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Chair: James Madsen; Vice Chair: Dawn Hukai; Secretary: Todd A. Savage; Executive Committee: Stephen Reed, Jennifer Willis-Rivera

To: Dean Van Galen, Chancellor 116 North Hall University of Wisconsin-River Falls From: James Madsen, Chair Faculty Senate University of Wisconsin-River Falls March 2, 2011

UWRF Faculty Senate Motion 2010-2011/30 RE:

At the March 2, 2011 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2010-2011/30 was passed and it is effective immediately. This motion is forwarded to you for your action.

> Motion from the Academic Programs & Policy Committee (Jim Zimmerman, Chair) to approve the creation of a Graduate Certificate Program in Sustainable Community Planning.

Approved		
Disapproved	·	
Dean Van Galen, C	lan Jan Dal	

Proposal for Creation of a Graduate Certificate Program

Introduction

Academic units proposing a graduate level certificate program will complete the following for submission to the UW-RF Graduate Council for review and approval. Authors of a proposal must respond to all criteria in the **Policies and Procedures for Graduate Certificate Programs**.

Generally, for a program to be offered for the first time in the summer or fall terms this document should be completed and submitted to the Graduate Studies Office no later than October. The Graduate Council will review programs during November/December. In January new certificate program information will be submitted to the Provost, Admissions and the Registrar's Offices as well as to the Financial Assistance Office to obtain Federal approval for student financial aid. Ideally, any new course(s) in the certificate should have been reviewed and approved by the Graduate Council prior to submission of this request.

Certificate Title: Sustainable Community Planning

<u>Program Overview</u>. Briefly describe the learner population to be served, needs assessment information gathered and primary educational objectives. Please comment on the possibility of impact of the graduate certificate program on any related degree program.

Learner Population. There are 43,000 planners throughout the United States. Two-thirds of planners work for local governments. The remainder work in non-profits, consulting firms, and state or federal government. Because of the breadth of their work, planners are typically the ones responsible for implementing sustainability initiatives at the community level. Communities who do plan for sustainable development assign that task to the planning department.

Sustainability has been infused in the discipline for many years, but recently has seen a marked increase in attention. At last year's National Conference, it was clearly the "buzzword" of choice. Early in 2010 a group of planning professionals formed a specialized group within the American Planning Association called the "APA Sustainable Community Planning Interest Group".

Additionally, 16,000 planners are "AICP" certified, which is the credential recognized by the planning discipline as exemplifying the highest level of professional competence. Since January of 2008, AICP certified planners have been required to complete 32-credits of Certification Maintenance credit (continuing education credits (CEUs)) every year. Weekly webinars streamed online by the American Planning Association for the purpose of Certificate Maintenance credit have regularly been attended by 500+ individuals each week. These are one and a half hour

The program will be submitted to the North Central Association for approval. The time line for amending our Program Participation Agreement with the Dept of Education is 35 days from the time of submission.

¹ In order for the certificate program to be FA eligible the following must be done. Amend the UW-RF Program Participation Agreement to include:

a. Name of the Program

b. Length of the Program (must be 10 weeks or longer)

c. Number of credits (must be at least 8 credits)

d. Brief Description.

lectures on topics such as electronic sign control, property right law, etc. A recent webinar on sustainability had over 1000 attendees. We see this is an important subset within the larger group of practicing planners.

Ohio State University has run a successful online "Planning Education at a Distance" for several years. They currently offer five courses, but no certificate or degree program and no courses in sustainable community planning. Most planning programs offer a single course in Sustainable Community Planning, but only one that we have found (Texas A&M) offers a certificate consisting of a group of classes. It is an on-campus program associated within their Master's program and not available online.

Related professions will also have some interest in the topic including landscape architects, architects, civil engineers, and public administrators.

Educational Objectives. This certificate encompasses an introductory course and three additional courses directed at specific planning activities in which sustainability is particularly relevant. These include Community Engagement, Site Planning, and Land Use Planning. The introductory course (ESM 709:History and Theories of Sustainability) provides a broad overview of the emergence of sustainability as a planning objective and the various models that have been proposed worldwide for addressing it. This course is a prerequisite for the other three courses as it defines the often-nebulous term "sustainability" in the context of community planning.

The second course in the series, ESM 715:Community Engagement for Sustainability, is concerned with new democratic practices utilized by planners to achieve a more inclusive and accepted planning outcome. It emphasizes the necessity of engaging the public in order to facilitate a better planning product and a more easily implemented plan.

The third and fourth courses deal with the primary function of planners at two different scales. The first, ESM 711:Site Planning for Sustainable Communities, looks at the process of analyzing the land's capabilities and limitations so that development designs take advantage of the positive features and mitigate against the negative impacts. The second, Land Use Planning for Sustainable Communities, looks at the community as a whole and emphasizes the tools and techniques for implementing development that enhances and is directed at the community's goals and objectives.

Impact on other degree programs. As can be seen in the letters of support received for ESM 709, this certificate is quite specialized and, as such, does not infringe on either the Sustainable Community Development Masters or the Masters of Business Administration. The reason this is the case is that this certificate is very narrowly defined and addresses a very specific profession in a discipline-focused manner. The content is directed at and defined by the traditional practice of community planning.

<u>Course Sequence</u>. List the courses for the certificate. Indicate which course(s) are new and the approval status of new courses.

There are four courses in the certificate. They are:

ESM 709: History and Theories of Sustainability – this course has been approved by the Plant and Earth Science Department Curriculum Committee, the Department Chair, the College of

Food, Agriculture, and Environmental Science Curriculum Committee, and the College Dean. The Graduate Council is presently considering it for approval.

