

**Certificate European Union Studies CPR Index (AY 23-24)**

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**Comprehensive Program Review**

**AY 2023 – 2024**

**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:** 05.0106

**Date of Last Internal Review:** AY 2020-22

**Faculty Completing Report:** Christopher Lawrence

**Current Date:** April 5, 2024

**5 Year Enrollment by Campus and Graduation Trends**

**Enrollment**

Campus	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	5 YR Growth	Fall 2019 compared to Fall 2023 only
Online	0	0	0	1	1	n/a	+1
<b>Total</b>	0	0	0	1	1	n/a	+1

**Graduates**

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

AY 2019	AY 2020	AY 2021	AY 2022	AY 2023	5 YR Growth	AY2019 compared to AY2023 only
0	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 27 current 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, aspirant future member states including Albania and Ukraine, and the United Kingdom.

**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 MOU for the EUSP expires on June 30, 2024; the MOU was historically renewed on a three-year cycle but is now renewed on an annual basis after changes in USG policy limited such MOUs to a duration of one fiscal year.

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

**Program Delivery:** The program's common 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 and locally-offered online coursework into the program. Historically the participating 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. There are no other subsidies to the program from MGA or other participating institutions; the program overall operates with a balanced annual budget. 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:** We have made no substantive changes in the program since the last comprehensive program review.

**Benchmarks of Progress:** As of this writing, there is one student nominally enrolled in the program; however, this student is a dual-enrollment student and has been completing core curriculum courses rather than pursuing the certificate requirements *per se*. The ongoing lack of student enrollment in the certificate program at MGA 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 bachelor's degree programs: the bachelor of science in political science, the bachelor of arts in interdisciplinary studies (selected discipline and social sciences concentrations), 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, 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 are not direct issues for MGA, nonetheless it would be desirable for more students to participate in the program. We anticipate some growth might 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 up to two 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 an undergraduate 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 time MGA has offered the certificate, the department is aware of only one student who expressed interest in enrolling at MGA solely to complete the certificate without enrolling in another degree program as well, other than the dual enrolled student mentioned above, so eliminating the certificate in favor of designating the program as an academic minor would most likely have no significant impact on enrollment while substantially reducing the administrative burden of the program. Other participating universities, including Kennesaw State University, have already shifted the program from a standalone certificate to a minor. Accordingly, the department recommends that we pursue curriculum changes during the upcoming academic year to deactivate the standalone certificate program and establish a minor in European Union Studies instead, effective in the 2025-26 academic catalog.

**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, two of the top ten external trade markets for Georgia were European states (Germany and the United Kingdom) with other European states forming key export markets including the Netherlands, Belgium, and Poland,<sup>1</sup> and Georgia exported nearly \$9 billion in goods to the E.U. in 2018.<sup>2</sup> As of 2021, an estimated 156,900 Georgia jobs<sup>3</sup> are the result of foreign direct investment from European multinational companies.

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 nine national

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<sup>1</sup> Georgia Department of Economic Development, n.d. *Georgia's 2023 International Trade Report*. <https://www.georgia.org/international/trade/annual-trade-report>. All links retrieved and reviewed April 5, 2024, unless otherwise noted.

<sup>2</sup> United States Trade Representative, n.d. *Countries and Regions: United States*. <https://ustr.gov/countries-regions/united-states>.

<sup>3</sup> U.S. Bureau of Economic Analysis, 2023. *Activities of U.S. Affiliates of Foreign Multinational Enterprises, 2021*. [https://www.bea.gov/sites/default/files/2023-08/imne0823\\_0.pdf](https://www.bea.gov/sites/default/files/2023-08/imne0823_0.pdf).



consulates or consulates-general (those of Belgium, Denmark, France, Germany, Greece, Ireland, the Netherlands, Switzerland, and the United Kingdom), as well as numerous trade representatives and honorary consulates, in the state.<sup>4</sup>

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, 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 to these goals at minimal cost to the institution.

**Supply of graduates in the program and related programs in the service area:<sup>5</sup>**

Similar or Related Degrees/Programs	CIP Code	Supply (Graduates/Completers)	Competitor Institutions
<i>EU Studies Certificate</i>	05.0106	0	MGA
EU Studies Certificate	05.0106	0	Augusta University
EU Studies Certificate	05.0106	0	Columbus State University*
EU Studies Certificate	05.0106	0	Georgia Southern University**
EU Studies Certificate	05.0106	0	Georgia Southwestern State University
EU Studies Certificate	45.1001	0	Georgia State University
EU Studies Certificate	05.0106	0	University of North Georgia*

\* Does not currently participate in the EU Studies Program MOU but program remains active and authorized according to USG data.

\*\* Program deactivated according to USG data.

**Labor Market/Career Placement Outlook/Salary:**

Occupation	O*Net <sup>6</sup>	Current Employment	% Growth	Average Salary (O-Net data)	Future Earnings Potential (O-Net data)
Area, Ethnic, and Cultural Studies Teachers, Postsecondary	25-1062	11,900	7%	\$64,430	\$82,830

<sup>4</sup> Georgia Department of Economic Development, n.d. *Consular Offices*.

<https://www.georgia.org/international/relations-protocol/consular-offices>.

<sup>5</sup> Since the program is offered fully online, the service and study areas used will be the state of Georgia. FY2023 data from USG reports. Only standalone (non-embedded) certificate data available.

