

The University of Texas at El Paso

College of Liberal Arts
Department of
Languages and Linguistics

Online Spanish Certificate for the Professions

TABLE OF CONTENTS

ADMINISTRATIVE INFORMATION.....	#
CERTIFICATE INFORMATION.....	#
I. NEED	#
A. <i>Job Market Need</i>	#
B. <i>Student Demand</i>	#
C. <i>Enrollment Projections</i>	#
II. QUALITY	#
A. <i>Degree Requirements</i>	#
B. <i>Curriculum</i>	#
C. <i>Faculty</i>	#
D. <i>Students</i>	#
E. <i>Library</i>	#
F. <i>Facilities and Equipment</i>	#
G. <i>Accreditation</i>	#
H. <i>Evaluation</i>	#
III. COSTS AND FUNDING	#
SIGNATURE PAGE	#
APPENDICES	#
APPENDIX 1	#
APPENDIX 2.....	#
APPENDIX 3.....	#

Request Form for a New Certificate

Administrative Information

1. Institution: Department of Languages and Linguistics at the University of Texas at El Paso

2. Certificate Name – (e.g., *Certificate in Intelligence and National Security Studies*):

Online Spanish Certificate for the Professions

3. Proposed CIP Code: 16.0905

4. Number of Required Semester Credit Hours (SCHs):

- Basic language requirements for Non-Native Speakers 12
- Basic language requirements for Native Speakers 6
- All candidates pursuing Online Spanish Certificate of Spanish for the Professions must take an additional 9 hours of upper division classes.

This brings a total of 21 hours for non-natives and 15 hours for natives.

Students who take the placement test and waive the basic language requirement will take only 9 hours of upper division Spanish in order to obtain the certificate. These classes can be taken 100% online, hybrid and/or face to face modality to count towards the certificate.

5. Brief Program Description – Describe the certificate and the educational objectives:

The Department of Languages and Linguistics will implement an Online Spanish Certificate for the Professions. This is a collaborative effort with the different colleges across the university such as College of Business Administration, College of Education (Special Education), Engineering, Health Sciences and the College of Liberal Arts and its departments. The goal is for Languages and Linguistics to offer students an online certificate in Spanish designed especially for their field of study. The Certificate will benefit different professions such as educators, business administrators, engineers, medical professionals and Liberal Arts majors in the following ways:

- a. Become proficient in Spanish
- b. Compete in the job market
- c. Be ready in a globalized world
- d. The Online Spanish Certificate for the Professions will motivate students to continue with a minor in Spanish since they will be halfway to complete it after completing the certificate.
- e. It will give students a very important credential for their C.V. that certifies that they are bilingual, something essential in today's globalized market.
- f. Students can take classes 100% online, but also hybrid and F2F courses from our Department since they will also count towards the Certificate.
- g. The certificate will attract El Paso public school teachers since it will be an incentive for their salary and specially for their knowledge.

6. Administrative Unit – Identify where the certificate would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

The Department of Languages and Linguistics within the College of Liberal Arts

7. Proposed Implementation Date – Report the date that students would enter the certificate (MM/DD/YY): Spring 2020 (01/19/2020)

8. Contact Person – Provide contact information for the person who can answer specific questions about the certificate:

Name: Dr. Luis A. Anchondo

Title: Director for Online Spanish Certificate for the Professions

E-mail: laanchondo@utep.edu

Phone: (915) 747-7052

Name: Héctor Enríquez

Title: Co-Director for Online Spanish Certificate for the Professions

E-mail: enriquez@utep.edu

Phone: (915) 747-7042

Certificate Information

I. Need

A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.

There is a huge demand for bilingual workers in the United States. As mentioned in article “Not Lost in Translation, The Growing Importance of Foreign Language Skills in the U.S. Job Market” published in the prestigious journal *New American Economy*, there is an increasingly demand for workers that speak multiple languages, especially Spanish. This article emphasizes the following points:

- a- Between 2010 and 2015 the demand for bilingual workers doubled.
- b- In 2010 there were approximately 240,000 job postings aimed at bilingual workers; by 2015, that figure had risen to approximately 630, 000.
- c- During 2015 the number of U.S. jobs ads listing Spanish as a desired skill increased by a 150 percent in comparison to 2010.

