May 23, 2006

MEMORANDUM

TO: Ann Wylie
   Interim Dean, Graduate School

FROM: Phyllis Peres
   Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Add a Graduate Certificate in Professional Studies in Chinese Language (PCC Log No. 05063)

At its meeting on April 7, 2006, the Senate Committee on Programs, Curricula, and Courses approved the proposal to add a Graduate Certificate in Professional Studies in Chinese Language. A copy of the approved proposal is enclosed. Please accept my apologies for the delay in formal notification.

The Graduate School should ensure that this program is appropriately reflected in all University documentation.

CWR/
Enclosure

cc: James Baeder, Chair, Senate PCC
    Sarah Bauder, Office of Student Financial Aid
    Mary Giles, University Senate
    Barbara Hope, Data Administration
    Anne Turkos, Archives
    Linda Yokoi, Office of the Registrar
    Gay Gullickson, Graduate School
    Kristin Owens, Office of Professional Studies
    Fang-yi Chao, School of Languages, Literatures, and Cultures
    Elizabeth Loizeaux, College of Arts and Humanities
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS:
- Provide one form with original approval signatures in lines 1-4 for each proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

DATE SUBMITTED March 27, 2006
PCC LOG NO. 05063

COLLEGE/SCHOOL
Office of Professional Studies/Graduate School/ College of Arts and Humanities

DEPARTMENT/PROGRAM
School of Languages, Literatures and Cultures – Chinese

PROPOSED ACTION (A separate form for each)
ADD __X__ DELETE_______ CHANGE______

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.)

Attached is a program proposal for a Graduate Certificate of Professional Studies in Chinese Language

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

A new graduate certificate program designed for a professional audience. After conducting market research, the need for increased Chinese language proficiency and culture is evident in the regional area. This program is self-support.

APPROVAL SIGNATURES

<table>
<thead>
<tr>
<th>1. Department Committee Chair</th>
<th>2. Department Chair</th>
<th>3. College/School PCC Chair</th>
<th>4. Dean</th>
<th>5. Dean of the Graduate School (if required)</th>
<th>6. Chair, Senate PCC</th>
<th>7. Chair of Senate</th>
<th>8. Vice President for Academic Affairs &amp; Provost</th>
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<tbody>
<tr>
<td>David Branner</td>
<td>Paul A. Long</td>
<td>N/A</td>
<td>James E. O'Connor</td>
<td>Ann S. Suyler</td>
<td>James D. Farrow</td>
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<td>21 March 2005</td>
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PAAP 8-05
PROPOSAL FOR

NEW INSTRUCTIONAL PROGRAM

UNIVERSITY OF MARYLAND AT COLLEGE PARK, MARYLAND

Graduate Certificate in Professional Studies in Chinese Language

PROPOSED INITIATION DATE: Fall 2006
I. OVERVIEW and RATIONALE

A. Briefly describe the nature of the proposed program and explain why the institution should offer it. [You may want to refer to student demand, market demand for graduates, institutional strengths, disciplinary trends, synergy with existing programs, and/or institutional strategic priorities.]

The University of Maryland is committed to providing educational programs that meet the needs of a variety of audiences. As part of our graduate offerings, the Masters of Professional Studies and the Graduate Certificate in Professional Studies are designed for adult students who wish to increase their subject-matter knowledge as well as prepare them for new challenges related to their professional areas. These programs are managed by the Office of Professional Studies, with academic oversight by Academic units, and housed in the Graduate School.

The Office of Professional Studies strategic plan includes:

- Provide high quality graduate programs that build on the academic strengths and resources of the university,
- Serve the academic needs of Maryland’s professional community,
- Increase interdisciplinary programs offered by the Graduate School and the Office of Professional Studies, and
- Maintain high academic quality and standards via the Academic Oversight Committee, comprised of UMD faculty.

