes of delivery for Evergreen.

Certificates also provide an important opportunity to meet additional institutional goals including:

1. Increase the university's reputation and enhance understanding of our educational model, relevance in the region;
2. Increasing the university's contribution, service and usefulness in the region;
3. Increase the number of partnerships and stakeholders which will enhance the numbers of people who seek and earn Evergreen credits
4. Improve the university's fiscal situation by bring in community members, new students and retention of existing students;

Certificate Types

Certificates allow Evergreen to offer 1) a new form of community partnership, 2) a new form of credit, and 3) a new form of professional learning. While the overall structure of certificates is

intended to be sustainable, the particular certificates are meant to be nimble, and responsive to the immediate and emergent needs in the community and the region and therefore intended to change as interest grows and wanes for particular professional learning.

We propose that Evergreen offer two types of certificates: 1) self-sustaining, non-degree applicable credit; and 2) program or course embedded, degree applicable credit. Additionally, we propose that we begin with self-sustaining certificates which have the most likelihood of attracting community members and new students to Evergreen and expand to in program certificates once the application and approval process has been tested and formalized. We propose that certificates be managed through the new proposed office of Professional Studies in the new proposed School of Graduate and Professional Studies linking undergraduate and graduate professional studies.

1. **Self-sustaining non-degree applicable credit certificates** are designed with, and for regional and community employers to provide professional studies programs that do not require additional degrees. For example, MiT graduates who would like to add a special education or a bilingual education or an English language learning endorsement need to enroll in an endorsement program to prepare to be licensed in those areas, but they do not need or want another degree. Human Resource Directors at state agencies generally hold degrees and do not need an additional degree but they do need to earn professional development credits to keep up with their field. Non-profit managers for professionals striving to learn. Note. If a certificate student decided they would like to apply for a graduate program the programs can accept non-degree applicable credit at a standard exchange ratio (2:1 or 4:1)

Guidelines for self-sustaining certificates

- Designed with and for a partner organization to meet specific professional development needs
- Typically designed to be offered for three years, with two additional years for students to finish. Can be designed to run for less than three years if the partner organization expects the work force need to be met in less than three years.
- Can be any number of credits up to 44
- Certificates may be designed by anyone affiliated with the college
- Must be self-sustaining. Self-sustaining means the *costs for* participation pays all the *costs of* program including a percentage of indirect costs to the college.
- The cost of credit can be set as needed to cover the costs of the certificate.
- Certificate instructors are generally community partners and may be paid at whatever rate the certificate can afford.
- Faculty may be community instructors, separate from their faculty appointment.
- Community instructors are not covered by the CBA.

2. **Program embedded certificates** are designed by faculty using currently planned programs and courses and can be used as a retention tool mark progress toward a degree or to incentives

taking a set of credits or courses or certificates can be designed to attract students to take parts of programs without applying for college or committing to a degree as a way to try out college.

Guidelines for certificates designed within and across degree applicable programs.

- Faculty may design a certificate that is a combination of program(s) they already teach.
- Certificates may be available to enrolled or community students.
- A certificate may be designed as a retention tool to encourage students to complete a particular set of even if they cannot complete a degree
- A certificate must have clear, formal, written, expectations
- A certificate must be available for at least three years in row with a two year teach out plan for students who linger. Certificates are designed with a goal of continuing as long there is student interest. This form of certificate is formalized in the college catalogue and is reflected on the student’s evaluation in their credit equivalencies and on their transcript.

Application Process. We propose that all certificates use a formal application process intended to be completed prior to finalizing and advertising the certificate. The application will include: 1) an MOU with the partner organization to clarify roles, responsibilities and expectations for all partners; 2) detailed syllabus with clear description of learning goals and objectives, certificate schedule, credit allocation and additional participant expectations ; 3) clear assessment plan that provide the college clear and specific data across certificates to understand how well certificates are meeting the goals of community exposure, usefulness for professional learning in Southwestern Washington and beyond, increasing students, retaining students, generating revenue; and supporting a positive reputation in the region; 4) budget justification submitted to and approved by the provost and the vice provost for budget; following budget approval; 5) registration and records approval for configuring registration, records, transcript needs; 6) catalogue description and marketing plan. Applications should be submitted no less than one term ahead of the expected start term. Application review and approval is expected to be conducted within one month of application submission. Approval will be based on clarity of MOU, completeness of the proposal, relevance to the community, capacity to attract students and fiscal benefits.

Two Certificate Types and Two Credit Types

Certificate Features	Embedded BA/BS/MA Degree Applicable	Self-Sustaining Certificate Only Program
Student Type	Enrolled or special student	Enrolled, or community member
Course Type	In-person, Hybrid, Online	In-person, Hybrid, Online
Credit Type	Degree applicable Evergreen Credit	Certificate applicable Or Degree applicable
Credits	Up to 44	Up to 44

Cost Structure	State tuition	Self-sustaining variable cost
Budget	Exiting program budget	Self-sustaining cost + 23% in directs Some programs that are good for the college to offer could be allowed to run a deficit supported by more profitable programs
Catalogue description	Yes	Optional
Marketing plan	No	Yes
Financial aid applicable	Yes	No federal aid
FTE counted and reported	Yes	Not counted for FTE, but counted for other reporting to the legislature
Library access for students including online journals	Yes	Yes

Known certificate programs currently waiting approval for self-sustaining certificates:

1. Special Education endorsement with ESD113
2. English Language Learning endorsement with ESD113
3. Bilingual Education endorsement with ESD113
4. Critical Leadership for Restorative Justice with Resolution Washington (the association of Dispute Resolution Centers across Washington state).