- d- Americans lose almost \$2 billion each year because of language or cultural misunderstandings.

The demand for bilingual workers is definitely increasing. For example; the Bureau of Labor Statistics projects that between 2019 and 2026 the employment of translators and interpreters of Spanish will increase by 18%. As this numbers reflect there is an increasingly demand for bilingual professionals.

The Online Certificate in Spanish offered by Languages and Linguistics will open the doors of more jobs to future professionals because of the demand of bilingual workers that we are facing right now in the United States, a demand that will definitely increase substantially in the upcoming years. The demand comes particularly from industries that provide services involving a high degree of human interaction such as Chace, Sprint, State Farm, ATT, Intuit, among others.

- B. Student Demand – Provide short- and long-term evidence of demand for the certificate.
 1. The demand for the certificate is intrinsically connected with the demand for bilingual employees in a globalized world by different companies.
 2. The Department of Languages and Linguistics strongly believes that the Online Spanish Certificate for the Professions will be a success among the students of the different colleges and its departments since it will be a plus for their salary and opportunities, and therefore an important component of their CV.
 3. The certificate will open doors for the future professionals in any of the job markets.
 4. University of Texas at El Paso have a large Spanish speaking community that is interested in becoming proficient in Spanish. Many of UTEP students already speak Spanish and they are halfway to complete this certificate through the placement examination in Spanish.
 5. On the other hand, we have a small community who are non-native speakers of Spanish and have a great interest in learning about the Hispanic culture.
 6. Our Online Spanish Certificate for the Professions will help future candidates learn how to become proficient and competitive in Spanish.
 7. The majority of UTEP colleges and departments have shown an increase in enrollment and in graduation rates that parallel the increasing demand for bilingual workers in the US.
 8. According to the UTEP Center for Institutional Evaluation, Research, and Planning these are the enrollment figures and of degrees awarded since the fall 2014 of some of the departments who will benefit from this certificate:

Enrollment in five years

College/Department	Fall 2018	Fall 2017	Fall 2016	Fall 2015	Fall 2014
Department of Creative Writing	150	139	147	155	156

Department of Criminal Justice	1161	1273	1264	1236	1230
College of Business Administration	3372	3313	3302	3303	3217
College of Education	1819	1865	1850	1916	1963

Degrees awarded in five years

College/Department	2017-18	2016-17	2015-16	2014-15	2013-14
Department of Creative Writing	31	26	31	32	22
Department of Criminal Justice	265	253	229	225	203
College of Business Administration	711	725	739	676	678
College of Education	434	384	338	424	490

Based on this information and on the percentage of the current demand for bilingual workers, Languages and Linguistics is confident that our Spanish Certificate will be a tool to succeed among UTEP students for the following reasons:

1. Every academic year there is more and more demand for online courses.
2. Right now, there is an enrollment of 2536 students taking online courses at UTEP, 720 live outside El Paso area. Languages and Linguistics is confident that the certificate will benefit the online student population as well as the students that are taking face to face and hybrid upper division Spanish classes.
3. It's important to clarify that the face to face upper division classes that we offer every semester also count towards the certificate.
4. The Languages and Linguistics Department has grown in the last three years thanks to the implementation of online courses which are usually full. This is also a prediction of the success that the Online Spanish Certificate for the Professions will have in the future.
5. The student demand for the certificate can also be seen in the number of students from different disciplines that every summer enroll in the study abroad program in Spain that Languages and Linguistics has.
6. Languages and Linguistics always have students from different departments and colleges that take the Spanish courses that we offer as electives.
7. This new certificate will offer new opportunities to our students to travel abroad with us and use those credits towards the certificate making their study abroad experience more rewarding.
8. This Certificate will give more opportunities to those colleges who do not have a language requirement in its curriculum.

