23 April 2014

TO: Paul DeLuca, Provost

FROM: John Karl Scholz, Dean

RE: Creating and Discontinuing Undergraduate Certificates in French

CC: Elaine Klein, Assistant Dean for Academic Planning, L&S
Jocelyn Milner, Associate Provost and Director, Academic Planning and Analysis
Patrick Rumble, Professor and Chair, Department of French and Italian
Susan Zaeske, Associate Dean for the Arts and Humanities and for Advancement, L&S

On April 15, 2014, the L&S Academic Planning Council considered the attached request concerning two certificate programs in French. The first proposal seeks to create a new Undergraduate Certificate in French. The program, which would be available to all undergraduates, is designed to reach out to students beyond the humanities by making more achievable a credential that recognizes their focused study in French language. The coursework required is intended to help students improve oral and written communication in French language and to develop their intercultural communication skills.

The parallel proposal seeks to discontinue a more narrowly focused program offered to a more limited audience. The “French Business Certificate” currently serves only students in the Wisconsin School of Business. Discontinuation of this program is supported by the School. This action is not expected to disadvantage Business students, since currently declared Business students will be able to complete the program, and future students will have access to the new program.

Overall, we anticipate that the development of this program will have the sort of positive effect other language focused undergraduate certificates have had: awards conferred for the undergraduate Certificate in German are quite robust, and the program has attracted students to the major at a time when enrollments in German across the country are dwindling. Though still very new, the certificates in professional communication in Chinese and Japanese are promising. The L&S APC approved unanimously both of these proposals, noting the quality of the proposals and care taken to understand and serve student needs.

Finally, the council and I are aware of the interest the UAPC has in the status of program reviews. The French and Italian Department has completed a thorough self-study and a review committee is being convened. I submit this request on strength of our preliminary review of the self-study and our experience working with this department: my colleagues and I believe they have the ability to deliver this program, and to do it well.
PROPOSAL
Undergraduate Certificate in French
Department of French and Italian
College of Letters and Science
University of Wisconsin-Madison
December 3, 2013

1. Basic information.
   b. Sponsoring department: French and Italian.
   c. Faculty direction of program: Associate Chair for French, Department of French and Italian, in concert with undergraduate advisors and the department's French Instructional Committee.
   d. Key program faculty and academic staff: all faculty and academic staff teaching in the Department of French and Italian.

2. Intended timeline for implementation.

   Our Department’s French Instructional Committee began studying models for and gathering student feedback on the creation of an Undergraduate Certificate in French during AY 2012-13. We have been developing the proposal since then and plan to implement the Undergraduate Certificate in French beginning Fall 2014, pending approval during AY 2013-14.


   b. Appendix B: a letter of support from Dean François Ortalo-Magné of the Wisconsin School of Business, stating that school’s approval of the discontinuation of the current French Business Certificate and its replacement with the certificate we are proposing here, which is the Undergraduate Certificate in French.
   c. Appendix C: a French Instructional Committee memo following the French Certificate Project Survey we gave to students in French 204 and 228, and selected former students of French 313 from the previous semester. (This memo preceded unanimous departmental approval of the FIC’s proposal to create this Undergraduate Certificate in French.)

4. Governance.

   From the students’ perspective, the Undergraduate Certificate in French works a lot like the French Major, in that it is a credential a student declares then works toward by taking a particular series of courses in French, in order to develop his or her proficiency, knowledge of the literature and culture of the French-speaking world, and to make him- or herself more marketable
The Undergraduate Certificate in French will therefore be governed like our French Major: by the Department’s French Instructional Committee, which meets monthly during the academic year and which reports regularly to the general Department of French and Italian at its own monthly meetings. The Associate Chair for French is the de facto faculty director of the Undergraduate Certificate in French, but, once implemented, it will be governed in its minutiae by the French Instructional Committee and its existing protocols, per the specific mission of the Undergraduate Certificate in French itself. Every Undergraduate Certificate in French student will be advised by the Department’s undergraduate advisors.

