


**CLEMSON UNIVERSITY**  
**COLLEGE OF ARCHITECTURE, ARTS, AND HUMANITIES**  
**REQUESTING TO OFFER A NEW DEGREE PROGRAM**  
**BACHELOR OF ARTS**  
**IN**  
**WOMEN'S LEADERSHIP**

Submitted to the South Carolina Commission on Higher Education  
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Bachelor of Arts in Women's Leadership

Academic Unit: College of Architecture, Arts, and Humanities

Name of Program: Women's Leadership

Name of Degree: Bachelor of Arts

CIP Code: 050207

Implementation Date: August 2013

Number of Credit Hours: 120

Program Length: 4 years

STEM Applicability: No

Site: Clemson University campus, traditional

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**Introduction:**

Women's Leadership uses a liberal arts based, interdisciplinary approach to study women's achievements in the arts, literature, social and natural sciences, engineering, business, and human development fields. Students are introduced to the basics of leadership, including key principles of leadership, leadership styles in various organizational settings, the ethics of leadership, and leadership for a global marketplace. Internships and opportunities for professional mentoring and networking will be offered to all students in the major. The minor in Women's Studies serves approximately 140 students each year in its introductory course alone and engages several thousand students per year in public lectures and events. (Our last event was attended by over 400 students.) Fully one-third of those currently in WS courses said they would consider a major or double major in this field if it were offered at Clemson.

The proposed degree will consist of 120 hours, 30 focused in the major. Of those 30 credits, 12 will be in core courses introducing students to interdisciplinary research (3), the study of women's experience (6), and the basics of leadership (3). An additional six hours will be leadership courses; and nine hours in women's studies electives. An internship will be required (3 hours). The program is designed to work well as a double major, complementing a primary area of study.

**Justification:**

Women's Studies has a twenty-five year history at Clemson. As Jerome Reel's 2006 history, *Women at Clemson University*, remarks, the Women's Studies Program has been an "important catalyst for change and awareness at Clemson University and in the greater community." Initially supported by a curriculum development grant from the Ford Foundation, the program at Clemson examines women's lives and accomplishments in the contexts of history, sociology, psychology, medicine, economics, law, politics, as well as in the arts, music, and literature. As we move forward into our twenty-sixth year, women's leadership has become the focus of our program. This change has been especially well-received by students who are eager to learn about the key principles of leadership, about the lives of women leaders, and to develop their own strategies and tools for becoming ethical, entrepreneurial, and compassionate leaders in a rapidly changing world. The proposed major in Women's Leadership will be the only one of its kind in the state. We expect the major would help attract students looking for a wider array of liberal arts majors, and would be appealing to minority women students, as well as to out-of-state students where no such program exists.

The current minor in Women's Studies is based in the liberal arts and social sciences, and serves students in all colleges of the university. A major in Women's Leadership would continue our commitment to studying the achievements of women in all areas of human endeavor while preparing women to contribute their expertise and become leaders in professional life and in their communities. The major will raise awareness of women's leadership potential and better prepare all students to support and interact with women in leadership positions in their future professions.

This new major fits well with Clemson's mission to educate the next generation of innovators in South Carolina and with the university's goal of rising to the rank of a top twenty public university. Of those top twenty institutions, all except one have a major in women's studies, and over half offer graduate studies in this field. Penn State and Texas A&M, both top twenty land grant institutions, offer Ph.D. programs in Women's Studies alongside undergraduate majors and minors. Women are the majority of current undergraduates nationwide and their contributions will be critical to maintaining a dynamic and globally competitive workforce. Women's leadership has emerged as a field that studies women's achievements worldwide, while teaching students about the challenges and opportunities women face today and preparing them to contribute fully in wide range of professions as well as in public and civic life.

**Degree Program Goals and Impact:**

Women have made strong gains in securing education, economic opportunities, and political rights during the last century. But even as women make up almost fifty-percent of law school, medical school, and business school graduates, they remain under-represented among the ranks of law partners and judges, surgeons and hospital administrators, and *Fortune 500* CEO's. Women's leadership has emerged as a field that studies the challenges and opportunities women face today and prepares young women to contribute fully in professional and civic life.

