

**Proposal to Change the Academic Master Plan**  
**Academic Planning Committee**  
**(Short Form)**

**Name of Proposed Program:**            **M.S. in Applied Sociology**

**Persons Proposing the New Program:** **William E. Wagner, III; Elizabeth Hartung;**  
**Daniel Lee; Dennis Downey**

**Date of Proposal:**    **9/17/07**

**Approvals:**

**Academic Planning Committee Approval:**

**Chair(s):** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Academic Senate Approval:**

**Chair:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Administration Approval:**

**President or Designee:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## **Proposal to Change the Academic Master Plan (Short Form)**

### **1. Program Name: M.S. in Applied Sociology**

**Academic Year of Implementation: 2011**

**Name of the program area or unit that would offer the proposed degree or program: Sociology**

**Name, title, and rank, of individual(s) primarily responsible for drafting the proposed degree program:**

William E. Wagner, III, Associate Professor of Sociology; Elizabeth Hartung, Professor of Sociology; Daniel Lee, Associate Professor of Sociology; Dennis Downey, Assistant Professor of Sociology

### **2. Description**

**Description of the degree program. Major subject matter elements of the program, core content areas, and representative courses taught. (250 words)**

The Master of Science in Applied Sociology trains students in the application of sociological knowledge and practical use of research skills to identify and solve social problems, and to more effectively implement social programs and provide social services in a variety of settings. Students will gain proficiency in program assessment strategies, quantitative data analysis, organizational consulting, conflict management, teaching sociology, and ethnography. Students will learn to design, administer, and interpret surveys that can help public and private organizations meet their service goals. Graduates in Applied Sociology will be well equipped to pursue a doctoral degree in sociology or a related field, but they will also be prepared to begin careers related to public policy, social services, human resources, grant writing, event management, crime prevention, community development and outreach. The Master of Science degree in Applied Sociology will prepare students who skillfully integrate sociological theory, research methods, and professional ethics; while also providing meaningful and practical opportunities for field experience and internships.

**Student Learning Objectives: Principal content and skills that students will learn in the program. (150 words)**

The core of the M.S. in Applied Sociology provides rigorous training in methodologies for research and analysis to be applied in a variety of professional and/or community settings. Those advanced research skills will also prepare students to proceed in an academic career toward a Ph.D. in Sociology, or a related Social Science. Competency in basic statistics will be augmented with acquisition of specific research methodologies for data collection and more advanced methods of statistical analysis. The rigorous training in social statistics and research methods will be bolstered by a sound theoretical foundation in the discipline, and substantive emphases in relevant sociological issue areas (such as public health, gerontology, criminal justice, demography, etc.) tailored to each student's individual plan of study.

**3. Justification**

Many of our undergraduate students plan to enter applied rather than academic settings upon graduation, and it is important for us to meet their needs. Increasingly the field of sociology recognizes the importance of non-academic practitioners of sociology who evaluate policy efficacy, products and services, and specific institutional practices. That recognition has been institutionalized within the American Sociological Association (ASA), which has a subfield/section devoted to Applied Sociologists and their work. In fact, the ASA is moving in the direction of accrediting practitioners of sociology. To formally evaluate and accredit graduate programs in applied sociology, the Society for Applied Sociology and the Sociological Practice Association have established the Commission on Applied and Clinical Sociology; Humboldt State University was one of the first graduate programs achieving this accreditation. Students at CSUCI would benefit from an Applied M.S. program because so many will already be at work in applied settings where greater sophistication in statistical and field analysis is required by employers. An applied degree will not compete with other campuses in the area offering an M.A. in Sociology (such as CSUN,) but offers an innovative alternative program to meet distinct needs.

Some courses that will be included in the curriculum for this degree program, that would not typically be offered in an MA program in general sociology, include: evaluation research, advanced statistical applications (such as event history/survival analysis), computerized qualitative methods, CATI (Computer-Assisted Telephone Interviewing) methods. The required thesis in this program will also be distinguished by its explicit linkage to an applied field or practice (included but not limited to those areas noted above).

**Other Universities and CSU campuses and that currently offer the proposed degree: Graduate Sociology Programs in the CSU System:**

The following CSU campuses offer M.A. degrees in Sociology:

Bakersfield  
Dominguez Hills  
East Bay/Hayward  
Fullerton  
Humboldt  
Los Angeles  
Northridge  
Sacramento  
San Diego  
San Jose  
San Marcos

For reference, in comparing MA to MS programs, there are no MS programs in Sociology, and 11 MA programs. In Psychology, 8 campuses offer the MA, 2 offer the MS, and 9 offer both. Most (not all) of the MS programs are in Clinical Psychology.