5. Purpose, rationale, justification.

The Undergraduate Certificate in French is designed to meet one of the benchmarks our Department delineated in March 2011, in response to the opportunity which we were offered during "Round 3" of the Madison Initiative for Undergraduate funding process. During that round, we were awarded funds to hire two additional faculty (which led to searches that came to fruition in June of AY 2012-13) and 50% TAs in ongoing costs. Because a central aim of our MIU initiative has been to attract a more diverse group of learners, we first conceived of this Undergraduate Certificate in French as a way of reaching students specializing in non-humanities disciplines (like business, engineering, medicine, pre-law and the sciences) who might otherwise not have considered the value of a fuller program of study in French as a complement to their major studies and future careers. We also believe that this Certificate will not have an impact on our enrollment in the French major, since the Undergraduate Certificate in French responds to different needs and to a different student cohort. Our subsequent survey has since confirmed a strong interest among such students enrolled in early and intermediate French classes. We were pleased to see that demand for this Certificate appears equally acute among students majoring in humanities disciplines other than French. Our target audience is clearly enthused about the flexibility this Certificate offers them as intermediate- to advanced French learners. This Certificate should not prevent such students from seeking majors in other disciplines.

Surveys that we conducted last Spring among students who were then enrolled in French 204 ("Fourth Semester French") and 228 ("Intermediate Language and Culture"), and who had recently taken 313 ("Professional Communication and Culture in the Francophone World") indicated that there is great enthusiasm for an Undergraduate Certificate in French among students who may not have time to complete a major in French, yet who wish to achieve an advanced level of oral and written fluency and deepen their understanding of French and Francophone culture and literature. Some said their goal was to make themselves more proficient in the kind of French they imagine they will use in their work after graduation. We see many of these students in French classes during their first few years at UW-Madison. Yet currently, most tend not to continue beyond intermediate French at all—in many cases, as our survey suggested, simply because the only recognizable, credential-bearing series of articulated courses available in our department is the French major, for which some of these students did not feel they had time and which others did not want as their major course of study.

Nevertheless, this cohort identifies largely as both interdisciplinary and global-minded; by complementing these students’ major academic studies, the proposed Undergraduate Certificate in French and its attendant proficiencies and will allow them to both deepen that global interest and show, in their official academic record, that they have done so.

Currently, the only programmed series of courses leading to a credential in French, the French Business Certificate, is exclusive to students of the Wisconsin School of Business. Last spring, many of our survey respondents expressed frustration that, because they were not in the School
of Business, they did not have access to that (current French Business) certificate. The proposed Undergraduate Certificate in French will therefore replace the French Business Certificate. Creating this new Undergraduate Certificate in French recognizes these legitimate student concerns about inclusivity, by allowing all students, including those in the School of Business, to earn this credential. By providing a curriculum dedicated to improving linguistic abilities and intercultural skills useful to all kinds of students and professionals in the French-speaking regions of the world, this new Undergraduate Certificate in French complements that wider range of majors for which the French language, in the short and long terms, is useful—both internationally and in the United States.

Creation of this Undergraduate Certificate in French therefore presupposes discontinuation of the existing French Business Certificate.


Below is a description of the Undergraduate Certificate in French as it would appear in catalog format. Following that description, we address stipulations (as described in the guidelines for certificate programs) we have not referred to directly in the description.

a. Catalog description.

The Undergraduate Certificate in French offers students the opportunity to develop their proficiency in French language and their knowledge of literature and culture in the French-speaking world, thereby complementing their major(s) in other subjects across the University. It also strengthens the applications of students who intend to pursue careers or graduate study in areas where French is useful. The Undergraduate Certificate in French is open to all undergraduate students.

The Undergraduate Certificate in French requires 15 credits of French coursework including French 228, French 271 and courses at the 300 level and above. 9 of the 15 credits must be taken on the UW-Madison campus. Up to 3 transfer credits and up to 6 credits earned through a UW-sponsored study abroad program may be applied toward the certificate with departmental approval (transfer and study abroad credits cannot exceed 6 credits total). Courses for the certificate cannot be taken on a credit/no credit or pass/fail basis. Retroactive credits do not satisfy criteria for the Undergraduate Certificate in French.

Students may declare the Undergraduate Certificate in French at any time and are encouraged to do so as early as possible, once enrolled as an undergraduate.

