Sociology Baccalaureate Executive Summary

**Strategic Alignment.** A program in the social sciences is generally considered part of the core of what it means to be a University (95% of universities have programs in this area (CIP data) offering an average of 4.72 degrees). Currently DSU has no programs, which is a major gap. Currently, DSU offers an emphasis in Sociology both within Integrated Studies as well as in Psychology, as well as offering a Sociology minor, which makes it a logical target to fill our Social Sciences gap. Currently all USHE institutions except DSU and UVU offer both Sociology and Social Work. BYU offers Sociology.

**External Demand.** Careers in social sciences have a high average growth rate of 4.3%, with a median wage of $17.70/hr. Healthcare Social Workers, which requires an MSW degree (into which both Sociology and Social Work Bachelor’s degrees feed) is one of the fastest growing fields, with a 26.8% growth rate (10 yrs.). Sociologist: (need MA), $74,960 average salary; 15% growth rate (10 yrs.). 2,600 jobs. Social worker (non-medical specific), $44,200 average salary; 19% growth rate (10 yrs.); 607,300 jobs.

**Internal Demand.** 5.19% of 212 students (11 students) polled said they would switch their majors to Sociology. Out of the eight bachelor’s degrees on the survey, this was third. If 5.19% were representative of the full Fall 2015 student body estimate, it would equate to 472 students.

**Costs.** Another full-time tenure-track PhD will need to be hired in the next two years in order to add depth and breadth to the substantive areas offered to students, a fourth full-time hire should be made within five years. A starting average salary would be about $50,146 (DSU Human Resources) or 75K w/ benefits. The new degree will need a lecturer/advisor to provide academic advisement and counseling to students. No other new staff are required for this degree.

**Revenues.** Based on current enrollment in our upper-division courses from students with Integrated Studies majors and Sociology minors, we estimate a first-year cohort of 15-20 students. Based on DSU’s own estimate of 3% growth per year, we’d expect 3% growth per year in the Sociology program with maybe a bit more than this in the early years because of excitement generated with the new degree. Estimates are: Y1: 15 = $234,480. Y2: 20 = $312,640. Y3: 25 = $390,800. Y4: 27 = $422,064. Y5: 30 = $468,960. A proposed “Center for Social & Behavioral Sciences Research” is in the works. The center will produce incremental revenue for Sociology. Funding for the CS&BSR will be realized from 1) contracted federal and/or state grants for research; 2) contract business and organizations to conduct various types of research studies; and 3) private contributors for the advancement of CS&BSR goals. Total ~ five-year revenue = $1,828,944. Total ~ five-year costs = $375,000. Simple ROI = 4.88.

**Other.** The department may want to explore the possibility of online and/or hybrid courses. Students and faculty will be able to conduct research and with the proposed “Center for Social & Behavioral Science Research”, students will have the opportunity to be involved in various research opportunities.
### Sociology Baccalaureate White Paper

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| 1. **Strategic alignment.** Cite specific examples of how the program aligns to the DSU strategic plan, mission, and goals. Are there aspects that make the proposed program unique or enable it to stand out from similar programs? How? | • A program in the Social sciences is one of the priorities for the Strategic Plan, as it is a program that is generally considered part of the core of what it means to be a University (95% of universities have programs in this area (CIP data) offering an average of 4.72 degrees). Currently DSU has no programs, which is a major gap. This is also one of the majors students who transfer to other institutions are leaving DSU to pursue. **(Data on this is currently being gathered, this statement is based on feedback from advisors).** Currently, DSU offers an emphasis in Sociology both within Integrated Studies as well as in Psychology, as well as offering a Sociology minor, which makes it a logical target to fill our Social Sciences gap.  
• Existing programs in the state:  
  o Currently all USHE institutions except DSU and UVU offer both Sociology and Social Work, and BYU offers Sociology |
| 2. **External demand.** What need(s) will this program help fulfill for our DSU footprint and stakeholders in Washington County? What impact would the program have on existing programs in the state? Bordering states? Are projected employment opportunities reasonable? Does the proposal contain both local and national statistics on potential employment of graduates? Will the program meet projected future demand, growth, and economic trends? How? | • Wage and placement information on the social sciences:  
  o USHE data:  
    • Bachelor’s degree median income: 1st year, $28,807, 5th year $47,489 **(USHE)**  
    • Job placement across all USHE institutions: 936/1471 (63.6%) **(USHE)**  
  o UT DWS Info  
    • Careers in social sciences have an average growth rate of 4.3%, with a median wage of $17.70/hr **(UTDWS)**  
  • BLS info:  
    o Healthcare Social Workers, which requires an MSW degree (into which both Sociology and |
Social Work Bachelor’s degrees feed) is one of the fastest growing fields, with a 26.8% growth rate. (DSU)

