

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ Banner Posted _____ Catalog _____
	<b>Department</b> Department of Teaching and Learning <b>College</b> College of Education		
<b>Program Name</b> Instructional Design Certificate	<input checked="" type="checkbox"/> <b>New Program</b> <input type="checkbox"/> <b>Change Program</b>	<b>Effective Date</b> (TERM & YEAR) Fall 2020	
<b>Please explain the requested change(s) and offer rationale below or on an attachment</b> Please see the attached proposal for the Instructional Design Certification.			
<b>Faculty Contact/Email/Phone</b> Victoria Brown/vbrown22@fau.edu/954-296-1007		<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>	
<b>Approved by</b> Department Chair <u>Paul R. Felton</u> College Curriculum Chair <u>Paul R. Felton</u> College Dean <u>Stephanie</u> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____		<b>Date</b> <u>1/27/2020</u> <u>2/8/2020</u> <u>2/20/20</u> _____ _____ _____ _____	

Email this form and attachments to [UGPC@fau.edu](mailto:UGPC@fau.edu) one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

# Graduate Certificate Proposal: Instructional Design

A certificate that prepares professionals to design, develop, and implement instructional activities in a diversity of organizational settings.

Powers, Musgrove, and Brown September 2019

## Program Justification

According to a poll conducted by CNN Money, being an Instructional Designer was one of the 100 best jobs in America (CNN Money, 2012). The field of instructional design is also a growing one, with an average growth of 3.47 percent per year and the job outlook is expected to increase slightly to 3.52 percent per year by 2018 (Recruiter.com, 2017). Hanover Research, a marketing research company, provided a market research report on the viability of a graduate certificate program in FAU. The national employment projection for instructional design-related occupations is an increase of 11.1 percent, which is above the average growth rate projected for all occupations in the United States from 2016 to 2026. Hanover noted a similar trend in Florida with a projected growth rate of 18.9 whereas the average growth for all occupations is 15.7 percent. Florida competitors offering this degree at private institutions which include Full Sail University, Nova Southeastern University, and Saint Leo University (Hanover Research, 2019). Please note that these competitors are private or for-profit institutions. FAU would be able to offer the certificate at state tuition rates. Within the state university systems, our closest competitor is Florida Gulf Coast University which only offers the program on campus and University of South Florida which offers a hybrid version.

EAB a marketing research firm, their research indicates that millennials will hold 20 jobs throughout a lifetime spanning a range of industries, sectors, and functions. Due to their rapid job changes, they view master's degrees as both financially and professionally impractical. Instead, they are seeking short-format courses and credentials for just enough education (Geraci, et al, 2015). Antidotally, colleges, and universities are hiring instructional designers with educational backgrounds because they are unable to hire trained instructional designers. This certificate will allow individuals from different fields with a bachelor's degree or master's degree to receive basic knowledge about instructional design for entry-level positions in the field. Many businesses would prefer to hire trainers or instructional designers with experience in their field and instructional design background. This certificate will allow individuals to quickly gain the knowledge they need to be trainers in these other fields.

The Graduate Certificate in Instructional Design would offer working professionals the option to earn a graduate-level certificate which will complement FAU's existing Master's degree in Instructional Technology. The 12 credits earned in the certificate may be applied towards FAU's Master's degree in Instructional Technology, giving students a path to continue their education if they so desire. The certificate also provides an opportunity for students to engage

GRADUATE COLLEGE

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with a passionate and inspiring network of Instructional Technology Masters students and local professionals.

The certificate in instructional design complements the Masters in Instructional Technology so that no additional department support will be required. The four courses are already available as part of the Master's Degree in Instructional Technology degree.

**Required Courses (12 credits)**

<b>Number</b>	<b>Name</b>	<b>Location</b>	<b>Offered</b>
EME 6051	Models of Learning and Instruction (3 credits)	Online	Fall
EME 6601	Instructional Design (3 credits)	Online	Spring
EME 6458	Distance Education in Theory and Practice (3 credits)	Online	Spring
EME 6209	Self-Regulated Learning Systems (3 credits)	Online	Summer

The certificate's core coursework incorporates standards by the International Board of Standards for Training, Performance and Instruction organization. This organization has provided guidance on the use of technology for instructional purposes and instructional designers in K-12, higher education, business, government, and other organizations around the world. The coursework also uses the standard used by the Association of Talent and Development that provides certification for instructional designers. The purpose of the organization is to develop talent in the workplace.

### Certificate Catalog Copy

This Graduate Certificate in Instructional Design from Florida Atlantic University (FAU) is designed to prepare professionals to design, develop, and deliver instructional materials and programs while utilizing a variety of learning technologies. The certificate provides students with the theoretical knowledge and practical skills needed to design instructional activities for a diversity of learners and learning environments. The coursework in this fully online program emphasizes active learning and provides opportunities for practical experience with relevant instructional principles, tools, and technologies.

### References

CNN Money (2012). *100 best jobs in America*. Retrieved from <http://money.cnn.com/pf/best-jobs/2012/snapshots/38.html>

Geraci, LI, Jong, J., Kuchta, S., Hickman, C, & Ho, M. (2015). Designing programs for the millennial workforce: Industry Futures Series. COE Forum of The Advisory Board Company.

Hanover Research. (2019). Market analysis- Graduate certificate in instructional design. (Available upon request).

Recruiter.com (2017). *Career outlook for instructional designers and technologists*. Retried from <https://www.recruiter.com/careers/instructional-designers-and-technologists/outlook/>