C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the certificate. (Include majors only and consider attrition and graduation.)

YEAR	1	2	3	4	5
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Headcount	1368	1641	1969	2362	2834
FTSE	803	963	1155	1386	1663

II. Quality

- A. Degree Requirements – Use this table to show the degree requirements of the certificate. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours	Clock Hours
Required Courses (One Upper division class for Composition and one specialized in their field of study)	6	
Prescribed Electives (It can be any upper Spanish division course) One of these electives is the interdisciplinary Study Abroad program offered by Languages and Linguistics for those colleges that do not have a language requirement in their curriculum)	3	
Possible Electives		
Other (<i>Specify, e.g., internships, clinical work</i>)	(if not included above)	
TOTAL	9	

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the certificate. Note with an asterisk (*) courses that would be added if the certificate is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options.)*

Required Courses

Prefix and Number	Course Title	SCH
SPAN 3357	Advanced Composition	3
SPAN 4390	Topics in Spanish	3

Prescribed Elective Courses

Prefix and Number	Course Title	SCH
SPAN 3312	Pedagogical Issues in Spanish	3
SPAN 4301	Methods for Foreign Language Instruction	3
TRAN 3359	Intro to Translation	3
SPAN 3300	Critical Intro to Hispanic Lit	3
SPAN 3301	Spanish Literature Before 1700	
SPAN 3303	Spanish Literature Since 1700	3
SPAN 3320	Culture and Civilization of Spain	3

SPAN 4320	Popular Culture in Latin America	3
SPAN 4324	Literature of Mexico	3
SPAN 4360	20 th Century Spanish American Novel	3
SPAN 4335	19 TH Century Spanish Literature	3
SPAN 4361	Cervantes	3
Spanish 3309	Special topics: Study Abroad highly recommended for colleges who do not have a language requirement	3

C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the certificate program. *(Add and delete rows as needed.)*

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
*Luis A. Anchondo. Lecturer	PhD in Spanish. Univ. of Arizona	SPAN 3301, 3303, 4335 or 4361	60%
Hector Enriquez. Lecturer	MA in Spanish. Univ. of Texas at El Paso	SPAN 3300, 3309	40%
Gabriel Avila. Lecturer	MA in Spanish. Univ. of Texas at El Paso	SPAN 4390, Spanish for the Health Sciences	20%
Daniel Rios-Lopera. Lecturer	MA in Spanish. MFA. Univ. of Texas at El Paso	SPAN 4390, Spanish for Business Administrators and Engineers	20%
María del Carmen Hernández. Lecturer	MA in Spanish. Univ. of Texas at El Paso	SPAN 3357	20%
Sara Potter. Associate Professor	PhD in Romance Languages and Literatures. Washington University in St. Louis.	SPAN 4320 or 4324	20%
Selfa Chew. Visiting Assistant Professor.	PhD in History. Univ. of Texas at El Paso	SPAN 3320	20%

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Nelson Cárdenas. Assistant Professor	PhD in Hispanic Studies. Univ. of Pennsylvania.	SPAN 4390. Spanish for Creative Writers	20%
Victoria A. Garcia. Lecturer	M.A. in Spanish. Univ. of Texas at El Paso	TRANS. 3359	20%

Luis Soto. Lecturer	PhD in Spanish. Arizona State University	SPAN 4360	20%
Luis Fernando Ramos. Lecturer	M.A. in Spanish. Univ. of Texas at El Paso	SPAN 4390, Spanish for Criminal Justice	20%
Rosario Casillas. Lecturer	PhD in Spanish. Univ. of Houston	SPAN 3312 or 4301	20%

- C. Students – Describe general recruitment efforts and admission requirements. In accordance with the institution’s Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the certificate program.

