

Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University

Academic Program Name: Certificate in European Union Studies

CIP Code: 050106

College or School: School of Education & Behavioral Sciences

Department: Political Science

Date of Last Internal Review: 1st review, started Fall 2016

Outcome of Previous Program Review (brief narrative statement): N/A

Current Date: 6/10/2021

Provost Response: Academic Affairs acknowledges the documented value of the Certificate in European Union Studies. The program will be placed on monitoring to evaluate the proposed strategies to promote takeup of the offering and suggest cross-disciplinary marketing where possible.

Program Quality and Productivity Improvement Plan: Following a review of the Chairs Report, the IERB comments, and the Deans appraisal, the Office of the Provost concurs with the findings and supports the documented plan of action. This program will be re-evaluated in three years to further ascertain the program's viability.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

Program MEETS Institution's Criteria

Program is critical to the institutional mission and will be retained.

Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in _____.

Program DOES NOT MEET Institution's Criteria

Program will be placed on a monitoring status and will be re-evaluated in FY24.

Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

Provost or VPAA Signature:



Date: 7/8/2021

Comprehensive Program Review Report

Academic Program Name: Certificate in European Union Studies

College or School: School of Education & Behavioral Sciences

Department: Political Science

Date of Last Internal Review: June 13, 2016

Outcome of Previous Program Review (brief narrative statement, if applicable):

Current Date: April 9, 2021

Executive Summary: *Provide a summary related to the academic program's quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal. Include a statement of plans for action based on the overall categorical summation contained in the next section.*

The Certificate in European Union Studies is a USG-wide interdisciplinary program with a longstanding history at MGA. The program costs little to administer and maintain, which offsets its poor performance in terms of credit hour production and student enrollment/completion. With the recent streamlining of ALL of our School's academic programs, a minor/certificate is a much more feasible option for students to complete. We are in the beginning stages of formulating strategies for marketing/outreach through in-house (advising) and external channels for this certificate and the other minors offered by our School. Ultimately, we will seek to make the case that choosing a certificate or minor is in each of our students' best interest as it helps them to further specialize and distinguish themselves on the job market. I ask that this program be allowed to continue as we work through this outreach push.

Categorical Summation

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Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

XX Program DOES NOT MEET Institution's Criteria

XX Program will be placed on a monitoring status.

Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

Academic Dean Signature: *David M. Bisk*
Dean of Graduate Studies Signature (when applicable):

Date: April 9, 2021

IERB's Comprehensive Program Review Rubric and Evaluation

Program Reviewed: Certificate European Union Studies

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program
Even though there is no enrollment, "MGA does not bear any substantial costs for participating in the program."

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		No students in the program in 5 years.
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year <small>Programs falling under these benchmarks are designated as "low performing"</small>	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i>		No students in the program in 5 years.

IERB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note:

Program is offered at multiple institutions and costs nothing additional for the university. This program is very interdisciplinary.

Areas of Serious Concern:

Do students know about this Certificate? How can you increase enrollment?

If students are required to take the courses in their degree that would also get this certificate, then why not see if the student also wants the certificate? Or is this the embedded certificate?

Other Comments:

Are there plans to make it minor or keep it a certificate? Should this be linked to the study abroad program? Could this be expanded to include business or social science that would also be taught concurrently (i.e. Business in the European Union, as both BUSA and EURO class)?



Comprehensive Program Review

FY 2020 – 2021

Institution: Middle Georgia State University

Academic Program: Certificate in European Union Studies

College or School: School of Education and Behavioral Sciences

Department: Political Science

CIP Code: 050106

Date of Last Internal Review: 1st CPR review, started Fall 2016

Faculty Completing Report: Christopher Lawrence

Current Date: February 8, 2021

5 Year Enrollment by Campus and Graduation Trends

Enrollment: 5 year growth for programs by locations is 0.0% for Online. The overall 5 year growth regardless of campus is 0.00%.