The School of Languages, Literatures and Cultures (SLLC), the College of Arts and Humanities and the campus, as a whole, are committed to the academic program development for Lesser Commonly Taught Languages (LCTLs). A recent market research study indicates that after Arabic and Persian (current Flagship programs at UM), Chinese was the most sought-after language for employers. Federal agencies and businesses want their employees to have the language competency and cultural knowledge required to interact with native speakers and carry out employment tasks. The level of competency required is increasing. Many federal jobs now target a level 3 or higher. Traditional academic master's language and literature programs appear to be of less interest than those that combine linguistics with cultural knowledge skills. Also full-time programs with long-term commitments are less attractive for working professionals and employers who are likely to pay for them.

This graduate certificate program offers courses in the language of contemporary non-fiction media and recent fiction, in both written and audio forms. This coursework combines stylistic and linguistic analysis with authentic high-level Chinese language material. The curriculum is suited to the needs of advanced non-native speakers at the post-baccalaureate level. Coursework at this level is quite challenging for the non-native speaker and its mastery requires a substantial intellectual effort; at present, however, it is almost impossible to find outside of universities in the Far East.
Upon completing the requirements, students will receive a Graduate Certificate in Professional Studies with Chinese Language as their specialization (12 graduate credits). Students may opt to graduate within two semesters.

**B. How big is the program expected to be? From what other programs serving current students, or from what new populations of potential students, onsite or offsite, are you expecting to draw?**

The program will draw a professional audience (business and federal agencies) and will be advertised to attract individual students to form a cohort. A maximum of 10 students in each class is planned. Additional sections may be offered if necessary due to demand. Class size will be kept small in order to maximize the intensive learning and student/faculty interaction, as part of the program design.

**II. CURRICULUM**

**A. Provide a full catalog description of the proposed program, including educational objectives and any areas of concentration.**

This graduate certificate program will focus on mastering advanced Chinese linguistics, offering courses in written contemporary fiction, media, and audio fiction and media. This coursework combines stylistic and linguistic analysis with authentic high-level Chinese language written material. The curriculum is suited to the needs of advanced non-native speakers at the post-baccalaureate level. After successfully completing the required courses, students will receive a Graduate Certificate in Professional Studies with Chinese Language specialization.

**B. List the courses (number, title, semester credit hours) that would constitute the requirements and other components of the proposed program. Provide a catalog description for any courses that will be newly developed or substantially modified for the program.**

The nature of this program is language-based, thus all courses are derived from the Chinese Department. Each course will have an interdisciplinary content. Currently, these new courses are slated for permanent approval by the College PCC on March 29, 2006. These courses build on the existing strengths of the Chinese department and the undergraduate major.

**CHIN 601 The Language of Contemporary Chinese Written Media (3 credits)**

Non-fiction Chinese writing, with emphasis on contextually and culturally appropriate interpretation of lexicon, style, and idiom in various genres. Students analyze current non-fiction materials from Chinese-language newspapers, magazines, and other written media; deliver accurate but concise oral summaries; take part in discussion and debate at a high linguistic and intellectual level. Conducted entirely in Chinese, intended for non-native speakers of the language pursuing professional levels of competence.
CHIN 602 The Language of Contemporary Chinese Audio Media (3 credits)
Oral Chinese non-fiction in the high diglossic register, with emphasis on contextually and culturally appropriate interpretation of lexicon, style, and idiom. Students analyze current materials from Chinese-language newspapers, magazines, and other audio media; deliver accurate but concise oral summaries; take part in discussion and debate at a high linguistic and intellectual level. Conducted entirely in Chinese, intended for non-native speakers of the language pursuing professional levels of competence.

CHIN 603 The Language of Contemporary Chinese Written Fiction (3 credits)
Chinese fiction writing, with emphasis on contextually and culturally appropriate interpretation of lexicon, style, and idiom in various genres. Students analyze current materials from Chinese-language fiction and other writing, deliver accurate but concise oral summaries; take part in discussion and debate at a high linguistic and intellectual level. Conducted entirely in Chinese; intended for non-native speakers of the language pursuing professional levels of competence.

CHIN 604 The Language of Contemporary Chinese Audio Fiction (3 credits)
Oral Chinese fiction in the high diglossic register, with emphasis on contextually and culturally appropriate interpretation of lexicon, style, and idiom. Students analyze current materials from Mandarin-language radio drama, film, and other aural or audio-visual material; deliver accurate but concise oral summaries; take part in discussion and debate at a high linguistic and intellectual level. Conducted entirely in Chinese, intended for non-native speakers of the language pursuing professional levels of competence.