The recruitment process will be as follows:

1. The Department of Languages and Linguistics will launch an advertisement campaign to recruit students from the various departments and colleges along the university. We are attaching in this document part of the advertisement that we will be using.
2. Our faculty is going to personally promote the certificate by visiting courses.
3. Languages and Linguistics will place posters across publicity screens on campus as well as use online propaganda on Facebook and social media.
4. It will appear in the web pages of the departments and colleges that are participating directly on this certificate.
5. Spanish Placement Test Center will help us to promote the certificate (in order to start taking the courses for the certificate Students need to score between 84 and 100 points in the aforementioned exam).
6. Right now, we have already 165 students enrolled in face to face upper division Spanish courses and 550 enrolled in lower division Spanish courses who are potential candidates for the certificate. It is going to be an easy task to recruit this type of students based on the benefits the certificate will bring to their education, especially if they are almost done with it.

- E. Library – Provide the library director’s assessment of library resources necessary for the program. Describe plans to build the library holdings to support the certificate program.

We are going to provide all the learning online materials; students are not going to be required to purchase a textbook. However, they may use the library for additional learning materials for their homework and projects.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the certificate program. Describe plans for facility and equipment improvements/additions.

1. The Languages and Linguistics Lab will be available for the attending students as well as all the computers from the Liberal Arts Center for Instructional Technology.
 2. A group of advisors will be available for those students who need guidance for the program.
 3. There is no need of purchasing or adding new equipment for online courses.
- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.
1. We definitely want the Online Spanish Certificate for Professions to have national accreditation.
 2. As we stated in the student demand section of this application, right now there is an enrollment of 2536 students taking online courses at UTEP, 720 live outside El Paso.
 3. We strongly believe that the community of UTEP students that live outside El Paso will grow in the upcoming years and also for those students who are under the UT system.
 4. We are expecting that many in state and out of state students will transfer this certificate to another institution. Our certificate will be totally transferable.
 5. We are also working closely with UTEP Extended University to let students from other universities make the Online Spanish Certificate for the Professions at UTEP even though they are full time students at other universities.
- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new certificate program.

We will have an evaluation process as follows:

1. Every semester we are going to keep count of the number of students from the different departments and colleges to know exactly how many students are enrolling in the certificate and how many are obtaining it.
2. We are also going to pay close attention to the number of hired students that possess the certificate and how that differs from the number of students that do not possess it.
3. We are going to pay close attention to the evaluations of our instructors to know from the students how we can improve the certificate.
4. We will assess the results based on the guidelines of American Council on the Teaching of Foreign Languages (ACTFL), especially for the advanced, superior and distinguished levels.
5. Our evaluation process is intended to see the benefits and the impact of the Online Spanish Certificate for the Professions in the long term.

III. Costs and Funding¹

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the certificate program.

Five-Year Costs		Five-Year Funding	
Personnel ¹	\$883,575.00	Reallocated Funds	\$159,603.00
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$1,140,294
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$7500	Other ⁴	\$0
Total Costs	\$891,075.00	Total Funding	\$1,299,897.00

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel). Travel on fall to the ACTFL convention to promote this certificate
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

1. **Years 2020-2022** We are predicting that for those academic years Languages and Linguistics will need the budget to open at least ten more sections of online upper division Spanish classes for this certificate.
Years 2023-2025 We are predicting that for those academic years the demand for our certificate will increase and Languages and Linguistics will need to open another five more sections of online upper division Spanish classes. These new sections will be divided among full-time lecturers. The cost for our certificate comes from hiring three full time lecturers at the end of the five year period. The average salary for a full-time lecturer in Languages and Linguistics is \$34,000 dollars per year.
2. The projection is to travel once a year to ACTFL Convention to promote our institution and program, and learn more about what is in the market. The cost for this is approximately \$1500 dollars per person.
3. The Department of Languages and Linguistics will make the efforts to obtain grants for this certificate and mitigate the cost.

¹ Please use the "Program Funding Estimation Tool" found on the CB website to correctly estimate state funding.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to complete the administrative change and to support any new or reorganized academic unit(s). Furthermore, the change will not reduce the effectiveness or quality of existing programs, departments, schools, or colleges.

Chief Executive Officer

Date

2. Board of Regents Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I certify that the Board of Regents has approved the administrative unit.

Board of Regents (or Designee)

Date