

**New Program Proposal  
Bachelor of Arts/ Artium Baccalaureatus  
Women's and Gender Studies  
College of Charleston**

**Summary**

The College of Charleston requests approval to offer a new program leading to the Bachelor of Arts or Artium Baccalaureatus degree in Women's and Gender Studies, to be implemented in Fall 2010. The proposed program is to be offered through traditional instruction methods on the College of Charleston campus.

The Program Planning Summary was submitted to the Commission on April 25, 2007, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on July 25, 2007. The College of Charleston's Board of Trustees approved the proposal on April 17, 2009. The final revised proposal was received by the Commission on June 30, 2009.

According to the institution, the purpose of the proposed program is to prepare graduates for a wide range of careers by developing skills of analysis and exploration while fostering an understanding of the fundamental differences among humans, including differences of class, race, ethnicity, age, and sexual orientation. Like many of the College's peer and aspirational institutions, such as William & Mary College, Amherst College, Tulane University, and Vanderbilt University, the College of Charleston decided to change the name of the Women's Study minor to Women's and Gender Studies in order to better reflect the mission of the proposed program. The proposal states that the program's aim is to include the significant role of women in the academic body of knowledge by examining women's writings, researching women's roles and status in various societies, and by emphasizing women's cultural and historic contributions. However, the proposal further states that many of the courses focus on the differences and issues associated with femininity and masculinity.

The program leading to a major in Women's and Gender Studies has two variants – i.e., the Bachelor of Arts (B.A.) and the Artium Baccalaureatus (A.B.). Students who major in the sciences may choose the B.S. or A.B., and, likewise, those who major in the social sciences/humanities may choose the B.A. or A.B. The A.B. was the original degree offered by the College and is available for all majors except the classics. The B.A. and B.S. degrees were developed for programs that did not require coursework in the classics and for students whose interests were outside the classics. The program leading to the A.B. degree entails completion of all required courses in any major, 18 additional hours in Latin or 18 hours in Ancient Greek, and six hours in courses in classical civilization.

The institution notes that it has offered classes in Women's Studies since 1987. A minor in Women's Studies has been offered since 1989. According to the institution, the minor has had a steadily growing enrollment with an increase from 40 students with a minor in Women's Studies in 2004 to 83 students with the minor in 2008. During this time, students who minored in Women's Studies have been introduced to a variety of employment and placement options with organizations such as: People Against Rape, My Sister's House, the Cystic Fibrosis Foundation, *Skirt!* magazine, the Center for Women in Charleston, the National Organization for Women, Blue Cross Blue Shield, Marriott Hotels and the Glover Park Group.

The student demand for the program was determined by four small surveys conducted from Spring 2007 to Spring 2008. One of the four surveys conducted by the institution asked students who were minoring in Women's Studies if they were interested in pursuing a bachelor's degree in Women's and Gender Studies. Nineteen of the twenty students surveyed stated that they would be interested in pursuing a major or a double major in Women's and Gender Studies. A different survey conducted in Spring 2008 was distributed to students enrolled in introductory level English and History courses. Twenty-five of the seventy-eight students surveyed stated that they would be interested in a major or double major in Women's and Gender Studies. Additionally, the proposal states that interest in the program area was demonstrated by a letter that the institution received from the National Women's Studies Association (NWSA). The letter stated that a 2006 survey conducted of women's studies programs found nearly 89,000 students enrolled in undergraduate women's studies courses nationally.

USC-Columbia is the only university in South Carolina with a baccalaureate-level Women's and Gender Studies program. The program at USC-Columbia offers a major, a minor, and a certificate in Women's and Gender Studies. Furman University offers a concentration in Women's and Gender Studies.

The curriculum of the proposed program consists of 122 credit hours of coursework. A minimum of 33 hours must be completed in the major, 12 credit hours in interdisciplinary courses, 12 credit hours in electives, and 53 credit hours in general education. One new course, Capstone in Women's Study and Gender Study, will be added to the catalog of the institution. The proposal indicates that the program is not subject to accreditation.

According to the proposal, the College of Charleston anticipates significant enrollment from students currently enrolled in other undergraduate programs within the College. Total enrollment in the proposed degree program is estimated to begin at eight headcount students (2.7 FTE) in the first year and increase to 23 headcount students (9.0 FTE) by the fifth year of the program. Of these, none will be new students in the first year and eight will be new students by year five. If the enrollment projections are met, the program will meet the current Commission's program productivity standards.

The institution states that no new faculty members will be required to implement the proposed program. Thirty tenure-track faculty members and four senior instructors from various departments at the College regularly teach courses for the minor in Women's and Gender Studies Program. Currently, ten faculty members and adjunct professors are on rotation to teach Introduction to Women's and Gender Studies. However, in the third year of the program, the Dean of the School of Humanities and Social Sciences will hire a part-time administrative assistant.

The proposal states that no new costs for additional physical space are required for the successful implementation of the proposed women's and gender studies major. According to the proposal, the program moved into a newly renovated office suite at 7 College Way in Spring 2008. The proposal further states that no additional equipment will be required for the proposed program within the first five years of implementation.

The information provided in the program proposal states that the new Marlene and Nathan Addlestone Library has sufficient library resources to support the proposed program. The Addlestone Library has over 150,00 square feet of space, provides 266 computers for student use, and houses a collection of more than half a million volumes. The library also

provides print and electronic resources, including the statewide PASCAL databases, Interlibrary Loan, Internet access, and bibliographic instruction. The institution states that it will need to increase the library budget by \$2,000 per year for each of the first five years of implementation which is a result of the program's change from a minor to a major.