<sup>6</sup> National Center for O\*NET Development. *O\*NET OnLine*. Retrieved April 5, 2024 from <https://www.onetonline.org/>

**IEB's Comprehensive Program Review Rubric and Evaluation**

**Date Reviewed: 04/21/2024**

**Program Reviewed: Certificate in European Union Studies**

**Contextual Notes:** Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

Significantly low enrollment coupled with disappointing graduation rates!

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment			Very low enrollment.		
<b>Graduation Trends</b> USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year Programs falling under these benchmarks are designated as "low performing"			Extremely low graduation rate.		

**Program Strengths of Note:**

### **IEB's Comprehensive Program Review Rubric and Evaluation**

Given the program's current low enrollment, it was encouraging to learn that efforts are underway to transition it into a minor, complemented by an embedded certificate. This strategic shift is a commendable initiative. It not only broadens the program's appeal but also offers students more flexible and practical options that align better with emerging industry demands and career paths. By integrating a certificate, the program can provide added value, enhancing students' credentials and employability upon graduation. Furthermore, this program is especially vital for locals in Central Georgia, providing essential skills and training needed to meet the specific economic and employment needs of the region.

#### **Areas of Concern:**

Significantly low enrollment coupled with disappointing graduation rates!

#### **Other Comments:**



## Comprehensive Program Review Report

**Academic Program Name:** Certificate in European Union Studies

**College or School:** Education & Behavioral Sciences (until July 1, 2024)

**Department:** Political Science

**Date of Last Internal Review:** June 2021

**Outcome of Previous Program Review (brief narrative statement, if applicable):** Placed on monitoring status.

**Current Date:** June 12, 2024

**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.*

This Certificate program is offered through a consortial agreement with partner institutions across the USG. 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 27 current member states, and neighboring states with close formal ties to the E.U.

The program's common 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 and locally-offered online coursework into the program. Historically the participating 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.

The following analysis should provide some context for both the impact of offering this program to our students at MGA, and the cost to the institution:

\* 14 MGA students took courses in the program between Fall 2021 and Spring 2024.

\* MGA did not offer any course sections directly (i.e. as part of faculty load or as overloads) solely to support the program. All of the courses that give credit in the program are either offered (with the EURO prefix) by the EUSP consortium online via

GeorgiaOnMyLine/GoVIEW/INGRESS or as MGA courses that are embedded in MGA bachelor's degree programs and contribute toward their degree requirements.

\* Two MGA faculty members taught in the program: Javan Frazier in fall 2021 and fall 2023 (EURO 3234 Introduction to the European Union) and Julie Lester in fall 2022 (EURO 4430 E.U. Environmental Policy). They were compensated via faculty contract addenda with all compensation (including employer share of retirement, payroll taxes, etc.) being remitted from the program, so MGA's net cost for employing these faculty to teach in the program was \$0.

\* De minimus administrative/faculty time is dedicated to the program; the program coordinator/institutional representative does not receive a course release or other compensation for facilitating the university's participation in the program.

\* Program faculty also benefit from the program through professional development at the annual EU Studies Program conferences held at Georgia College and a series of online faculty development seminars provided by the program in conjunction with Georgia Tech and other institutions funded in part by the European Union Erasmus+ initiative.

Although the certificate program has only 1 declared student, given the benefit/cost analysis indicated above, we remain supportive of transitioning the program to an undergraduate minor while continuing to participate in the EUSP MOU and intend to initiate this program change in the upcoming academic year through the shared governance process, with a proposal for deactivation of the certificate to follow at a later date once all approvals for the new minor are secured.

### **Categorical Summation**

Check any of the following to categorically describe action(s) the institution will take concerning this program. *Include a statement of plans for action based on the overall categorical summation contained in this section.*

Program MEETS Institution's Criteria (also indicate 1 subcategory below)

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.

Required statement of plans for action:

XX Program DOES NOT MEET Institution's Criteria (also indicate 1 subcategory below)

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):

Required statement of plans for action: The certificate program will be transitioned to a minor in order to take advantage of the modular design of many of MGA's baccalaureate offerings.

Academic Dean Signature: *David Bisk*

Dean of Graduate Studies Signature (when applicable):

Date: 6/12/2024

## Comprehensive Program Review Report

**Academic Program Name: Cert European Union Studies**

**College or School: School of Education and Behavioral Sciences**

**Department: Political Science**

**CPR Review Schedule AY23-24**

### Provosts Response:

I concur with the Dean's assessment of the Certificate in European Union Studies and acknowledge its minimal cost to MGA, as well as its benefits to students and faculty through course offerings, professional development, and institutional collaboration within the USG consortium.

Given the ongoing reorganization of the Department of Political Science into the Department of History and Political Science, I recommend **holding** on the proposed transition from a certificate to a minor until the incoming Dean has conducted a strategic review. This review should assess the program's alignment with departmental priorities, student demand, and broader curricular needs.

Further action on deactivating the certificate should be **deferred** until the new Dean's strategic review is completed and a formal proposal is advanced through shared governance.

### 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 1 year monitoring status.
  - Program will undergo substantive curricular revisions.
  - Program will be deactivated.
  - Program will be voluntarily terminated.
  - Other (identify/add text):**

Further action on deactivating the certificate should be **deferred** until the new Dean's strategic review is completed and a formal proposal is advanced through shared governance.

Provost or VPAA Signature:                      Date:

                      2/5/25