Alabama Commission on Higher Education

NOTIFICATION OF INTENT TO SUBMIT A PROPOSAL (NISP)
FOR A NEW PROGRAM OF INSTRUCTION

1. Institution: Alabama State University

2. Date of NISP Submission: 3/27/2023

3. Contact Person and Title: Dr. Tanjula Petty, Assistant Provost
   Telephone: 334-229-4232
   E-mail: tpetty@alasu.edu

4. Program Identification:
   Award Level: Masters
   Title: Social Psychology and Human Rights
   Degree nomenclature (e.g., MBA, BS): MS
   6-digit CIP: 42.2813 (Applied Psychology)

5. Program Administration and Implementation:
   Name of College/ School: College of Liberal Arts and Social Sciences
   Name of Dean: Kathleen Amende, Ph.D.
   Name of Department: Department of Psychology
   Name of Chairperson: Tina Vazin, Ph.D.

   Proposed program implementation date: 1/2024
   Anticipated ACHE meeting to vote on proposal:
   Anticipated date of approval from institutional governing board:
   Other considerations for timing and approval (e.g., upcoming SACSCOC review):
6. Program Design:

Brief Description of Program and Objectives:
The Master of Science in Social Psychology and Human Rights emphasizes community development, social activism, and advocacy. The program will equip students to address multifaceted problems facing communities including poverty and economic, social, and environmental disparities. Students will learn to assess problems and to plan, implement and evaluate solutions. Learning takes place through coursework and an individual master’s project customized to the student’s area of interest. As a community leader, the student will assess community needs, understand the impact of community structures upon individuals, and explore the techniques best suited to initiate productive solutions to various social issues. Graduates of this program will be able to work cooperatively with individuals, service agencies, formal and informal community groups, and other organizations to find practical solutions.

Outcome 1: Critically apply community psychology philosophical and theoretical approaches to social issues.
Outcome 2: Design and conduct community-based action research that adheres to ethical guidelines and includes participation of individuals who will be affected by the research.
Outcome 3: Design effective organizational assessments and conduct program planning, development, and empirical evaluation.
Outcome 4: Demonstrate knowledge and skills necessary to effect positive change in communities with an emphasis on developing community partnerships and resources.

Proposed delivery format (100% in-person, 100% online, hybrid, multiple formats):
If hybrid, what % of program will be delivered online?
If multiple formats, which ones?

Proposed program will be offered hybrid and online. The hybrid option will include 70% online and 30% face-to-face.

Total Credit Hours required to complete the program (if range, enter minimum): 37

Please identify any specialized accreditation agency that may apply to this program and explain why your institution does or does not intend to seek specialized accreditation.
None

Will the curriculum require work-based or experiential learning (internship, practicum, etc.)? If yes, please explain. Definitions and examples of different types of work-based learning are available at https://www.alapprentice.org/.
No
Will the program be designed to meet educational requirements licensure and/or certification required for entry-level employment? If yes, please list license and/or certification(s).

No.

7. Employment Occupational Alignment

Using the federal Standard Occupational Code (SOC) System, please indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at https://www.onetcodeconnector.org/find/family/title#17. A list of Alabama’s “In-Demand Occupations” is available at https://ache.edu/Instruction.aspx

SOC 1 (required) 11-9151 Community and Social Service Managers
SOC 2 (optional) 13-1131 Fundraising
SOC 3 (optional) 813312 Environment, Conservation and Wildlife Organizations

8. Relationship to other programs within the institution:

Is the proposed program associated with any existing offerings, including options within current degree programs? If yes, please explain. If this is a graduate program, please list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master’s programs.

The undergraduate general psychology degree program is indirectly related to the proposed program in that students will be recruited from the program.

Will this program replace any existing programs or specializations, options, or concentrations within existing programs? If yes, please explain.

No

9. Relationship to programs at other Alabama public institutions:

List programs at the same degree level that use the same or similar CIP codes. If no similar programs exist within Alabama, please list similar programs offered within the 16 SREB states.

