

**New Program Proposal  
Bachelor of Arts in Spanish  
USC-Beaufort  
North and South Campuses**

**Summary**

USC-Beaufort requests approval to offer a program leading to the Bachelor of Arts degree in Spanish, to be implemented in Fall 2005, at both the North and South campuses. The proposed major will have two tracks: a traditional track and one for native speakers (Spanish for Heritage Speakers).

The proposal was submitted for Commission review on February 17, 2004. The proposal was reviewed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its regularly scheduled meeting on March 31, 2004. The Board of Trustees approved the proposal at its meeting on April 21, 2004.

The purpose of the program is to prepare graduates who will be eligible to assume a variety of important roles in the community, especially the four-county area which constitutes the primary service area for USC-Beaufort. The proposal states that the implementation of this degree major will coincide with the elimination of a Spanish concentration option in the Bachelor of Liberal Studies degree program at USC-Beaufort. Graduates will be able to assume professional positions in business and commerce, and in public and private agencies, upon graduating with a degree in Spanish. In addition, it provides skills and knowledge bases for persons wishing to pursue a teaching career in this language. The estimated need for the program has been measured upon several methodologies: a survey of students at USC-Beaufort, who were in the BAIS major but now favor Spanish; the institution's estimated increase of student majors who will be entering the institution as freshmen in the future; and community interest expressed by employers for persons who can serve as teachers, as employees of public and eleemosynary service agencies which deal with the growing Hispanic presence in the region, or as business personnel catering to Hispanic clients/consumers. The growth in the general population of the Beaufort area has placed it in percentage terms at the top of South Carolina's counties. Additionally—albeit beginning at a very small population base—the percentage growth of the Hispanic population in the same time period within this service area represents an even higher rate of growth.

The curriculum consists of 120 credit hours. Of these 38-48 are in general education; 36 credits are in the major for Track I (Spanish for Heritage Speakers) and 30 for Track II (General Major). Eighteen credits are in the minor and 12-28 credits are in electives. While there are multiple numbers of undergraduate degree programs in South Carolina's institutions of higher education, the proposal at USC-Beaufort is unique in its development of a track for native speakers of Spanish. The program has been designed to meet the needs of two student clienteles, Hispanic and traditional, so that the knowledge they bring to the major and the knowledge and skills they attain from the major can upon their graduation best be utilized in the workforce, particularly in the Beaufort region. The proposed curriculum is similar in content to that offered by USC-Columbia, for the general track. On the other hand, the General Track is quite similar to the kind of Spanish majors found at most other institutions.

Thus, the proposed program's General Track at USC-Beaufort represents a duplication of the existing Spanish majors in public and private colleges and universities in South Carolina. However, the centrality of a Spanish major as an offering of any liberal arts and sciences institution; the rapid expansion of the Hispanic population in the Beaufort service area; and the uniqueness of track for heritage speakers within the major mitigate the duplicative nature of the program and make this proposal a reasonable request for the expenditure of academic resources.

While the proposal itself states that USC-Beaufort will have two tenure-track faculty members, the administration at USC-Beaufort has confirmed that there will be three full-time faculty members in the major. Two of these will possess a Ph.D. in Spanish and a third will have a Ph.D. in Romance Languages. While this is a relatively small number of faculty members for a typical major in Spanish, it is sufficient to begin the major. The MRR provides a student: faculty ratio for Foreign Language majors of 18:1. Given this program's expectations of student FTEs, a fourth full-time faculty member should be contemplated by the end of the first five year period of the program's implementation. It should be noted, too, that the proposal is strengthened by the program's requirement of a minor, which is directed toward integration of Spanish language capacity with a deeper civic understanding of American culture.

Enrollment in the proposed program is estimated to begin at 35 headcount (61.5 FTE) in FY 2005-06 and increase to 43 headcount (75.5 FTE) in FY 2009-10. This relatively high relationship between head count and FTE is occasioned by the numbers of credit hours generated by the program's required minor. If enrollment projections are met, the program will meet the current CHE program productivity standards for enrollment.

No separate specialized, professional accreditation is available for this program. This academic program at USC-Beaufort will be evaluated, along with all others, through the regional accreditation process of the Southern Association of Colleges and Schools.

New costs for the program are estimated to begin at \$72,363 in year one and include the new faculty member’s salary package (\$41,847), equipment (\$3,000), library (\$4,000), supplies and materials (\$1,000), and “other” including marketing, faculty development and printing (\$7,500). Estimated costs increase to \$83,098 by year five, including the new faculty member’s salary package (\$46,898), supplies (\$1,000), library (\$6,000), and “other” (\$12,500). The total estimated new cost is \$384,402 for the program’s first five years.

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

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
2004-05	\$579,084	0	<b>\$579,084</b>	\$0	\$350,304	<b>\$350,304</b>
2005-06	607,332	0	<b>607,332</b>	127,229	367,651	<b>494,880</b>
2006-07	640,288	0	<b>640,288</b>	133,376	387,693	<b>521,069</b>
2007-08	677,952	0	<b>677,952</b>	140,592	410,429	<b>551,021</b>
2008-09	710,908	0	<b>710,908</b>	148,878	429,880	<b>578,758</b>

These data demonstrate that even if USC-Beaufort meets the projected student enrollments and contains costs as they are shown in the proposal, the program will not be able to cover new costs with revenues it generates by the fifth year of its implementation.

In summary, USC-Beaufort will offer a program leading to the Bachelor of Arts degree in Spanish with an innovative track for Heritage Speakers and a traditional track for a General Major. This proposed program will prepare students to attain high levels of Spanish language skills, understand Hispanic and American culture, and work in either the public or private sector in positions requiring the mix of knowledge and skills offered in this major.

## **Recommendation**

The Committee on Academic Affairs and Licensing recommends that the Commission approve USC-Beaufort's proposed program leading to the Bachelor of Arts degree in Spanish with two tracks (a Track for Heritage Speakers and a traditional General Track) for implementation in Fall 2005, at both the North and South campuses, provided that: 1) no "unique cost" or other special State funding be required or requested; 2) at least three full-time faculty members with Ph.D. degrees in either Spanish or Romance Languages are in place to teach when this program is implemented; and 3) that the Spanish option be simultaneously eliminated in the Bachelor of Liberal Studies degree program when the B.A. degree in Spanish program is implemented.