Campus	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	5 YR Growth	Fall 2016 compared to Fall 2020 only
Macon							
Cochran							
Warner Robins							
Dublin							
Eastman							
Online	0	0	0	0	0	0%	0%
Off Campus							
Total	0	0	0	0	0	0%	0%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For example, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	5 YR Growth	FY16 compared to FY20 only
N/A	0	0	0	0	0%	0%

Program Purpose and Mission: The purpose of the Certificate in European Union Studies is to offer students a broad-based understanding of the politics, culture, and society of Europe through study of the European Union, its member states, and neighboring states with close formal ties to the E.U. through either the European Free Trade Association or bilateral agreements, such as those with Switzerland and Turkey and the interim arrangements with the United Kingdom post-Brexit.

Alignment with Department, School, and University Missions: The program’s purpose is directly aligned with the mission of the Department of Political Science to offer programs and coursework that “prepar[e] students to meet the growing demand for research, analytical, and critical thinking skills in Central Georgia and beyond,” which in turn fits the School of Education and Behavioral Sciences’ goal of “engaging students in the lifelong processes of learning, discovery and application of knowledge” and the institutional mission that MGA “educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships, and community engagement.”

Program Age and General Description: Although the European Union Studies Program (EUSP, the consortium that offers the Certificate in European Union Studies) was founded in the late 1990s as one of the University System of Georgia’s first online, collaborative programs and Middle Georgia College had participated in the EUSP for some years prior to consolidation, the institution’s participation had lapsed until MGA rejoined the program in the 2016–17 academic year. The certificate is offered by MGA as part of a collaboration established by a memorandum of understanding (MOU) currently involving ten colleges and universities in Georgia (eight public universities, one public state college, and one private college) that delivers courses and a common curriculum for the study of the European Union and the continent more generally. The current three-year MOU for the EUSP expires on June 30, 2021; a three-year renewal of the MOU through 2024 is pending.

Accreditation: There is no accrediting body for this area of study.

Program Delivery: The program’s courses are delivered online via the GoVIEW learning management system using Brightspace by Desire2Learn. However, the specific program requirements are subject to review and implementation at the institutional level through their local curriculum approval process, which also allows the integration of on-campus coursework into the program. Historically the institutions offered the program solely as a certificate, but some institutions have moved (or are in the process of moving) to offer the program as an

academic minor instead. There is no recognized accrediting body for this area of study, and so there is no external accreditation in place for the program.

The program is governed by a steering committee that consists of the institutional representatives for each participating institution; this committee elects officers to serve three-year terms as members of the program's executive committee, including the positions of executive director and assistant director. The executive director, in collaboration with the executive committee, is primarily responsible for the administrative and financial aspects of the program, including the recruitment and selection of faculty to teach in the program, compensation and assessment of faculty, operation of the program website (in coordination with the program's webmaster), billing of institutions for the program's share of tuition, transmitting payment to institutions for faculty compensation, and coordinating course delivery via the INGRESS shared registration platform and the GoVIEW LMS that are also used by other USG-wide collaborative programs such as eCore, eMajor, and USG Goes Global (study abroad).

The core of the program is delivered online through GoVIEW, as described above, and the five-course certificate can be completed completely online. However, courses with a focus on European politics, culture, and society that are offered by MGA may be counted as electives in the program, and students may take other coursework offered through MGA to earn additional distinctions in the program for the study of a modern (non-English) European language and/or participation in study abroad programs; a distinction is also available for students who write a thesis.

MGA does not bear any substantial costs for participating in the program; MGA remits 80% of tuition revenue from credit hours generated by MGA students, retaining the remaining 20% (along with any associated fees), and is fully compensated by the program for any salary and fringe benefits for MGA faculty who teach EURO courses as either base or supplemental compensation. Accordingly our participation in the EUSP allows MGA to offer several additional courses a semester delivered through the program to our students without any additional investment in faculty or administrative resources.

Changes Since Last Review: Since this is the first time the program has been reviewed at MGA, there is no basis for comparing the program to that in place prior to this program period. Over the past few years, however, a number of catalog changes have been made to improve access to the program and bring requirements in line with those at other institutions, most notably through the elimination of excessive course prerequisites that had also been phased out at other USG institutions and the expansion of elective options to include additional on-campus courses offered at MGA.