- Sociologist: (need MA), $74,960 average salary; 15% growth rate; 2,600 jobs (BLS)
- Social worker (non-medical specific), $44,200 average salary; 19% growth rate; 607,300 jobs (BLS)

### 3. Internal demand.

What is the enrollment and graduation outlook over the next two, five and ten years? Is there compelling evidence of student demand at the county level? State? National? International? Are there other DSU programs (including GE) that will rely on this program for instruction and support? Are there other internal demand factors this program will help meet?

- 5.19% of 212 students (11 students) polled said they would switch their majors to Sociology. Out of the eight bachelor’s degrees on the survey, this was third. If 5.19% were representative of the full Fall 2015 student body estimate, it would equate to 472 students (survey results).
- Overall, a steady 3-5% enrollment increase is projected over the next 10 years. WashCo student growth is projected at about the same 5%.

### 4. Quality/ Costs of the program.

Future costs. What costs will be incurred over the next two, five, and ten years? What will be the cost per student credit hour? Are the costs and budgets sustainable for potential future program growth and expansion? Are there adequate plans for student support/assistants? Will the current and future faculty be able to deliver a quality program? To support and appropriately instruct the projected student enrollment? Why? What are the credentials and reputation of the faculty? Are there adequate equipment, facilities (research space), & library resources? Is the proposed administration for the program appropriate and adequate? What other factors will influence quality?

- The Sociology Program at Dixie State University currently employs/utilizes two full-time tenure or tenure-track PhDs, two part-time adjunct instructors with PhDs, and three part-time adjunct instructors with Masters Degrees. Another full-time tenure-track PhD will need to be hired in the next two years in order to add depth and breadth to the substantive areas offered to students, a fourth full-time hire should be made within five years (Sociology proposal). A starting average salary would be about $50,146 (DSU Human Resources) (Sociology email).
- The new degree will need a lecturer/advisor to provide academic advisement and counseling to students. No other new staff are required for this degree (Sociology proposal).
- No other costs (Sociology email).

### 5. Revenue and other resources generated by the program.

What revenues (tuition, grants, other) will this

- Based on current enrollment in our upper-division courses from students with Integrated Studies majors and
| Program generate in two, five, and ten years. What kind of grants are anticipated? Is there adequate support for research grants? Other sources of revenue? | Sociology minors, we estimate a first-year cohort of 15-20 students. Based on DSU’s own estimate of 3% growth per year, we’d expect 3% growth per year in the Sociology program with maybe a bit more than this in the early years because of excitement generated with the new degree. So:
  - Year 1: 15 = $234,480
  - Year 2: 20 = $312,640
  - Year 3: 25 = $390,800
  - Year 4: 27 = $422,064
  - Year 5: 30 = $468,960
  - =$1,828,944
- A proposed "Center for Social & Behavioral Sciences Research" is in the works. The center will produce incremental revenue for Sociology. Funding for the CS&BSR will be realized from 1) contracted federal and/or state grants for research; 2) contract business and organizations to conduct various types of research studies; and 3) private contributors for the advancement of CS&BSR goals. A preliminary proposal of the Center for Social & Behavioral Sciences Research is available for review (Sociology email). |
| --- | --- |
| 6. **Research/ program design/ other.** Will this program create research and creative opportunities for our faculty and students? How will these research opportunities help our faculty? Students? Is the program a partnership or collaboration with a private organization, USHE or other institution, or standalone? What are the merits of it being a partnership or standalone? What is the percentage of face-to-face, online, hybrid, evening, or weekend time spent in this program? What other instructional innovations/delivery methods are being proposed for this program? Are there other opportunities that this program will create? Develop new markets? How will the program adapt to changes in technology, trends, student | - This would be a standalone degree.
- The department should explore the possibility of online and/or hybrid courses.
- Students and faculty will be able to conduct research and with the proposed “Center for Social & Behavioral Science Research”, students will have the opportunity to be involved in various research opportunities (Sociology email). |
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