ESM 711: Site Planning for Sustainable Communities – This course is an adaptation of a previous course. All necessary committees and administrators have approved it.

ESM 715: Community Engagement for Sustainability – This is an existing course within the Sustainable Community Development Masters Program. It can be taught as it is currently for this certificate. No changes are necessary nor have been requested.

ESM 735: Land Use Planning for Sustainable Communities – This is a new course. All necessary committees and administrators have approved it.

<u>Faculty</u>. Indicate the source of instructors as Regular [R], Academic Instructional [AI] or Ad Hoc [A].

Two professors will teach the courses within the Certificate program. Both are Regular Faculty in the Plant and Earth Science. They are:

Dr. Eric Sanden, Professor of Land Use Planning

Dr. David Keuhl, Assistant Professor of Land Use Planning

Schedule. Provide a course schedule, by term for the first year of the program

To begin with the Certificate courses will only be offered during the summer semester, with students completing the certificate over the course of two summers as follows:

Semester	Cohort	Beginning	Ending	Enrollment
Summer 2011	A	5/23/2011	7/10/2011	ESM709-10
Summer 2011	A	7/11/2011	8/20/2011	ESM711-10
Semester	Cohort	Beginning	Ending	Enrollment
Summer 2012	A	5/21/2012	7/8/2012	ESM715-10
Summer 2012	A	7/9/2012	8/25/2012	ESM735-10
Summer 2012	В	5/21/2012	7/8/2012	ESM709-10
Summer 2012	В	7/8/2012	8/25/2012	ESM711-10
Semester	Cohort	Beginning	Ending	Enrollment
Summer 2013	В	1st 8 Weeks		ESM715-10
Summer 2013	В	2nd 8 Weeks		ESM735-10
Summer 2013	С	1st 8 Weeks ESM		ESM709-10
Summer 2013	С	2nd 8 Weeks ESM711-10		ESM711-10

<u>Certificate Management</u>. Indicate who will coordinate the certificate program on an ongoing basis. List those individuals (minimum of three) that comprise the Advisory Committee.

Coordinator – David Keuhl

Advisory Committee - Eric Sanden, Laine Vignona, Kerry Keen, Michael Kaltenberg` The committee is composed of the professors within the Environmental Science and Management group within the Plant and Earth Science department. Each of these individuals teaches content

related to sustainability in their regular courses and are highly qualified to advise on the curriculum and administration of the certificate. They have been actively involved with the Wildlife Recreation and Nature Tourism certificate and the Sustainable Community Development Masters program.

<u>Budget</u>. Will GPR funds be required? If yes, what will be the source of GPR? If the program will be funded by Program Revenue (PR) through Outreach, work with your college Outreach Program Manager to develop and attach a brief budget summary, signed off by the Program Manager, for the first year including enrollments per class, projected revenues per class and indicate direct expenses per class for the year.

Graduate Certificate in Sustainable Community Planning	,
Revenue	
Tuition from 12 Students Taking 12 Graduate Credits	\$5 <i>6,</i> 597.76
Total Revenue	
	· /
Expenses	
Overhead to University (18% of Revenue)	\$10,187.60
Instructional and Coordination Costs	
Instruction (4 classes@\$4500)	\$18,000.00
Fringe - 45%	\$8,100.00
Supplies & Materials	
Misc	\$2,000.00
Program Coordination	·
Fringe - 45%	
Total Instructional & Coordination Costs	\$28,100.00
Outreach Support	
Marketing/Promotion	\$5,000.00
Outreach Support	\$10,000.00
Total Expenses	\$53,287.60
Remainder/Contingency	\$3,310.16
Notes	
Current WI Resident Graduate Tuition	\$372.55
Assume a 5.5% increase for 2010-11	\$393.04
Outreach Support includes program marketing, fiscal manageme	ent program management and

Outreach Support includes program marketing, fiscal management, program management and learner services, staff salaries & fringe.

Frepared by Katrina Larsen - 19-Apr-10

Graduate Certificate in Sustainable Community Planning

Revenue Tuition from 12 Students Taking 12 Graduate Credits Total Revenue	\$56,007.36
Expenses	
Overhead to University (18% of Revenue)	\$10,081.32
Instructional and Coordination Costs	
Instruction (4 classes@\$4500)	\$18,000.00
Fringe - 45%	\$8,100.00
Supplies & Materials	
Misc	\$2,000.00
Program Coordination	
Fringe - 45%	
Total Instructional & Coordination Costs	\$28,100.00
Outreach Support	
Marketing/Promotion	\$5,000.00
Outreach Support	\$10,000.00
Total Expenses	\$53,181.32

Outreach Support includes program marketing, fiscal management, program management and learner services, staff salaries & fringe.

Prepared by Katrina Larsen

Remainder/Contingency

29-Nov-10

\$2,826.04

Graduate Certificate in Sustainable Community Planning

Certificates are approved for a three year period and then must andergo a review.			
Donavon H. Taylor	1/14/2011	MUL JAN 2 4 2011	
Department Approval U	Date	Dean of the College Approval Date	
Graduate Council Approval A P & P Approval Conditions:	2/16/11 Date	Tanks Made 3/3/11 Faculty Senate Chair	
	3/3/1/		
Provost Approval	Date		

Distribution: Chancellor, Provost, Admissions, Financial Assistance, Graduate School, Faculty Senate, Institutional Research, Registrar