TOPIC: Coppin State University: Bachelor of Science in Non-Profit Leadership

COMMITTEE: Education Policy

DATE OF COMMITTEE MEETING: March 24, 2010

SUMMARY: The proposed Bachelor of Science in Non-Profit Leadership is designed to provide graduates with a broad understanding of the role of philanthropy and not-for-profit organizations in addressing major areas of social functioning in society. Students will acquire the requisite skills and perspectives to assume leadership roles in a variety of not-for-profit organizations and gain a targeted understanding of the role of nonprofit organizations in extending the promise of democracy beyond the usual scope and capabilities of government to provide services and civic leadership. Students will acquire competencies in Board Relationships, Agency/Organization Administration, Community Outreach and Program Planning.

The proposed program is designed to meet a growing demand for individuals prepared for employment in a variety of capacities in the nonprofit sector. According to a recent Maryland Nonprofit Employment Update (October 2007), the nonprofit sector is one of the fastest growing employment sectors in the state. The growth rate between 2004 and 2005 was 2.0% compared to 0.6% in the for profit sector. Between 1995 and 2005, nonprofit employment in Maryland grew by 36%. By the end of 2005 the nonprofit sector accounted 9.4% of all jobs in the state well above the nation's average of 7.2% (Salamon and Geller, 2007).

During the year 2005, the state of Maryland had a nonprofit workforce of 237,246 jobs. The city of Baltimore accounted for 35% of this number while the Baltimore/Washington suburbs accounted for 52%. Nonprofit organization in Maryland generated almost 10 billion dollars in wages during the year 2005, which represented 8% of the state's total payroll (Salamon and Geller, 2007). Graduates of this program will be able to enter a wide variety of fields presenting good employment possibilities as result of above average expansion. Normal turnover and replacement positions in this major employment sector across the state also will contribute to strong employment prospects for program graduates.

ALTERNATIVE(S): The Regents may not approve the program or may request further information.

FISCAL IMPACT: No additional funding is necessary. The program will be supported through tuition.

CHANCELLOR'S RECOMMENDATION: That the Committee on Education Policy recommend that the Board of Regents approve the proposal from Coppin State University to offer the Bachelor of Science in Non-Profit Leadership.

COMMITTEE RECOMMENDATION: Approval   DATE: March 24, 2010

BOARD ACTION: DATE:

SUBMITTED BY: Irwin Goldstein   (301) 445-1992   irv@usmd.edu

UNIVERSITY SYSTEM OF MARYLAND INSTITUTION PROPOSAL FOR

✓ New Instructional Program
_____ Substantial Expansion/Major Modification
_____ Cooperative Degree Program

Coppin State University
Institution Submitting Proposal

Bachelor of Science in Nonprofit Leadership
Title of Proposed Program

Bachelor of Science	Fall 2010
Degree to be Awarded	Projected Implementation Date

NPLS

Proposed HEGIS Code	Proposed CIP Code

	Dr. John Hudgins, Ms. Tenyo Pearl
Social Sciences	
Department in which program will be located	Department Contact

	Jhudgins@coppin.edu; Tpearl@coppin.edu
410-951-3520	
Contact Phone Number	Contact E-Mail Address

_____   _____
Signature of President or Designee   Date

<p style="text-align:center">**PROPOSAL FOR the Bachelor of Science Degree in**
NONPROFIT LEADERSHIP</p>

MISSION

The mission of the Nonprofit Leadership program is to offer students who are interested in pursuing a future career in nonprofit management the opportunity to develop the professional skills and perspective necessary to effectively lead a mission based not for profit organization.

The Development of a Major in Nonprofit Leadership is consistent with the COPPIN STATE UNIVERSITY MISSION STATEMENT (**Approved by the Board of Regents October 27, 2000).**

"**Coppin State University is a public, urban, Historically Black University offering undergraduate and graduate programs in the liberal arts and sciences and human services.**"

The major in Nonprofit Leadership will established an additional path to careers and professional preparation in the human services. It is an undergraduate major providing special preparation for individuals entering employment in the nonprofit sector as well as state and local governmental services. This major also can provide adequate preparation for many graduate and professional programs including Law, Public Health, Urban and Regional Planning, Social Work, Human Services Administration, and Policy Analysis.