### **Related Graduate Degrees & Concentrations in the CSU System:**

Concentrations:

Criminology (San Jose) –numerous other concentrations are not categorized

Allied area degrees:

Human Sexuality Studies (San Francisco)

International Relations/Affairs (Fresno, Sacramento, SFSU,  
Stanislaus[concentration])

Women's Studies (San Diego, San Francisco)

Urban Planning [assorted similar program names, professional degrees]:  
Pomona, San Diego, San José, San Luís Obispo

Some other graduate programs in Applied Sociology:

M.A., Old Dominion University (Virginia, public)

M.A., University of Indianapolis (Indiana, private)

M.S., Clemson University (South Carolina, public)

M.A., University of Maryland, Baltimore County (public)

M.S., University of Texas, Dallas (public)

M.A., University of Massachusetts, Boston (public)

M.A., Tulane University (private)

M.A., University of Central Florida (public)

M.S., Southeastern Louisiana University (public)

M.A., Norfolk State University (Virginia, public)

### **APPLIED SOCIOLOGY/Accreditation Information:**

The Association for Applied & Clinical Sociology (<http://www.aacsnet.org/wp/>)

American Sociological Association, Sociological Practice Section

ACCREDITATION BY: The Commission on Applied and Clinical Sociology

(<http://www.sociologycommission.org>) (Master's degree standards attached.)

There are currently three accredited undergraduate programs, and two accredited graduate programs:

Humboldt State University (CSU), Practicing Sociology Track

Valdosta State University (Georgia, public), Concentration in Applied Sociology

**The current sociology faculty members at CSUCI have significant experience in graduate education, as detailed below.**

Dr. Wagner taught graduate statistics for the social sciences at CSUB, as well as a graduate seminar on gay & lesbian studies. He served on numerous graduate thesis committees in sociology, psychology, and social work (MSW.) He chaired 5 of those thesis committees. He has worked collaboratively with numerous graduate students, several experiences resulting in presentations at regional professional meetings, and a few resulting in a publications in a variety of venues (one in a peer-reviewed sociology journal.)

At CSUB, he served as graduate coordinator of the MA program in sociology for three years. During this time, the graduate mission as well as goals and objectives were redeveloped, and the curriculum and program structure were reconfigured. The structural reconfiguration included instituting a partial cohort system to help facilitate the graduate student experience, proposed & implemented by Dr. Wagner. By the end of that three year period, the incoming class of graduate students increased from an average of two or three students upward to between 10 and 14 students. The increase was partly met by internal recruitment at CSUB, but a significant portion was met by external recruiting at regional conferences and other outreach efforts throughout California. Through annual focus groups with CSUB sociology graduate students, the most popular suggestion for the program was that applied/practical training, useful for professional employment after completion of the master's degree, be incorporated into the curriculum. Unfortunately, to date, the CSUB Sociology Program has been unable to come to agreement on a route, or identify resources, to augment the program in this way.

Dr. Downey also has experience serving on graduate committees at the University of Utah. He has worked with graduate students in independent study courses, and carried out collaborative research beyond such.

Dr. Lee has taught postgraduate courses in social theory and community studies, formally advised doctoral and masters degree students, and been a member of dissertation examination committees.

Dr. Hartung taught a graduate course at the California School of Professional Psychology (later, Alliant University) in Qualitative Field Methods. She also taught graduate level courses at Southern Illinois University. Additionally, she served on several M.A. theses committees outside of sociology while at CSU-Fresno.

Dr. Sunghee Choi's experience with graduate education involves teaching a course on research methods to a group of nursing students in Korea at Pusan National University and also supervising a master's thesis at University of South Carolina, Columbia.

Dr. Mark Jepson has experience with graduate education in mentoring/supervising teaching assistants for his courses at UCLA over the past nine years.

**Professional uses of the proposed degree program:**

Market research, advertising, government/public data analysis, business data analysis, database administration, grant writing, management/leadership in non-profit & community organizations, as well as data and organizational consulting. According to the ASA (American Sociological Association: [www.asanet.org](http://www.asanet.org)), more than a quarter of PhD-level sociologists work in non-academic sectors. Of those outside of academia, 36% are in private, not-for-profits, 32% are in government, 18% are in private, for-profits, and 14% are in some other sector. This distribution offers a good approximation of what sectors we can expect MS graduates in Applied Sociology to begin careers. The topical areas for these non-academic positions include: health, education, statistics, demography & migration, law/criminal justice/military/homeland security, environment, psychology, social policy/human rights/public affairs, marketing, substance abuse, economics/community development, and others.

**Community/Regional/Statewide need for the proposed program:**

There are fewer of these applied programs in the West. As the California economy grows, and Ventura County's economy in particular, there will be an increasing need for graduates with the skills that this MS in Applied Sociology will provide.