There are no programs with CIP Code 42.2813 (Applied Psychology in Alabama.

If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, please provide justification for any potential duplication.
The University of Montevallo offers an undergraduate Peace and Justice Studies program as a minor within the Department of Behavioral and Social Sciences. This program does not complete with the proposed graduate program.

Many of the existing social work and criminal justice programs at the undergraduate and graduate levels offer coursework in social issues.

If you plan to explore program collaboration with other institutions, please explain.

N/A

10. Projected program demand
What is the primary methodology you will use to determine the level of student demand for this program? (Survey of current or former students, enrollments in existing programs or courses)

Current students and alumni will be surveyed to determine demand for proposed program.

What is the primary methodology you will use to determine state need for this program? (Labor market information, expert market analysis, state or regional economic development strategy)

Market demand for Alabama for the proposed program will be determined by surveying job announcements on professional websites as well as analyzing labor market trends.
1. Date of Proposal Submission:

Full program name and level: Master of Science in Social Psychology and Human Rights
Degree nomenclature (e.g., MBA, BS): MS
CIP Code: 42.2813 (Applied Psychology)

2. Learning Outcomes:

Succinctly list at least four (4) but no more than seven (7) of the most prominent student learning outcomes of the program.

Outcome 1: Critically apply philosophical and theoretical approaches in community psychology to social issues.
Outcome 2: Design and conduct community-based action research that adheres to ethical guidelines and includes participation of individuals who will be affected by the research.
Outcome 3: Design effective organizational assessments and conduct program planning, development, and empirical evaluation.
Outcome 4: Demonstrate knowledge and skills necessary to effect positive change in communities with an emphasis on developing community partnerships and resources.

3. Employment Outcomes and Program Demand

Indicate the primary industry where graduates would seek employment using the North American Industry Classification System (NAICS):

NAICS CODE:
541720 Research and Development in the Social Sciences and Humanities
813311 Human Rights Organizations
813312 Environment, Conservation and Wildlife Organizations

Select at least one and up to three Standard Occupational Codes (SOCs) where graduates of the new program would seek employment:

11-9151 Community and Social Service Managers
13-1131 Fundraising
Please describe how the proposed program prepares graduates to seek employment in the occupations (SOC codes) identified within the NISP. Note: you may also indicate any updates to those codes here.

The Master of Science in Social Psychology and Human Rights emphasizes community development, social activism, and advocacy. The program will equip students to address multifaceted problems facing communities including poverty and economic, social, and environmental disparities. Students learn to assess problems and to plan, implement and evaluate solutions. Learning takes place through coursework and a master’s project customized to the student’s area of interest. As a community leader, the student will assess community needs, understand the impact of community structures upon individuals, and explore the techniques best suited to initiate productive solutions to various social issues. Graduates of this program will be able to work cooperatively with individuals, service agencies, formal and informal community groups, and other organizations to find practical solutions.

The proposed program will further Alabama State University’s mission of fostering critical thought, promoting responsible citizenship, and cultivating global citizenship through thoughtful and engaging public service. Program graduates will possess the knowledge and skills necessary to critically assess the causes and effects of social injustices in communities and implement effective interventions.

Please explain whether further education/ training is required for graduates of the proposed program to gain entry-level employment in the occupations you have selected.

NONE

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, you should discuss alignment with Alabama’s Statewide or Regional Lists of In-Demand Occupations (available at https://ache.edu/Instruction.aspx under “Policy/Guidance”) or with emerging industries as identified by Alabama’s Innovation Commission or the Economic Development Partnership of Alabama (EDPA).