Goals of the program include offering a range of undergraduate courses in the traditional fields of women's studies and promoting women's leadership through coursework, a lecture series, informal workshops, and mentoring and internship programs. Students majoring in women's studies and women's leadership studies go on to a broad array of careers including work in non-profit organizations and nongovernmental organizations (NGOs), journalism, education, and political work. They also pursue graduate studies in law, public policy, business, and health administration, among others fields. Critical thinking, strong communication skills, a global perspective, and a focus on leading ethically will prepare students to take on a variety of challenges and to succeed in multiple environments over the course of their careers.

**Anticipated program demand:**

The minor in Women's Studies currently offers two sections of its introductory course every semester. These fill quickly with 35 students each and there is usually a waitlist of 5 to 10 students. Additionally, we offer a seminar to advanced students in most years. This year there are 12 undergraduates enrolled in a course on women and leadership. Of those seminar students, all but one indicated that had there been an option to major or double-major in Women's Leadership at Clemson when they were choosing their majors, they would have very certainly considered it seriously. Of the introductory course students, approximately one-third agreed that they would consider such a major if it were to be offered. Within the College of Architecture, Arts, and Humanities, 80-90 percent of Communication

The department would expect to have 5 to 10 majors in the first year, with a goal of 20-25 new majors per year at the end of five years. We would thus expect to have 80 to 100 students in the major at any time once it is fully established. We will especially promote the major as a possible double-major for women in allied fields within the liberal arts and social sciences, but also for women in business and finance, law, education, PRTM, health administration, and engineering and science disciplines. Of those in

the leadership seminar this semester, three will go on to law school, two are engineers, four are liberal arts majors, one is in PRTM, one will pursue a master's degree in library science, and one is still a junior in psychology. National professional organizations in engineering and the sciences have especially voiced their concern to increase the number of women in these fields in order to meet the growing demand for scientists and engineers in the U.S. workforce. When women reach leadership positions in any field they help keep more women in the pipeline by serving directly as mentors and indirectly as role-models. A women's leadership major will increase the resources on campus available to women in all fields as they strive to achieve excellence and reach professional goals. It will signal to incoming women students and faculties that Clemson values and promotes women's achievements in all areas of study.

**Implementation:**

With hires that have occurred across the university in the last 5 to 10 years, we find ourselves in the enviable position of have a solid core of faculty and courses in women's studies and a growing number who focus on women's leadership. In fact, the Clemson Women's Studies minor already offers as many and as a varied a set of courses as one finds at most schools with a major or graduate studies in the field. Our core affiliated faculty number about twenty-five and an additional ten to fifteen faculty members offer a relevant course every three or four years. Since 2007 we have routinely offered students a minimum of twenty course offerings in the minor each semester. There are also a number of leadership courses already in existence that will supplement the studies of our students.

Where we do have additional staffing needs is directly in the area of women's leadership studies. We are proposing to hire a women's studies or women's leadership Ph.D. into a lecturer position to fill this need. This person will also serve as a coordinator for a new lecture series and workshops devoted to key topics within women's leadership. We are not asking for additional funds for these latter activities as we believe, on the strength of some early discussions with women alumnae and local women leaders, that we will be able to raise funds for these activities ourselves.

**Program duplication:**

This program is unique at Clemson in being geared toward liberal arts students, and focused specifically on women's leadership. Women's Leadership studies students will be able to draw on leadership courses in other units in the university to complement their studies and will be able to count up to 6 credit hours of such courses toward the major.

Statewide, there are traditional majors in Women's and Gender Studies at both USC and the College of Charleston. Our program will be the only one of its kind focusing on developing women as leaders in all areas of life, including in their chosen professions, in giving back to their communities, and in their personal lives and leisure pursuits.

**Other institutions:**

At present, no other institutions are involved in this major.

**Estimated Total Cost:** \$30,000 per year in reallocated permanent dollars for one full time lecturer and \$20, 000 per year in private funding to support expenses for adjuncts (professional business/industry leaders), supplies and miscellaneous expenses. The latter will be shared with the President's Commission on the Status of Women.