According to the institution, for the first three years the program will be funded and staffed by resources already allocated to the program leading to a minor in Women's Studies. New costs for the program are estimated to remain at \$2,000 per year for the first three years of the program and include only library resources. However, new costs for the fourth and fifth years will include library resources (\$2,000) and clerical/support personnel (\$26,000) per year. The total new costs for the program for its first five years are estimated as \$62,000 and include clerical/support staff (\$52,000) and library resources (\$10,000). No "unique cost" or other special state appropriations will be required or requested.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the State and new costs not funded through the MRR but which are associated with implementation of the proposed program for its first five years. Also shown are estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

**Estimated Program Costs and Revenue**

	<b>Estimated Program Costs</b>		<b>Estimated Program Revenue</b>				
	<b>(A) MRR Cost</b>	<b>(B) Other Costs*</b>	<b>(C) Actual State Funding</b>	<b>(D) Tuition</b>	<b>(E) Additional Revenue</b>	<b>(F) Total Revenue (C+D+E)</b>	<b>(G) Total Revenue - Total Costs (F-(A+B))</b>
<b>Year 1</b>	\$0	\$0	N/A	\$0	\$0	\$0	\$0
<b>Year 2</b>	\$4,888	\$0	\$0	\$13,867	\$0	\$13,867	\$8,979
<b>Year 3</b>	\$7,821	\$0	\$2,352	\$21,683	\$0	\$24,035	\$16,214
<b>Year 4</b>	\$15,643	\$0	\$3,921	\$43,366	\$0	\$47,286	\$31,643
<b>Year 5</b>	\$15,643	\$0	\$7,841	\$43,366	\$0	\$51,207	\$35,564

\*Includes costs of an extraordinary nature not otherwise included in the MRR cost calculation (e.g., costs for a new building required to support a program).

These data demonstrate that if the College of Charleston can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to cover new costs with revenues it generates by the second year of its implementation.

At the meeting of the Committee on Academic Affairs and Licensing on September 3, 2009, considerable discussion ensued around the general topic of including diverse perspectives and points of view in the program. Subsequent to that discussion, the College

decided to develop an additional course focused on conservative voices in women and gender studies, to discontinue the sponsorship by the department housing the program of a controversial play, to update the department's website to reflect the diversity of perspectives in women's and gender studies, and to be attentive to the inclusion of diverse perspectives on the self-perpetuating advisory board. [See Appendix.]

In summary, the College of Charleston proposes to offer a program leading to the Bachelor's degree in Women's and Gender Studies. This program will prepare graduates for a wide range of careers by developing skills of analysis and exploration while fostering an understanding of historical, political, social, and global significance of the role of women in society.

### **Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission the program leading to a Bachelor of Arts degree in Women's and Gender Studies at the College of Charleston, to be implemented in Fall 2010, provided that no "unique cost" or other special state funding be required or requested.

Appendix

October 4, 2009

Shirley Hinson  
Governmental Relations

Dear Shirley:

I'm happy to convey in writing what you and I discussed on October 2. The Women's and Gender Studies Program is willing to make a number of changes to our program in response to concerns voiced by members of the Commission on Higher Education.

1. We have agreed that the Women's and Gender Studies Program will not sponsor future productions of the play *The Vagina Monologues*.
2. We are in the process of creating a new course, WGST 356: Conservative Voices in Women's and Gender Studies. I have given you a copy of the course proposal. The WGS Curriculum Committee has already approved of this proposal. We will present the proposal to the Faculty Curriculum Committee by Oct. 30 so that they can assess it on Nov. 11 and present it to the Faculty Senate on Dec. 8. Although many of our courses already address a wide variety of conservative voices, this course will make the balance in our curriculum more visible and will give students the opportunity to spend a semester examining these voices in depth.
3. We are also in the process of altering our website. All references to *The Vagina Monologues* and other events that CHE members found objectionable have been removed from the site. We intend to streamline the site and make it more strictly academic. I appreciate your feedback on changes we should make to the site, and I am in the process of making those changes.
4. We would like to expand our Community Advisory Board so that it is more representative of the community. I appreciate any suggestions you have about people to contact, and I will ask others for their suggestions, as well. This is a change we won't be able to make immediately, as the Advisory Board itself is technically in charge of new membership, and I will need to discuss these changes with the Board. However, I believe they will be amenable.

I also wanted to let you know that our alumni have gone on to careers in a variety of fields. Of course WGS graduates often find jobs in agencies that deal directly with women. Virtually every organization in Charleston that deals with women employs our former students, including such organizations as People Against Rape, My Sister's House, *Skirt!* magazine, and the Center for Women in Charleston. However, WGS is a degree that offers a broad liberal arts education that is attractive to many employers, and our former students are also working with companies such as Blue Cross Blue Shield, the Cystic Fibrosis Foundation, Marriott, the Glover Park Group, Smith Geiger, and Weber Shandwick. In one survey of our alumni, 53% of

CHE  
1/7/10  
Agenda Item 8.02.A.3

respondents reported that they use what they learned in their minor in their current work “regularly,” while 23% reported that they “occasionally” do—which means that 76% of our surveyed alumni find their WGS degree useful for their current work.

Thank you very much for your support in this process. Do let me know if there’s any other information I can provide for you.

Sincerely,

Alison Piepmeier  
Director, Women’s and Gender Studies Program