**4. Enrollment:**

The expected number of majors in the year of initiation and three and five years thereafter are based on informal discussions with students in statistics and research methods classes, as well as projection and actual data from CSUB's MA in sociology relative to the number of undergraduate sociology majors enrolled. We expect CSUCI to exceed those numbers for several reasons, the most important of which are as follows: (a) Camarillo's proximity to Los Angeles, thus giving access to a larger pool of potential applicants, (b) the broader applicability of the MS in Applied Sociology, and (c) greater demand for the MS in Applied Sociology resulting from increased marketability and few offerings in California. Therefore, the numbers below are conservative estimates. The student enrollment will consist of full-time students, who can complete the degree in two full years of study, as well as part-time students who will tend to take between four and six years to complete the program of study.

	<u>Number of Majors</u>	<u>Number of Graduates</u>
Initiation Year:	6	0
Third Year	12	7
Fifth Year	15	10

## 5. Resources and Budget

- a. **Budget.** Costs estimated to be associated with the degree in the pre-implementation year, first, third and fifth year of operations. Provide narrative and justification.

	<b>Pre-Implementation Year</b>	<b>First Year</b>	<b>Third Year</b>	<b>Fifth Year</b>
Faculty: (By Rank)	1 additional Assist. Prof	cont'd	1 additional Assoc. Prof	cont'd
Staff: (By Job Class)		¼ time ASC 2 2 grad asst.'s	cont'd cont'd	cont'd cont'd
Equipment:				
Instructional:				
Program Development: (Consultants, etc)	Release time for research/marketing	Continued in future years.		

### **Narrative/Justification:**

**Faculty.** Prior to the start of the program, a new faculty member will be needed. In part, this faculty member will be needed to eventually help cover the extra volume of classes required to support this new program. In particular, though, we will be seeking a faculty colleague who specializes in the area of applied sociology, or who has specific experience with some dimension of applied sociology such that s/he can contribute to the

new courses to be offered in the program (such as Evaluation Research or CATI methods.) By the third year, we will need an additional faculty member to cover not only additional courses, but also to help with chairing thesis committees, as the number of students will be growing requiring considerably more expertise in that way-and this will continue beyond that point, as well.

**Staff.** A permanent quarter-time administrative assistant (or equivalent) would be useful to cover the added administrative needs of the new program, including recruitment. This staff member would also coordinate, under faculty supervision, needs for securing accreditation. Two graduate assistantships would be essential in enticing students from outside California to apply for the program. While the main focus would be on local (in-county recruitment) to the program, we expect students from elsewhere in California and the country would be drawn to the M.S. program. Furthermore, it would benefit the program to have out of state and international students. Offering a minimum of two in-state fees/tuition stipends would assist greatly in those recruiting efforts. A small stipend would be useful, as well, where outstanding students could gain experience by leading discussion sections for introductory sociology courses, assisting in methods laboratory classes, or serving as lab technicians in their second year in the program.

**Development.** A course release should be made available (between 3 and 4 WTU's) for a faculty member who would be implementing program structures, and recruiting students for the new degree program in the year prior to its start. Between 4 and 6 WTU's of release time should be made available each year during which the program is successfully operating. At first, more of the time would be used for research and new implementations. By the 4<sup>th</sup> year, the lion's share of the time would be used to facilitate student progress.

**b. Facilities. Identify new facilities, building modifications and other physical and space needs associated with the new degree. Provide narrative and justification.**

Pre-Implementation Year	First Year	Third Year	Fifth Year
	CATI lab and Classroom Computer Lab (or access)		

**Narrative/Justification:**

A CATI (Computer-Assisted Telephone Interview) lab is essential for one of the core courses for the proposed MS program in Applied Sociology. The lab should contain a minimum of 12 stations, and is similar to a traditional computer lab, except that it includes a telephone line, and software required for random digit dialing, and questionnaire administration (such as CATI© or Sawtooth©.) The CATI lab can



ultimately be used in funded research that students & faculty would then be able to work on for the benefit of the program, the University, and the community.

Access to a campus computer lab will be critical for both classes and student research (related to classes, as well as thesis & other independent student research.) A dedicated lab for the Sociology Program would be ideal, and could be scheduled to include undergraduate classes, as well. Having a period each day with “open access,” where a lab technician or faculty member is available to provide assistance to students (both technical and substantive) would be a valuable asset. Classes requiring the lab space would include: graduate level statistics, research methods, CATI methods, qualitative methods (using NVIVO© or similar software), evaluation research methods, and some other elective courses, as well. North Hall is scheduled to be ready prior to the proposed start date of this program, and West Labs may also be completed prior to 2011. These locations would serve well for the aforementioned lab requirements.