A Master’s of Science degree in Social Psychology and Human Rights will prepare students for careers in settings such as nonprofit organizations, community organizations, social service agencies/clinics, federal agencies, and foundations. Students will gain knowledge and skills in community-based research, program development and evaluation, advocacy, community development, strategic planning, consultation, and community needs assessment. Examples include the following:
• Social Service Agencies (services related to aging, child development, immigration and assistance of minorities, domestic violence, adoption and foster care, disability services, and many others): Evaluate, design, and implement programs and social policies

• Non-Profit Organizations (foundations, charities, service groups): Evaluate current programs, develop and implement programs

• Faith-Based Service Providers (social outreach programs): Consult on social outreach programs, member engagement, and community support

• Government (local, state, federal): Assist with organizational change, implement and run social programs

• Correctional Facilities (departments of correction, juvenile rehabilitation): Develop programs to lower rates of criminal offenders and assist individuals transitioning out of the state correctional system

• Corporations (regional, national): Initiate and coordinate community engagement efforts

The Projections Central website was used to determine projected employment in Alabama and the nation of program graduates. The occupations included Social and Community Service Managers, and Community and Social Service Specialists. However, there are many other positions that are not listed on employment outlook projections that will be available for program graduates such as nonprofit director, program evaluator, community liaison, etc.

<table>
<thead>
<tr>
<th></th>
<th>Alabama</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social and Community</td>
<td>12.2% increase</td>
<td>9.5% increase</td>
</tr>
<tr>
<td>Service Managers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community and Social</td>
<td>8% increase</td>
<td>8.2% increase</td>
</tr>
<tr>
<td>Specialists</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please describe how you will determine whether graduates are successful in obtaining relevant employment or pursuing further study.

The Department of Psychology will conduct exit surveys of graduates and their employers one year and five years post-graduation to track success in obtaining relevant employment and to determine the need for curriculum modification to address additional knowledge and skills that would enhance employment opportunities.
Briefly describe evidence of student demand for the program, including enrollments in related coursework at your institution if applicable. If a survey of student interest was conducted, please briefly describe the survey instrument, number and percentage of respondents, and summary of results.

Many Alabamians are disproportionately affected by poverty. The poverty rate for African-Americans (29.1%) and Hispanics (32.3%) is more than doubled that of whites (12.7%). Counties with the highest percent of African-American residents have poverty rates that are almost three times the national average (11.4%): Wilcox, 33.4 percent; Sumter, 34.7 percent; Dallas, 31.4 percent; Greene, 30.1 percent; Perry, 35.3 percent; Bullock, 42.5 percent; Macon, 30.2 percent. Nationally, 26.4% of African-American children and 20.9% of Hispanic children live in poverty compared to 8.3% of white children. The percentage of African-Americans with a college degree is 26.1%, Hispanics (18.8%), compared to 40.1% of whites. The infant mortality rate is 4.6 for whites and 13.5 for African-Americans. These disparities are important challenges that drastically reduce quality of life and must be addressed so that everyone can share equitably in the knowledge, wealth, and resources of our State and nation.

The proposed program will provide students who have a passion for social change, human rights, and a more just world with the knowledge and skills to address social injustices at the community level. The program will contribute knowledgeable change agents who can lead efforts to improve the social, environmental, and educational conditions for all residents in Alabama’s communities as well as other communities around the nation and globe.

Students enrolled in psychology courses at Alabama State University and psychology program alumni were surveyed to determine interest in the proposed program and to determine program design preferences. Alumni responses indicated that 47 individuals are interested in applying to the proposed program within the next two years. Responses from currently enrolled students indicate that 72 are interested in applying to the proposed program. Data are still being collected on student and alumni interest.

4. Specific Rationale (Strengths) for Program

What is the specific rationale for recommending approval of this proposal? List 3-5 strengths of the proposed program.

1. The proposed program is unique in the state of Alabama and will prepare graduates to effectively serve as social change agents in communities across the State and nation.

2. Human Rights programs are becoming more popular at different universities/colleges around the nation, but there are no psychology programs offering Human Rights concentrations in psychology in Alabama.
3. The proposed program is an applied program that provides students with the specific skills to be community leaders such as program evaluation, grant writing, leadership, and conducting action research for public policy proposals.

4. The curriculum of the proposed program provides students with an in depth understanding of critical factors that impact the functioning of communities such as drugs, crime, violence, and poverty and how to use empirical data to affect positive change.

Please list any external entities that have supplied letters of support attesting to the program’s strengths, and attach letters with the proposal.

