UW Oshkosh
Certificate Program Guidelines

Definition and Purpose

A certificate program can be defined as a prescribed sequence or group of courses, workshops, or other formal educational experiences that together provide a coherent program of study. The certificate program provides participants with specialized knowledge and/or skills. The courses or educational experiences are designed to be completed according to a specified structure and within a given timeframe. A certificate program may be credit or noncredit, graduate or undergraduate. It may be designed as a self-contained sequence of study or as a part of an existing degree program.

Certificate programs are initiated and endorsed by the University and support the University's mission and goals. They may be developed by various units of the University and may involve collaboration with other agencies or organizations. The certificate is an academic credential that certifies the accomplishment of defined learning outcomes. The certificate program is characterized by flexibility and responsiveness to professional development, career advancement, or personal enrichment learning needs.

Curriculum and Instruction

The following guidelines will be considered in matters related to curriculum and instruction in certificate programs:

- The curricular requirements of a certificate will follow from the expected learning outcomes. The emphasis in curricular design is on performance standards, rather than a specific number of credits. The University does not specify a set a maximum number of credits or instructional hours for a certificate program, but does specify a minimum of 9 credits for a credit certificate and a minimum of 40 contact hours for a noncredit certificate. Each certificate program will identify requirements, based on the desired learning outcomes.
- Certificate programs will be developed in response to clearly identifiable educational needs.
- Certificate programs will reflect a level of academic rigor appropriate to the credit offered.
- A certificate program is a planned and coherent course of study around a particular area of focus. It may include courses, independent study, practica, and a variety of other learning experiences that result in specified learning outcomes.
- A certificate program will include a timeframe within which a student must complete the course of study.

- While a combination of UW Oshkosh faculty and ad hoc learning facilitators may be involved in the certificate program instruction, certificate programs will be developed with involvement of appropriate University faculty.
- In the development of curriculum, planners of new certificate programs are encouraged to work with advisory groups that include representatives of stakeholder and potential audience groups.
- Assessment of student performance in certificate programs will be designed in accord with the identified learning outcomes.
- In planning curriculum and instruction for certificate programs, flexibility in instructional methods, assessment, and learning activities is encouraged.
- Certificate program curricula are considered a part of the University academic program array.
- In line with the UW System policy, compensation and reward structures of the University will be based on cost recovery.
- Certificate programs must comply with UW System policy on Programming for the Nontraditional Market in the UW System and the Service-Based Pricing Guidelines and Procedures.

Approval Process for New Certificate Programs

- Proposals for new certificate programs are directed to the Academic Policies Committee for approval.

- Following APC approval, proposals for new certificate programs are forwarded to the office of the Provost and Vice Chancellor for review.

    The Provost:

    (a) may recommend the involvement of additional faculty, departments or units in the certificate program;

    (b) will recommend the appropriate college or unit to assume primary responsibility for the development, staffing and management of the certificate program (ordinarily, the originating unit).

- Graduate certificate programs are administered through the Graduate School in partnership with the appropriate college or department. The Graduate School is responsible for student record keeping and reporting. The academic college or department is responsible for curriculum development, staffing decisions, advising of students.
- Undergraduate credit certificate programs will be administered through the Division of Continuing Education and Extension in partnership with the appropriate college or department, using a similar model to that described for the graduate certificate programs.
- Certificate programs that offer continuing education units will be administered through the originating unit or as recommended by the Provost.

Approval of New Courses with Certificate Programs: New certificate programs may include existing courses and/or involve the development of new courses. New courses are subject to normal faculty approval processes, including the APC. Because an expeditious approval process is essential to effective and responsive certificate programs, faculty curriculum committees may wish to consider the appointment of special subcommittees to review new courses proposed for certificate programs.

Advisory Boards

Certificate programs are developed, delivered and evaluated with appropriate input from external stakeholders. This may be accomplished through existing advisory groups or through the creation of new advisory or focus groups.

Admissions

Certificate-seeking students are required to meet minimal requirements for admission to the University or alternative requirements as determined by the certificate program. Certificate program requirements may include specific skills, knowledge or experience required for success in the program.

Student Assessment

Methods of assessing student learning within certificate programs are developed on the basis of the outcomes identified for the certificate. Each certificate program will develop an assessment guide that will take into account (a) the standards of the relevant academic unit, (b) the role of faculty in determining appropriate grading for particular classes, and (c) the desired learning outcomes for certificate seeking students.

Program Evaluation

Every certificate program will develop an evaluation plan through which to assess learning outcomes, processes, and impacts of the program. Program evaluation plans will outline processes and criteria for the continuation or discontinuation of a certificate program. The certificate program is responsible for completing the program evaluation described above and submitting it for a programmatic review every four years. The initial certificate review process is conducted by the involved department(s), advances for study by the relevant dean(s), and is subject to final consideration by the Academic Policies Committee.

Proposal Development Procedures

Proposals for new certificate programs are created and submitted by constituent faculty or program directors. Proposals must include endorsements from internal stakeholders (e.g. department chairs, deans, etc.)

APC will consider all certificate proposals based on academic merit.

APC criteria:
- A statement of the need for the proposed program and the basis for such a need, supported by either externally or internally derived data;
- The names of the faculty associated with or contributing to the certificate program either by teaching one or more of the courses associated with the program or participating in the design of the course sequence;

Students in certificate programs who wish to pursue a degree program must apply for admission to the University and meet the required criteria of that program or college. <u>A certificate does not guarantee entry into a degree program.</u>

A maximum of 40% of the credit hours towards any certificate program may be accepted as transfer credit to the certificate program.