Program Timeline

| Fall 2006 | Course 1  | CHIN 601 |
|          | Course 2  | CHIN 604 |
| Spring 2007 | Course 3  | CHIN 602 |
|           | Course 4  | CHIN 603 |

May 2007 Graduation - GCPS

C. Describe any selective admissions policy or special criteria for students selecting this field of study.

The admissions policy will reflect current university standards, including the prerequisite bachelor’s degree and a 3.0 GPA cumulative average. Official undergraduate transcripts from all colleges attended must be provided. Professional experience may be substituted for an entrance exam and students must have completed all prerequisites for courses in the program. This program is intended for non-heritage students only. All applicants are required to take an independent language proficiency examination prior to admissions for course placement.

III. STUDENT LEARNING OUTCOMES AND ASSESSMENT
The purpose of this plan is to set clear guidelines, identify articulated outcomes and ensure avenues for continuous improvement for each graduate certificate and program
managed by the Office of Professional Studies. It is our mission to provide high quality programs that meet UMD’s institutional goals and objectives for educational activities, while providing flexibility for curricular changes as needed.

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<th>Student Learning Outcomes</th>
<th>Assessment Measures and Criteria</th>
<th>Assessment Schedule</th>
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| 1. Students will demonstrate understanding of Chinese language related to written and audio forms | Measurement: Successful completion of required integrated coursework, including literature, media, and audio-visual forms
Criterion: all program students are required to maintain B (3.0) in each course in order to successfully complete program. 100% of a graduating cohort will attain a B (3.0) grade. | This data will be collected annually, beginning Summer 2007.
After each program cycle, curriculum will be reviewed to assess program cohesiveness. |
| 2. Students will demonstrate gains in Chinese language proficiency                        | All courses will be instructed in Chinese. Students will conduct all class discussions and assignments in Chinese.
Measurement: the USG proficiency scale (equivalent to 'Professional' on the ACTFL Scale)
Criterion: attainment of level 2+ | All data will be collected annually, beginning Summer 2007. |
| 3. Students will increase knowledge base of current issues related to Chinese culture      | Coursework includes current world issues throughout curriculum, with focus on special projects.
Criterion: attainment of B (3.0) grade or better | All data will be collected annually, beginning Summer 2007. |
| 4. Students will assess the relevance of program content as it applies to their professional needs | Measurement: An exit interview will be conducted with a random sample of graduates (20%) to assess their overall satisfaction with the certificate.
Criterion: 80% of respondents will correlate academic program offerings to professional need | Responses will be collected and discussed with the Academic Oversight committee for retention purposes. |
IV. FACULTY AND ORGANIZATION

A. Who will provide academic direction and oversight for the program? [This might be a department, a departmental subgroup, a list of faculty members, or some other defined group.]

An Academic Oversight Committee will provide direction and oversight for the program. Members include:

   CORE Representative (committee chair):
   David Prager Branner, Ph.D.
   Associate Professor, Chinese Language Program
   School of Languages, Literatures and Cultures

   Graduate School Representative:
   Ann Wylie, Dean
   Graduate School

   OPS Program Manager:
   Kristin Owens, Assistant Dean
   Professional Studies

B. If the program is not to be housed and administered within a single academic unit, provide details of its administrative structure.

This program will be housed in the Graduate School and administered by the Office of Professional Studies. The academic home is the College of Arts and Humanities – School of Languages, Literatures and Cultures. Faculty selection and appointments are made by the School of Languages, Literatures and Cultures. All faculty will be members of the Graduate Faculty and approved by the Dean to teach.