None

5. Program Resource Requirements

A. Faculty. Please provide or attach a brief summary of primary and support faculty that includes their qualifications specific to the program proposal. Note: Institutions must maintain and have current and additional primary and support faculty curriculum vitae available upon ACHE request for as long as the program is active, but you do not need to submit CVs with this proposal.

<table>
<thead>
<tr>
<th>Name</th>
<th>Academic Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vazin, Tina</td>
<td>Ph.D. (Psychology), 1994: Auburn University</td>
</tr>
<tr>
<td>Professor of Psychology</td>
<td>M.S. (Psychology), 1992: Auburn University</td>
</tr>
<tr>
<td></td>
<td>B.S. (Psychology), 1986: Auburn University</td>
</tr>
<tr>
<td>Cothran, Dee Lisa</td>
<td>Ph.D. (Psychology), 2005: Washington University in St. Louis</td>
</tr>
<tr>
<td>Professor of Psychology</td>
<td>M.A. (Psychology), 2002: Washington University in St. Louis</td>
</tr>
<tr>
<td></td>
<td>B.S. (Psychology), 1999: Tennessee State University</td>
</tr>
<tr>
<td>Rossi, Marcia</td>
<td>Ph.D. (Psychology), 1991: Auburn University</td>
</tr>
<tr>
<td>Professor of Psychology</td>
<td>M.S. (Psychology), 1986: Auburn University</td>
</tr>
<tr>
<td></td>
<td>B.S. (Psychology), 1984: Auburn University</td>
</tr>
<tr>
<td>Platt, Tyson</td>
<td>Ph.D. (Psychology), 2007: Auburn University at Montgomery</td>
</tr>
<tr>
<td>Professor of Psychology</td>
<td>M.S. (Psychology), 2001: Auburn University</td>
</tr>
<tr>
<td></td>
<td>B.S. (Psychology), 1999: Alabama State University</td>
</tr>
<tr>
<td>Smith, Calvin</td>
<td>Ph.D. (Psychology), 2014: University of West Georgia</td>
</tr>
<tr>
<td>Assistant Professor of</td>
<td>M.S. (Psychology), 2009: University of Georgia</td>
</tr>
<tr>
<td>Psychology</td>
<td>B.A. (Psychology), 1995: St. Augustine’s Seminary, Nigeria</td>
</tr>
<tr>
<td>Okeke, Kizoto</td>
<td>Ph.D. (Psychology), 2014: University of West Georgia</td>
</tr>
<tr>
<td>Assistant Professor of</td>
<td>M.S. (Educational Psychology), 2009: University of Georgia</td>
</tr>
<tr>
<td>Psychology</td>
<td>B.A. (Theology), 1995: St. Augustine’s Seminary, Nigeria</td>
</tr>
</tbody>
</table>
Please provide faculty counts for the proposed program:

<table>
<thead>
<tr>
<th>Status</th>
<th>Faculty Type</th>
<th>Primary</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Full-Time</td>
<td></td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Current Part-Time</td>
<td></td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Additional Full-Time (to be hired)</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Additional Part-Time (to be hired)</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Note: Annual compensation costs for additional faculty to be hired should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3. Salary/benefits for current faculty should not be included.

Briefly describe the qualifications of any new faculty to be hired:
Two additional full-time faculty will need to be hired. Qualifications include a Ph.D. in psychology with a research focus on human rights issues and organizational behavior. Two adjunct faculty will be recruited with expertise in fundraising in the private sector and philanthropy.

B. Staff. Will the program require dedicated staff?  

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>✗</td>
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</tbody>
</table>

If so, indicate the number or percentage of FTEs.

Note: Annual compensation costs for staff to be hired should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.

C. Equipment. Will any special equipment be needed specifically for this program?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>✗</td>
<td>☑</td>
</tr>
</tbody>
</table>

If yes, please list. Their cost should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.