Benchmarks of Progress: As of this writing, while some students have expressed interest in completing the program, no students have declared the certificate program as part of their degree plan. This lack of student enrollment is not a threat to the program's overall viability, as participation from students at other USG institutions also contributes to enrollment in the

collaborative courses. Our participation in the program also allows students at MGA who are not pursuing the certificate to enroll in program courses for academic credit toward bachelor's degrees in other programs; these courses meet major requirements in three degree programs: the bachelor of science in political science, the bachelor of arts in interdisciplinary studies, and the bachelor of science in interdisciplinary studies. MGA students may also use these courses as electives to meet the requirement to complete a certain number of open and upper-level electives in degree plans like those in business, criminal justice, English, history, mathematics, new media and communications, and psychology. To date these elective opportunities have been the main driving force for enrollment in EUSP courses from students enrolled at MGA.

Although course and program viability is not a direct issue for MGA, nonetheless it would be desirable for more students to participate in the program. We anticipate some growth may occur as students and advisors become more accustomed to the revised structure of many MGA bachelor's degree programs that now permits students to pursue a broader range of electives in their program of study, rather than requiring 60 hours of upper-division coursework solely in one discipline or a few related disciplines, although further opening of elective opportunities in some degree plans would be desirable. Some growth may also naturally follow from the growth of the bachelor of science in political science degree, as much of the EUSP's coursework is delivered from the perspective of political science and political science majors can use some online courses offered by the EUSP toward their course requirements in the major.

Plans for Action: Recent discussions by the steering committee regarding enrollment and administrative issues at other institutions have indicated that there may be some interest in moving the program away from the model of being a *standalone* certificate program to being offered either as an *embedded* certificate or a minor. From a program and institutional perspective, such a change might be desirable, as embedded certificates and minors are not subject to annual assessment or comprehensive program review. The only visible disadvantage to this change would be that students would be unable to pursue the certificate as a standalone credential, but in the four years MGA has offered the certificate, the department is aware of only one student who expressed interest in enrolling at MGA to complete the certificate without enrolling in another degree program as well, so eliminating this option in favor of designating the program as an academic minor would probably have no significant impact on enrollment while substantially reducing the administrative burden of the program.

Trends and Market Forces: The European Union remains an important trading partner, not only of the United States but also the state of Georgia; as of 2019, three of the top ten external trade markets for Georgia were E.U. member states (Germany, the United Kingdom, and France),¹ and Georgia exported nearly \$9 billion in goods to the E.U. in 2018.² An estimated

¹ Georgia Department of Economic Development, 2020. *2019 Georgia Global Trade Summary*. https://www.georgia.org/sites/default/files/2020-02/annual_trade_report.pdf

² United States Trade Representative, n.d. *State Benefits of Trade: Georgia*. <https://ustr.gov/map/state-benefits/ga>

120,000 Georgia jobs are the result of over \$50 billion in foreign direct investment from the European Union.³

Georgia also hosts the North American headquarters of several European-based multinational corporations, including car manufacturers Mercedes-Benz, Porsche, and Groupe PSA (Peugeot). Georgia's deep and enduring ties with Europe are also indicated by the presence of seven national consulates (those of Belgium, France, Germany, Ireland, the Netherlands, Switzerland, and the United Kingdom), as well as numerous trade representatives and honorary consulates, in the state.⁴

Thus an understanding of the political, cultural, and business environment of the E.U. and Europe more broadly, as recognized by the EU Studies Certificate, continues to be a valuable complement to degrees in areas such as business, history, new media and communication, political science, and Spanish for students who plan to enter the workforce directly or pursue more advanced studies. Particularly as MGA continues to enhance its role as an affordable university committed to the economic development of our region and state, our participation in the EUSP is a way we can contribute in that area at minimal cost to the institution.

³ Delegation of the European Union to the United States, n.d. *Georgia–EU Trade in the United States*.
<https://euintheustrade.org/georgia/>

⁴ Georgia Department of Economic Development, n.d. *Consular Offices*.
<https://www.georgia.org/international/relations-protocol/consular-offices>