Students pursuing a certificate must follow University protocols and requirements including but not limited to suspension policies, repeat policies, etc.

Admission/Registration
- Minimally, a high school diploma or GED is required for any undergraduate certificate program. Specific criteria will be determined jointly by the Admissions office and the specific program coordinator. An earned baccalaureate degree or its equivalent from an accredited college or university is required for a master's level certificate.

- Students will be admitted as special students. Classification of these special students in PeopleSoft would read "Special-Certificate Program" (or something similar).

- A separate Special-Certificate Program application will be created and used for certificate programs only. Students will need to bring these applications to the department responsible for the program.

- The department will ensure that all necessary information is collected and they will make a recommendation regarding the student's admission into the program. They will then forward the application to the Admissions office.

- The Admissions office will proceed with standard admission procedures for special students. If admitted, the student's record will be built as a Special-Certificate Program.

- Once processed, the application will be sent back to the department for registration. The department will be responsible for registering students into the approved certificate courses.

- The department is responsible for informing Student Accounts of any billing or payment transactions different from standard procedure.

Awarding of Certificate

The department will be responsible for monitoring progress, awarding and printing of the certificate (if a hard copy certificate is desired). Upon completion of the program, names of the students receiving Certificates associated with <u>course credit</u> will be sent to the Registrar's by the initiating department. The Registrar's office will note on the official university transcript as transcript text-the listing of courses taken in the program and the successful completion of the program. Titles of certificate programs are limited to 64 spaces.

The student will be required to complete the certificate program within the time limit specified for the program; individual programs may choose not to have such a time limit. The department will be responsible for any progress checks for students in the certificate program and any System audits of certificate requirements or completions.

Fiscal Criteria

Certificate programs will comply with UW System policy on Programming for the Nontraditional Market in the University of Wisconsin System and the Service-Based Pricing Guidelines and Procedures.

UW Oshkosh
Certificate Program Proposal Form

1. **Contact Person**

   Name_____

   Unit/Dept. _____

   Phone_____ email _____ Fax _____

2. **Proposed Certificate Program**

   Title_____

   Primary content focus _____

   Brief statement of need for proposed program:

   _____

   _____

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   _____

3. **Faculty/Staff Involvement** (Planning, curriculum development, teaching, etc.).

Name	Department	Involvement

4. **Administration/Leadership**

   Departments/Units to be involved in development, implementation, and review of certificate program.

   _____

   _____

   _____

   _____

   _____

   Specify person(s) who will function as program coordinator(s).

   _____

   _____

   _____

5. **Advisory Board/External Stakeholder Involvement** (Specify involvement of potential students, employers, community representatives, etc.)

   _____

   _____

   _____

   _____

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   _____

6. **Total Credits Required for Certificate Completion**

   Graduate   _____

   Undergraduate   _____

   CEU's   _____

7. Additional Requirements (if any)

_____

_____

_____

_____

_____

**8. Curriculum Outline—planned courses, workshops, learning activities
required for completion of proposed certificate.**

Title   _Credits/CEU's_

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Specify expected learning outcomes.

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Briefly state how the proposed curriculum achieves the stated learning outcomes.

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_____

Has the proposed certificate program curriculum been reviewed and endorsed by home departments of courses? Address whether all prerequisites of the certificate program have been met. Please specify.

_____

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Provide a description of the measures the program will take to ensure that courses taught off-campus by ad hoc faculty would align with course content and standards of rigor required in on-campus courses. Examples might include: submission of syllabi by all ad hoc instructors, at least one teaching observation and brief write-up by a faculty member during the first course taught by a new ad hoc instructor, or any other measure appropriate to the particular nature of the certificate.

Certificate Program Proposal Narrative

Please attach a 2 – 3 page narrative that addresses the following:

Program Description

Describe the proposed certificate program, including: purpose, content, need, unique characteristics of program.

Curriculum and Teaching

Outline plans for (a) curriculum development, (b) teaching, (c) use of distance education technologies, format, method of delivery. Identify anticipated learning outcomes and discuss how the proposed sequence of courses and learning activities will achieve those outcomes. Describe methods for selection and review of instructional staff for certificate courses.

Relevance

Describe proposed certificate program's relationship to the University's mission and how it will benefit the University. Discuss how the proposed program will impact existing programs, if at all.

Audience/Need

Who will be served by this certificate program? Identify target audience. Describe evidence of the educational need to which the program responds.

Advisory Board/External Stakeholder Involvement

Describe how external stakeholders (potential students, business and community representatives, etc.) have been involved in the planning and development of the program. How will the program continue to solicit input from stakeholders (e.g., creation of a special advisory board, feedback from existing groups, regularly scheduled focus groups)?

Evaluation and Review

Proposals must include a plan for evaluation of impact and periodic review of program. Evaluation plan must address review and decision process for continuation or discontinuation of the program.

Certificate Program Budget Summary

Program title: _____

Annual Expenses:

_____

Fixed Expenses
      Development & planning   _____

      Promotion   _____

      Administration   _____

      Clerical support   _____

      Instruction   _____

      Facilities/AV equipment   _____

      Materials/supplies/duplicating   _____

      Distance education/technology   _____

      Other   _____

1.   **TOTAL fixed expenses:**   _____

2.   **Estimated enrollment:**   _____

3.   **Projected fee for certificate (line 1 divided by line 2):**   _____