"The integration of the instructional and public service roles of the University has resulted in high-quality academic programs and provisions for health care, education, social services, and correctional and law enforcement personnel to the community."

The major in Nonprofit Leadership combines intensive course work and supervised internships. This major provides a very specific professional identification and networking environment for undergraduate students. These service, identity formation, and networking opportunities strengthen the University's ability to provide high quality academic programs and well prepared students pursuing career opportunities in the areas of health care, education, and social services.

"Through cultural and academic programs, the College serves as an urban center for African-American culture."

Nonprofit Leadership provides specific and unique approaches to understanding and making a contribution to the urban environment and the various aspects of culture in the city. Its role in the college's mission to understand, preserve and promote African-American culture will be significant as the university is in a special position to analyze and understand philanthropy and the nonprofit movement in the African American community.

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CHARACTERISTICS OF THE PROPOSED PROGRAM

BACKGROUND

The major in Nonprofit Leadership is designed to meet a growing demand for individuals prepared for employment in a variety of capacities in the nonprofit sector. According to a recent Maryland Nonprofit Employment Update (October 2007), the nonprofit sector is one of the fastest growing employment sectors in the state. The growth rate between 2004 and 2005 was 2.0% compared to 0.6% in the for profit sector. Between 1995 and 2005, nonprofit employment in Maryland grew by 36%. By the end of 2005 the nonprofit sector accounted 9.4% of all jobs in the state well above the nation's average of 7.2% (Salamon and Geller, 2007).

During the year 2005, the state of Maryland had a nonprofit workforce of 237,246 jobs. The city of Baltimore accounted for 35% of this number while the Baltimore/Washington suburbs accounted for 52%. Nonprofit organization in Maryland generated almost 10 billion dollars in wages during the year 2005, which represented 8% of the state's total payroll (Salamon and Geller, 2007).

Graduates of this program will be able to enter a wide variety of fields presenting good employment possibilities as result of above average expansion. Normal turnover and replacement positions in this major employment sector across the state also will contribute to strong employment prospects for program graduates.

EDUCATIONAL OBJECTIVES OF THE PROGRAM:

1) Examine the historical philosophical, religious, political, economic and social forces that shaped the development of the non-profit sector in contemporary American society.

2) Develop an understanding of the social, political, and economic milieu in which local nonprofit organizations operate.

3) Demonstrate the highest standards of conduct, accountability, and the value of commitment to service for others in a nonprofit setting.

4) Develop an understanding of leadership theory, leadership strategies, and leadership effectiveness

5) Develop an understanding of Nonprofit Program Planning and Implementation, especially for diverse individuals and groups.

6) Build an understanding of the purpose and structure of a nonprofit board, its role in nonprofit organizational governance and fiduciary responsibilities.

7) Develop a variety of techniques and skills used in fiscal operations including fund raising from a range of sources including grant writing, special event planning, donor cultivation and in-kind support solicitation and social entrepreneurship.

DESCRIPTION OF PROGRAM AS IT WOULD APPEAR IN THE CATALOG

The Bachelor of Science in Nonprofit Leadership is designed to provide graduates with a broad understanding of the role of philanthropy and not-for-profit organizations in addressing major areas of social functioning in society. Students will acquire the requisite skills and perspectives to assume leadership roles in a variety of not-for-profit organizations. Students will acquire competencies in Board Relationships, Agency/Organization Administration, Community Outreach and Program Planning. Students will gain a targeted understanding of the role of nonprofit organizations in extending the promise of democracy beyond the usual scope and capabilities of government to provide services and civic leadership.

GENERAL REQUIREMENTS FOR DEGREE

To qualify for the Bachelors Degree in Nonprofit Leadership; the student must complete University General Education Requirements (46 credit Hours); and a total of 42 Credit Hours in Nonprofit Leadership, and additional courses to complete the university degree requirement of 120 credit hours. Courses in the major must be completed with not less than a final grade of "C." The student also must earn cumulative Grade Point Average (GPA) not less than 2.0.

