



HARRIS PASTIDES  
PRESIDENT

April 30, 2009

Dr. Garrison Walters  
Executive Director  
South Carolina Commission on Higher Education  
1333 Main Street, Suite 200  
Columbia, South Carolina 29201

Dear Dr. Walters:

Attached to this letter is a new program planning summary for the Bachelor of Arts degree with a major in Sociology at the University of South Carolina in Beaufort. The suggested CIP code is 45.1101.

The planned program addresses curricular needs in the USC-Beaufort sphere, and is in keeping with the mission and goals of the USC system. I write to request that the summary be submitted for discussion at the next Commission on Higher Education Advisory Committee on Academic Programs meeting.

Sincerely,

A handwritten signature in cursive script that reads 'H. Pastides'.

Harris Pastides

Attachment

c: Kristia H. Finnigan, Assistant Provost for Academic Programs



**Program Planning Summary  
for New Program**

**University of South Carolina Beaufort**

**Title of Program: Bachelor of Arts  
Major: Sociology**

**November 2008**

*H. Pastides*

**Harris Pastides, President**

*5/1/09*

**Date**

## **Program Planning Summary**

University of South Carolina Beaufort (USCB)  
Bachelor of Arts  
Major: Sociology

### ***Program Designation***

This is a *New Program Proposal* for a Bachelor of Arts (B.A.) with a major in Sociology degree at USCB. The curriculum is closely aligned with the USC Columbia curriculum for a general B.A. in Sociology. The degree requires 120 credit hours, 60 of which are General Education and 60 of which are major and minor credit hours or electives. Courses will be offered at the Beaufort and Bluffton Campuses.

### ***Designation of Undergraduate Program***

Four-year Program

### ***Program Qualifies for Supplemental Palmetto Fellow Scholarship and LIFE Scholarship Awards***

No

### ***Proposed Date of Implementation***

Fall 2010

### ***Justification of Need for the Proposed Program***

The University of South Carolina Beaufort's mission statement reads: "USCB offers baccalaureate degrees that respond to regional needs, draw upon regional strengths, and prepare graduates to participate successfully in communities here and around the globe....USCB offers programs in mathematics and the natural sciences, humanities, and professional and social sciences." In accordance with this mission it is now timely to put forward a baccalaureate degree in Sociology to be implemented in the fall of 2010.

An undergraduate sociology program is a staple feature of most American universities. USCB is poised to accommodate this degree as a major field in the Social Sciences. Justification for implementation of such a degree is fourfold: 1) this program provides a distinctive body of knowledge as a constituent part of the history of ideas internationally and nationally, therefore fundamental to a well-rounded academic experience regionally; 2) in a rapidly urbanizing society with accompanying experiences in population growth, increases in crime, divorce rates, and more, students need the theoretical and methodological analytical tools to understand these and others processes. This includes their mastery of the more general principles of age, gender, racial/ethnic social stratification, social organization, deviance and social control, and social change, in order to effectively contribute to social order; 3) The labor market now calls for individuals with degrees in sociology for jobs such as, Public Health/Epidemiology, Demography, Marketing Research, Urban Planning, Criminal Justice, Social Services, etc...; and, 4) it extends the relevance of the University of South Carolina's programs to this region.

With respect to the first rationale, according to the College Blue Book, a majority of universities around the country include programs in sociology. This suggests that a sociology program for USCB is a normative response to needs nationwide. Sociology provides a unique insight into human behavior that is especially consistent with modernity. A program in sociology at USCB would represent a step toward our institution's maturation.

The second justification pertains to the university's role as a purveyor of those ideas that promote literacy and understanding of the current social order. Because the salient feature of United States today is its role in a burgeoning global economy, USCB, as an institution of higher learning, has an obligation to promote an understanding of wide-scale social processes, in this case, economic differentiation. The quality of human life in America, depends upon its citizens becoming aware of the complexity of relationships inherent in *Gesellschaft* (modern community). As the world homogenizes and Americans essentially become part of one global village, it is incumbent upon the university to enhance specific knowledge of declines in diversity and cultural variations in how people solve the problems of living.

The third justification concerns how a program in sociology will allow our students to compete on a level playing field in the employment sector given a sizeable proportion of jobs require a degree in sociology: that demography and judicial and legal fields require an understanding of sociology; that marketing and business opportunities are derivative of sociological principles; and, that businesses require knowledge of the fundamentals of organizations and collaborative networks. A dramatic increase in persons over 65 years of age is bedrock for supporting the study of gerontology. Likewise, as the "Baby Boomers" get ready to retire, there will be an increased need for individuals trained to address their complex service needs.