V. OFF-CAMPUS PROGRAMS (if necessary)

   n/a

VI. OTHER ISSUES

A. Describe any cooperative arrangements with other institutions or organizations that will be important for the success of this program.

   n/a

B. Will the program require or seek accreditation? Is it intended to provide certification or licensure for its graduates? Are there academic or administrative constraints as a consequence?

   n/a
VII. COMMITMENT TO DIVERSITY

The University of Maryland is an equal opportunity institution with respect to both education and employment. The University does not discriminate on the basis of race, color, national origin, sex, age, or handicap in admission or access to, or treatment or employment in, its programs and activities as required by federal (Title VI, Title IX, Section 504) and state laws and regulations.

Through its actions and statements of policy the University of Maryland has demonstrated a commitment to diversity by creating programs of study which explore the experiences, perspectives, and contributions of a wide variety of cultures, groups, and individuals; and has sought to create a campus environment which encourages tolerance and respect for individuals regardless of differences in age, race, ethnicity, sex, religion, disability, sexual orientation, class, political affiliation, and national origin.

VIII. REQUIRED PHYSICAL RESOURCES

A. Additional library and other information resources required to support the proposed program. You must include a formal evaluation by Library staff.

The program does not require additional funds for resources. It is self-support and has budgeted for these resources. If additional funds are required for library resources, the program budget will support these initiatives.

B. Additional facilities, facility modifications, and equipment that will be required. This is to include faculty and staff office space, laboratories, special classrooms, computers, etc.

n/a

C. Impact, if any, on the use of existing facilities and equipment. Examples are laboratories, computer labs, specially equipped classrooms, and access to computer servers.

n/a

IX. RESOURCE NEEDS AND SOURCES

A. List new courses to be taught and needed additional sections of existing courses. Describe the anticipated advising and administrative loads. Indicate the personnel resources (faculty, staff, and teaching assistants) that will be needed to cover all these responsibilities.

There will be no impact on existing resources. This program is self-support.

B. List new faculty, staff, and teaching assistants needed for the responsibilities in A, and indicate the source of the resources for hiring them
Faculty will be compensated in overloads. Conditions and approval for such teaching overloads will be in keeping with established University policy.

C. Some of these teaching, advising, and administrative duties may be covered by existing faculty and staff. Describe your expectations for this, and indicate how the current duties of these individuals will be covered, and the source of any needed resources.

Any additional resources required will be compensated in overloads.

D. Identify the source to pay for the required physical resources identified in Section VIII. above.

Grant and tuition revenue.

E. List any other required resources and the anticipated source for them

n/a

F. Complete the additional proposal and financial tables as required by MHEC.

Not applicable for MPST/GCPS programs.
Campus Approvals:

Judith K. Broida  
Associate Provost, Dean of Professional Studies  
3/15/06

Jim Harris  
CORE Dean, College of Arts and Humanities  
3/27/06

Mike Long  
Director, School of Languages, Literatures and Cultures  
3/23/06
Claudia, This information should be appended to the proposal for a certificate in Professional Studies in Chinese. Gay

-------- Original Message --------
Subject: Potential Instructors for Chinese Language Certificate
Date: Mon, 03 Apr 2006 11:30:34 -0400
From: Judith King <jking@gradschool.umd.edu>
To: Gay L. Gullickson <glg@umd.edu>
CC: Judith K. Broida <jbroida@umd.edu>, Kristin Owens <kowens@umd.edu>, Fang-yi Chao, Chinese Program Coordinator <chaof@umd.edu>

Dear Gay,

As promised, here is a list of present faculty who we consider qualified to offer courses in the Chinese Language Certificate. I have not included any adjuncts, because I imagine this list will be long enough for your Committee, though there are certainly other names that we can turn to.

Branner, David Prager. PhD, 1997. UMD Faculty.
Brown, William. PhD, 1981. UMBC Faculty.
Chao, Fang-yi. PhD, 1998. UMD Faculty.
Kong, Mei. MA (2). UMD Faculty.
Lee-Heitz, Jung-Jung. MA. UMD Faculty.
Liu, Jianmei. PhD. 1996. UMD Faculty.

Please let me know if you need any other information.

Sincerely,

David Branner

--
Gay L. Gullickson
Associate Dean, The Graduate School
Professor, Department of History
University of Maryland
College Park, MD 20742
TEL: 301-405-4205

Please note my email address has changed to glg@umd.edu