TOTAL NUMBER OF CREDITS AND THEIR DISTRIBUTION

NONPROFIT LEADERSHIP (21 CRS)

SOSC 304   Public Administration

NPLS 340   Introduction to Nonprofit Leadership

MNSC 336   Not–For-Profit Management (NPLS 336)

NPLS 400   Diversity, Philanthropy and Fundraising

MNSC300   Human Relations and Organizational Behavior

NPLS 409   Nonprofit Leadership Internship I (SOCI 409)

NPLS 410   Nonprofit Leadership Internship II (MNSC480)

<u>THE NONPROFIT ENVIRONMENT (12 CRS)</u>

SOCI 301   Community Organization

POSC 302   State and Local Government

SOCI 406   Sociology of the City

MNSC__   Marketing for Managers

<u>SOCIAL SCIENCE CORE REQUIREMENTS (9CRS)</u>

SOSC 310   Introduction to Basic Statistics

SOSC 407   Social Research Methods

SOSC 430   Social Science Applications

EXPECTED STUDENT LEARNING OUTCOMES

- Students earning a Bachelors of Science in Nonprofit Leadership will exhibit the following learning outcomes:
- An understanding of the role of philanthropy and the nonprofit sector in a democratic society'
- An understanding of how diversity affects philanthropy and nonprofit programming
- An understanding of the impact state, local, and community factors on nonprofit organizations
- An understanding of leadership and supervision in nonprofit programs
- An understanding of fiscal responsibility and revenue acquisition in non profit programs
- An ability to utilize available technology in program implementation
- An ability to use available resources to continue to grow as a nonprofit professional.

DEMONSTRABLE QUALITY OF PROGRAM FACULTY

The Lead faculty for the program will be Tenyo Pearl, M.A. and John Hudgins, PHD. Ms. Pearl holds a Masters Degree in Nonprofit Management. She has been associated with the Coppin state University American Humanics Program in Nonprofit Leadership Development and the university Minor in Nonprofit Management since 2003 becoming director in 2005. She has been associated with a variety of nonprofit organizations in a number of capacities since 1993.

Dr. Hudgins has a PHD in Sociology. He has been associated with the American Humanics Program in nonprofit leadership development since 1996. He has held a

number of administrative and policy positions in a variety of nonprofit organizations since 1972.

Dr. Claudia Nelson who will joined the faculty as a political scientist in Fall 2008 also has substantial work and organizational experience with nonprofits.

STUDENT AUDIENCE TO BE SERVED BY PROGRAM AND ENROLLMENT ESTIMATES

The program in Nonprofit Leadership will serve the broader community of students drawn to the university. These students come primarily from the Washington, DC – Baltimore Maryland Metropolitan Corridor. Student would initially be drawn from Nonprofit Leadership minors and American Humanics participants. Currently there are 34 nonprofit minors and 44 students participating in the American Humanics Program.

IMPACT ON STUDENT'S TECHNOLOGY FLUENCY

Students completing the Bachelors Degree in Nonprofit Leadership will satisfy university requirements in technological fluency. Additionally students will be exposed to and master a broad variety of electronic media and modern technologies in the implementation of nonprofit programs. Students will be exposed to available programs in writing, research, budgeting, and evaluation. Student also will be exposed to technologies available for client and customer outcomes.

FORDICE IMPACT ANALYSIS

The University has examined the new proposal to assess whether or not it is traceable to Maryland's history of de jure racial segregation practices. It has been determined that the program is not based on the responses to the following criteria:

1. The new program is not in and of itself traceable to prior segregation, nor would it produce or promote such policies and practices.

2. The new program will not produce any segregative effects. Diversity is important to the University. Course offerings do not exclude any racial/ethnic groups from equal access to instruction since courses will be offered in a hybrid and online format. Computer labs and free internet access allow the coursework to be available to broad audiences. Therefore, access is available to all who apply and are admitted into the program.

