

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY 22-23 Year 1		FY 23-24 Year 2		FY 24-25 Year 3		FY 25-26 Year 4		FY 26-27 Year 5		Total	
	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Personnel												
Faculty ¹	2	\$14,175	2	\$14,175	2	\$14,175	2	\$14,175	2	\$14,175	2	\$70,875
Professional												
Graduate assistants												
Support staff												
Subtotal	2	\$14,175	2	\$14,459	2	\$14,748	2	\$15,043	2	\$15,344	2	\$73,769
Operating												
General Operating												
Equipment												
New or renovated space												
Library/ Information Resources												
Other (Course Development)		\$1000										
Subtotal												
Total Expenses		\$15,175		\$14,459		\$14,748		\$15,043		\$15,344		\$74,769

¹ Full-time faculty instructional costs are computed at nine (9) credits of teaching load each year, at a summer SCEA faculty rate of 2.5% per credit of faculty salary. The average salary of current WSC Counseling faculty is \$63,000. Therefore, nine (9) credits of instruction, at a summer rate of \$1575 per credit (which is 2.5% of \$63,000), equates to \$14,175 for Year 1. Years 2-5 include an annual 2% increase to the initial instructional costs to account for potential salary raises. Year one also includes costs of \$1000 for course development.

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY 22-23 Year 1	FY23-24 Year 2	FY24-25 Year 3	FY 25-26 Year 4	FY 26-27 Year 5	Total
Reallocation of Existing Funds						
Required New Public Funds						
1. State Funds						
Tuition and Fees ²	\$20,520	\$20,520	\$20,520	\$20,520	\$20,520	\$102,600
Other Funding						
Total revenue for new program						\$102,600

² Tuition for each year is based upon FY 21-22 current online graduate tuition/fee rate of \$380 per credit, with a minimum enrollment of 6 students enrolled in 9 credits of coursework per summer, which equates to \$20,520 per year.

Wayne State College
Proposal to add a New Undergraduate Certificate
Intercultural Workplace Communication

1. Descriptive Information

- A. Name of Institution:
Wayne State College
- B. Name of Program:
Intercultural Workplace Communication
- C. Degrees/credentials to be awarded graduates of the program:
Undergraduate Certificate
- D. Other programs offered in this field by the institution:
Major in Communication Studies, with the following concentrations
- Communication Studies
 - Organizational Leadership and Public Relations
 - Theatre Arts
- Minors in
- Communication Studies
 - Theatre Arts
 - Digital Film Production
 - Promotion and Media
- E. CIP code:
09.0101
- F. Administrative units for the program:
Department of Communication Arts; School of Arts and Humanities
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:
WSC is proposing mainly in-person delivery on the Wayne campus. However, two of the five courses are already offered on-line. CNA 210 Interpersonal Communication has an on-line section every term. CNA 467 Intercultural Communication has an on line section every summer. If “net new” (or post baccalaureate) enrollment justifies, CNA 302 Language and Human Behavior, CNA 346 Organizational Communication and CNA 470 Family Communication could be offered as on-line courses during summer sessions when faculty are available.
- H. Proposed date (term/year) the program will be initiated:
Fall 2022

I. Description of Program:

A certificate in Intercultural Workplace Communication can help prepare students for today's global workplace by providing knowledge about the complexities of intercultural communication and through enhancing intercultural communication skills.

Certificate Requirements – 15 credits

CNA 210 Interpersonal Communication	3
CNA 302 Language and Human Behavior	3
CNA 346 Organizational Communication	3
CNA 467 Intercultural Communication	3
CNA 470 Family Communication	3

Course Descriptions:

CNA 210 Interpersonal Communication (3 credits) The study of theories and models of interpersonal communication that enhance understanding and development of interpersonal relationships. Skills are developed in listening behavior, dyadic interaction, relationship and conflict management, verbal and nonverbal communication, and intrapersonal processing.

CNA 302 Language and Human Behavior (3 credits) Examines in depth the relationship among language, thought, and behavior, emphasizing the role linguistic communication plays in culture and society.

CNA 346 Organizational Communication I (3 credits) Explores the nature and function of communication in organizations. Emphasis on concepts, skills for effective management of communication, analysis, and evaluation of formal and informal patterns of communication in organizations.