D. Facilities. Will any new facilities be required specifically for the program?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>✗</td>
</tr>
</tbody>
</table>

If yes, please list. Only new facilities need be listed. Their cost should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.
E. Library. Will additional library resources be required to support the program?

- [ ] Yes
- [x] No

Please provide a brief description of the current status of the library collections supporting the proposed program.

See Attached.

If yes, please briefly describe how any deficiencies will be remedied, and include the cost in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

F. Assistantships/Fellowships. Will you offer any assistantships specifically for this program?

- [ ] Yes
- [x] No

If “Yes”, how many assistantships will be offered? ________________

The expenses associated with any *new* assistantships should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.

G. Other. Please explain any other costs to be incurred with program implementation, including lab start-up expenses or specialized accreditation costs. Be sure to note these on the NEW ACADEMIC DEGREE PROGRAM SUMMARY table in Part 3.
PROPOSAL FOR A NEW DEGREE PROGRAM (Part 2: Course Info)

Name of Proposed Program:

Program Completion Requirements: (Enter a credit hour value for all applicable components, write N/A if not applicable)

- Credit hours required in program courses: 34
- Credit hours in general education or core curriculum: 
- Credit hours required in support courses: 
- Credit hours in required or free electives: 
- Credit hours in required research: 3

**Total credit hours required for completion:** 37

Maximum number of credits that can be transferred in from another institution and applied to the program:

Students may transfer a maximum of 6 semester credit hours with Departmental approval.

Intended program duration in semesters for full-time students:

A full-time student pursuing the Master of Science in Social Psychology and Human Rights degree can complete the program in five semesters including one summer term.

Intended program duration in semesters for part-time students:

Part time students will be able to complete the Master of Science degree in Social Psychology and Human Rights within five (5) calendar years.

Intended program duration in semesters for part-time students:

The duration of the program for part time students will depend on the number of courses taken each semester. Students will be permitted to determine their own pace if attending part time.

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, through structured work-based learning with an employer partner, or through alignment with nationally recognized industry standards? If yes, please explain how these components fit with the required coursework.

No
Does the program include any options/concentrations? If yes, please give an overview of the options, and identify the courses for each in the table below.

Yes.
The program offers a Certificate in Program Evaluation and Fundraising.

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Number of Credit Hours</th>
<th>* If New Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY 510 Qualitative Research Methods</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 511 Advanced Quantitative Analysis</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 533 Grant writing and Program Evaluation</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 534 Fundraising for Social Change</td>
<td>3</td>
<td>New</td>
</tr>
</tbody>
</table>

Please indicate any prior education or work experience required for acceptance into the program:

Applicants for the Master of Science in Social Psychology and Human Rights should have completed an undergraduate degree in psychology or a related field as approved by the program director from an accredited institution.

Applicants who have not completed an approved undergraduate degree program must complete undergraduate courses in research methods and statistical analysis in the social/behavioral sciences.

Describe any other special admissions or curricular requirements for the program:

NONE
Please complete the table below indicating all coursework for the proposed program, identifying any new courses developed for the program, along with courses associated with each option as applicable. Include the course number, and number of credits. Coursework listed should total the number of hours required to complete the program.

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Number of Credit Hours</th>
<th>* If New Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY 501 Theories and Issues in Community Psychology</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 521 Psychology of Drugs, Crime, and Violence</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 532 Environmental Psychology and the Community</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 504 Psychology of Poverty and Human Rights</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 500 Professionalism and Ethics</td>
<td>1</td>
<td>New</td>
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<tr>
<td>PSY 510 Qualitative Research Methods</td>
<td>3</td>
<td>New</td>
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<tr>
<td>PSY 511 Advanced Quantitative Analysis</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 520 Social Psychology and Policy and Law</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 530 Human Diversity and Global Perspectives</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 533 Grant writing and Program Evaluation</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 534 Fundraising for Social Change</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 536 Organizational Behavior and Management of Non-Profit Organizations</td>
<td>3</td>
<td>New</td>
</tr>
<tr>
<td>PSY 598 Capstone Project I</td>
<td>3</td>
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</tr>
</tbody>
</table>