3. The new program is supported by sound educational purposes. The program proposal is being submitted in response to the following:

- Labor market conditions, alignment with the 2009 State Plan for Higher Education, alignment with those areas defined by the State as having critical shortages
- Accrediting bodies such as Middle States Commission on Higher Education have established standards for the University as well as commended the goals set forth by the institution. As part of the review process, the University will have to

report on progress related to goals such as maintaining quality and relevant academic programs and access to those programs by students.

- The University's mission is further promulgated by the development of new and appropriate academic programs. Local, regional, and communities nationwide will be impacted by the professionals that result from having attained degrees from our program.
- Students seeking this major will have equal access to the academic support services such as specialized advising and tutorial services offered at the departmental level and by the Academic Resource Center.

4. The new program is not duplicative of any other program offered in the State and would not cause demonstrable harm to another institution.

LIBRARY REQUIREMENTS

The existing library holdings and resources are adequate for the initiation of this major. Access to the University System of Maryland libraries further enhances the resources available on campus. In the normal flow of library acquisitions additional materials may be added in the future.

FACILITIES AND EQUIPMENT

The facilities and equipment currently available to the Social Sciences Department are adequate for the implementation of this major.

FINANCE

Resources and Expenditures

The implementation of this major will not incur additional cost to the university. The revenue generated from the tuition and fees of students enrolled in the program or taking courses should absorb the routine costs associated with the program.

Commitment is to requiring no new general funds from the State, but grants, partnerships, and reallocated Institutional funds used to support the program should be explained in narrative form in this section. Confirmation of grants and partnerships via letters or memorandums of understanding helps to support the case for non-tuition revenue sources. Additionally, any special equipment, library, or facilities identified in the expense table might be addressed here as opposed to briefer footnoting in Tables 1 and 2.

Institutions typically can provide the departments developing programs with references to sources both on and off campus to help in completing the resource and expenditure tables. There are campus-specific definitions of full- and part-time students for research and comprehensive institutions, for example, as well as different projections for how many in-state and out-of-state students and full-time and part-time students might be expected to enroll in a particular new program. Consult with the Dean, Institutional Research Director, or Provost as to the best source of data at the Institution.

TABLE 1: RESOURCES					
Resources Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1.Reallocated Funds[1]	0	0	0	0	0
2. Tuition/Fee Revenue[2] (c+g below)	55315	110630	139420	168210	168210
a. #F.T Students	10	20	25	30	30
b. Annual Tuition/Fee Rate	5305	5305	5305	5305	5305
c. Annual Full Time Revenue (a x b)	53050	106100	132625	159150	159150
# Part Time Students	5	10	15	20	20
e. Credit Hour Rate	151	151	151	151	151
f. Annual Credit Hours	15	30	45	60	60
g. Total Part Time Revenue (d x e x f)	2265	4530	6795	9060	9060
3. Grants, Contracts, & Other External Sources[3]	0	10000	15000	20000	30000
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 - 4)	55315	120630	154420	188210	198210

TABLE 2: EXPENDITURES					
Expenditure Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1. Total Faculty Expenses (b + c below)	20000	40000	60000	80000	80000
a. # FTE	.25	.50	.75	1.0	1.0
b. Total Salary	15000	30000	45000	60000	60000
c. Total Benefits	5000	10000	15000	20000	20000
2. Total Administrative Staff Expenses (b + c below)	10800	10800	21600	21600	21600
a. # FTE	.25	.25	.50	.50	.50
Total Salary	10000	10000	20000	20000	20000
c. Total Benefits	800	800	1600	1600	1600
3. Total Support Staff Expenses (b + c below)	0	0	0	0	0
a. # FTE	0	0	0	0	0
b. Total Salary	0	0	0	0	0
c. Total Benefits	0	0	0	0	0
4. Equipment	3000	1000	1000	2000	2000
5. Library	600	800	800	1000	1000
6. New or Renovated Space	0	0	0	0	0
7. Other Expenses	0	0	0	0	0
TOTAL (Add 1-7)	34400	52600	83400	104600	104600