CNA 467/567 Intercultural Communication (3 credits) A course aimed at developing a thorough understanding of communication and culture, in both global and community settings, and the way members of diverse cultures and subcultures utilize unique systems, symbols and media representation to communicate among themselves and other groups. Emphasis on media representation of minority groups and U.S. sponsored health/public welfare campaigns in developing nations will enable students to critically assess the communication process in a cultural context.

CNA 470/570 Family Communication (3 credits) An in-depth study of family communication concepts including family systems, roles, networks, power, intimacy, and decision-making. Special attention will be given to research affecting family communication in such areas as gender, culture, race, and age.

2. Centrality to Role and Mission

The proposed certificate in Intercultural Workplace Communication will provide students with a highly accessible and quality academic program. The fifteen (15) credit program of study will be accessible to a variety of students on campus who desire to grow their skillset in the study of intercultural communication. It will engage and serve the region by providing educational opportunities for those currently in the workforce who desire additional training to meet changing community populations and Nebraska's global economic future.

3. Evidence of Need and Demand

Need for the program

The Nebraska economy is a global economy. According to "Growing Nebraska through International Trade" by Governor Pete Ricketts, each year, Nebraska exports \$10 billion of goods and services worldwide. Over 95% of our consumers live outside of our borders (February 8, 2022). Thus, organizations need competent employees and leaders who understand intercultural workplace communication. The certificate would be valuable for students of any major interested in promoting intercultural understanding and connections, improving the overall health of organizations and communities, applying ethical principles of organizational communication, promoting economic development and diversity, and reducing intercultural conflict.

Demand for the Program

Because of Nebraska's global economic connections, WSC believes the certificate will be popular with current students and new post baccalaureate students already in the workplace. Our conservative projection of enrollment is a combination of five (5) students for the first few years and averaging ten (10) students after five (5) years of operation. As not all courses are offered online, potential post-baccalaureate students will likely be drawn from industries within driving distance to campus.

4. Adequacy of Resources

Faculty and Staff Resources

No new faculty are needed to implement this concentration. All courses already exist in the catalog. Additionally, sufficient seats are available in these courses for our on-campus students. The courses are offered on a regular rotation (with some also offered on-line) so students can complete the certificate in a timely manner.

Physical Facilities

All courses will be offered in the Humanities building, which offers adequate classroom space and technology.

Instructional Equipment and Informational Resources

The current instructional equipment and resources are sufficient for this program.

Budget Projections for the first five years of program

All courses within this certificate are currently offered on regular rotation with existing faculty members and have room for additional students to enroll. WSC does not expect additional expenses associated with this certificate. Enrollment may be primarily existing students who select these courses to meet their baccalaureate degree requirements, which will not result in additional revenue. However, revenue could increase as “net new” (or post baccalaureate) students pursue completion of this certificate. Each “net new” student completing the fifteen (15) credit certificate requirements in one (1) year, at a current tuition rate of \$186 per credit, would result in \$2790 of revenue per student.

5. Avoidance of Unnecessary Duplication

There do not appear to be certificate programs of this kind in the State or in the region.

6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

Consistent with the CSPPE document this certificate serves several long-range impacts:

- 1) The CSPPE delineates that “Nebraska’s population will become more diverse” (p.10). Thus, the certificate can assist in preparing our students for that diversity.
- 2) The CSPPE document states that “as more adults remain in the workforce, there will be a continuing need for access to lifelong learning and retraining opportunities to keep skills current to workplace needs” and “institutions will develop new strategies and support programs for attracting and retaining adult students who need new skills and training, some of whom will enroll part-time and take courses via distance education technology” (page 11). Thus, the certificate can offer additional training to help excel Nebraska in its global economic competition.
- 3) The CSPPE document lists economic forces of “employers demanding a skilled workforce that can keep pace with an explosion of knowledge and rapid technological change – locally, regionally, nationally, and globally.” Additionally, “estimates of 71% of Nebraska jobs will require at least some postsecondary education by 2020. This includes everything from vocational certificates through graduate and professional degrees” (page 11). Our certificate can assist with employer training demands.