

FACULTY AGENDA ITEM NO 16-10

Date: March 28, 2016

Submitted by: Kathy Menzie 670.1865

SUBJECT: Master of Arts in Communication & Leadership

Description: The Master of Arts in Communication and Leadership is a 30 graduate credit hour interdisciplinary program that provides knowledge, skills, and experiences for continuous self and system improvement within a complex, changing, and global context. The program is designed to develop collaborative, adaptive, and innovative leaders with a focus on the development of multiple communication skills, self-awareness, and strategic thinking. The program can be completed entirely online using highly interactive and intuitive learning management and video conference systems.

The Master's degree in Communication and Leadership serves professionals interested in a post-graduate degree that provides knowledge and skills to advance their careers. The curriculum is designed to provide flexibility for diverse students as they pursue career and professional goals. Because leadership, teamwork, communication skills, and problem-solving abilities are the attributes most desired by employers, the curriculum will directly address these areas.

Rationale: The continued success of Washburn University depends on its ability to adapt to the changing needs of society in the preparation of educated, global citizens. Our Vision 2022 Strategic Plan has identified strategic activities to achieve success, including the priorities of growing enrollments and providing educational opportunities for our communities of learners.

Washburn University is positioned to provide high quality, academically rigorous graduate education in communication and leadership. Alumni, community leadership, and young professionals have supported the need for a post-graduate degree providing knowledge and skills to advance within their careers. Job Outlook 2015, published by the National Association of Colleges and Employers, found that leadership (77.8%) and ability to work in a team (77.8%) were the most desired attributes sought by employers on resumes, followed by written communication skills (73.4%) and problem solving skills (70.9%) (p. 33). The curriculum within this program will directly address these areas.

The two-year, 30 credit hour curriculum of the Master of Arts in Communication & Leadership is designed to provide flexibility for diverse students as they pursue career and professional goals. The online Masters of Arts in Communication and Leadership will provide educational value for our alumni base and local community, and appeal to new student markets. Using existing faculty strengths, this program can be provided economically with positive revenue demonstrated within the first year.

Financial Implications: See attached pro forma.

Proposed Effective Date: Spring 2017, pending HLC approval.

Request for Action: *Approval by AAC/.FAC/FS/ Gen Fac, etc*

Approved by: AAC on March 28, 2016

FAC on date

Faculty Senate on April 4, 2016

Attachments Yes No