The fourth justification is about the University of South Carolina's outreach to students in the state of South Carolina. Its midlands Columbia campus has housed a Sociology program that now serves over 300 undergraduate majors. However, access to the program is made difficult for students in the Lowcountry because of distance. Regional population growth has created a "critical mass" of students who are entitled to the local opportunity for pursuing their studies.

All of this combines to make a powerful argument for the development of a USCB Sociology Program. Therefore the onus is on USCB to communicate these dynamics to a new generation of professionals.

### ***Anticipated Program Demand and Productivity***

Nationally, Sociology consistently ranks among the most popular majors on liberal arts campuses. The growth of the Sociology course offerings at USCB was, prior to the college's 4-year degree-granting status, facilitated by the conferring of the Bachelor of Arts in Interdisciplinary Studies degree through USC Columbia. Sociology was one of the most frequently chosen emphases in BAIS applications to this program over a number of years. An examination of the records of BAIS graduates for 2001 and 2002 revealed that in 2001, many graduates listed Sociology as one of the two areas of concentration. Similarly, in 2002, early indications of the need for a Sociology program were indicated by the predominance of sociology concentrations in the Bachelor of Arts in Interdisciplinary Studies degree. Clearly during these years a large proportion of all students who graduated from this program chose Sociology as an area of concentration. When USC Beaufort became a Level II Institution in 2004, the USC BAIS program was phased out so that USC Beaufort could develop its own baccalaureate degree programs. Therefore, students wishing to pursue the field of Sociology had to enroll into the interdisciplinary BS in Human Services program at USC Beaufort. In fulfillment of USC Beaufort's mission to offer "baccalaureate degrees that respond to regional needs, draw upon regional strengths and prepare graduates to participate successfully in communities here and around the globe," it is critical that a degree in Sociology be available to the large number of students who have demonstrated an evolving interest in Sociology.

Currently sociology courses are over-enrolled and rapidly filled. The introductory course has nearly 80 students enrolled for this fall and attendance is only limited by space availability. In addition, our upper level sociology crime course has 65 students while enrollments in other elective courses don't even come close to these numbers. Courses in sociology at this level are offered at both campuses and the military bases. Upper level

sociology enrollments are also at capacity. These courses currently serve students as elective credit and as required courses for the human service program. It also satisfies requirements for general education and nursing.

#### ***Assessment of Extent to Which the Proposed Program Duplicates Existing Programs in the State***

Although there are a number of baccalaureate level Sociology major programs in public and private colleges/universities in South Carolina, none are proximate to this region. For students in the Lowcountry desiring a baccalaureate level degree in Sociology, a minimum three-hour daily commute would be necessary (to Charleston or Savannah) and consequently would deter most students interested in this degree. The curriculum outlined for USCB's new program intentionally duplicates that of the University of South Carolina Columbia, building on the established pedagogical strengths and stature of the senior institution's undergraduate and program.

#### ***Relationship of the Proposed Program to Existing Programs at the Proposing Institution***

In addition to providing coursework for the Sociology major, the Sociology faculty will teach five or more upper-level Sociology courses which are core requirements of the Human Services degree program. Sociology faculty are also being recruited to teach the interdisciplinary courses in Human Services especially the introductory course and courses in assessment and service delivery. It is anticipated that Sociology faculty will participate in supervision of internships in that program. A Sociology major is the ideal undergraduate preparation for graduate work in public health, gerontology, criminology, anthropology, and a myriad of other social science fields. Several courses in Anthropology serve the needs of our newly accredited nursing program. Sociology will continue to be an emphasis area in the Bachelor of Liberal Studies degree. Sociology will also continue its role as one of the options in meeting the social sciences general education requirements for a wide range of USCB's baccalaureate programs.

#### ***Relationship of the Proposed Program to Other Institutions Via Inter-Institutional Cooperation***

USCB has a substantial record of partnering on collaborative initiatives in the education arena in the state, region, and world. With this new program, such initiatives will be strengthened and serve as a foundation for future cooperation. The Sociology program at USCB articulates with two-year programs in the Human Services around the state and will receive referrals from these programs.

#### ***Total New Costs Associated with Implementing the Proposed Program (General Estimates Only)***

USCB can move forward with implementation at our current budget. There are no new costs associated with the new program.