The 15 credits required for the Undergraduate Certificate in French will be distributed as follows:

- **2 required core courses**: 228 and 271;
- **1 advanced course in language**, selected (through advising) from the following: 311, 312, 313, 314, 315, 350, 351, or 590;
- **2 elective courses**, at the 300-level or higher, selected from among the following classes: 311, 312, 313, 314, 315, 321, 322, 325, 347, 348, 350, 351, 430, 431, 432, 433, 440, 449, 450, 451, 454, 461, 462, 465, 467, 471, 472, 531, 532, 567, 568, 590, 595, 600-697.
Note: for courses taken on campus at the 300 level or higher, prerequisites must be met or permission given by the department.

b. Stipulations not addressed in the above description.
   i. Core courses (228, 271) are distinct courses (not special topics courses), and are approved.
   ii. All topics of special topics courses – 449, 461 and 462 – will satisfy requirements for the certificate.
   iii. With regard to courses offered on campus, no exceptions are anticipated. Courses taken abroad that do not have a French department equivalent may be considered for the certificate (e.g., a French political science course taken in French, through a study abroad program, and given a Political Science equivalent). Exceptions will be made by a qualified advisor in French and based on review of course curriculum.
   iv. The certificate curriculum contains no unique requirements that could potentially impede a student's progress to degree.
   v. The certificate is designed to accommodate students who start both as new freshmen and as transfer students.
   vi. Retroactive credits cannot be used to satisfy criteria for the certificate; they are equated to courses that, in the French language sequence, precede the courses required for the certificate.

7. Overlap limits.
   This certificate does not overlap with any majors except the French major. The Undergraduate Certificate in French was designed so that certificate students who may eventually choose to complete a French major can continue to make progress in that direction.
   Students may not earn both an Undergraduate Certificate in French and a major in French.

8. Assessment and program review.
   a. Major learning goals and how required courses relate to them.

      The core courses for the certificate will include French 228, 271, and one advanced course in language. (F311, 312, 313, 314, 315, 350, 351, 590).

      French 228 is designed to help students improve their oral and written communication while also deepening their knowledge of the francophone world through literary excerpts, music, television and other media.

      French 271 aims to train students in reading and analysis of a variety of literary genres: poetry, plays, essays, short stories and novels.

      The content of all advanced language courses students may take is designed to help students develop intercultural knowledge and skills in communication pertinent to many areas: professional communication, writing (through exams and papers) speaking (through in-class discussion that includes group-based activities).

      To complete the remaining six credits required for the Undergraduate Certificate in French, students can take a wide range of electives in French language and French/ Francophone
culture and literature. All of these goals adhere to the "essential learning outcomes" of the LEAP initiative (Liberal Education and America's Promise) of the Association of American Colleges and Universities. Those include "knowledge of human cultures in the French-speaking world," "intellectual and practical skills" such as "communicational skills and critical thinking," and "personal and social responsibility" skills such as "intercultural knowledge and competence."

We do not view these individual courses as the only place our students will meet these learning goals. After all, the flexibility and diversity we seek by creating the Undergraduate Certificate in French will make it possible for a student to earn a certificate by taking one of several possible combinations of courses in the order we have set up for them. Rather, our overarching pedagogy also helps us meet our students' learning goals, because of the learning that takes places during advising and mentoring during office hours, the myriad French-language and French-related extracurricular programming in venues like Van Hise Hall, the UW-Madison French House and open programs of the Professional French Masters Program. The more students we have pursuing their learning goals in courses that articulate from one to the other (from level to level), the more engaged they can become in those Certificate-goals-oriented events we routinely organize outside their coursework. We are building a learning community.

b. Assessment plan.

The success of the Undergraduate Certificate in French will be determined in the following ways.

i. Regular “exit” questionnaires will be given to all students completing courses for the Undergraduate Certificate in French. French academic advisors will administer these questionnaires to all declared Undergraduate Certificate in French students in their final semester of Certificate-required coursework. These questionnaires will be regularly reviewed annually by the French Instructional Committee (which includes undergraduate and graduate representatives at every meeting), in terms of the Undergraduate Certificate in French goals and guidelines as they appear in practice. (NOTE: these program-specific questionnaires will supplement the course-specific questionnaires that students will complete at the end of each semester.)

ii. A separate questionnaire will be given annually to all instructors (faculty and academic staff) teaching courses required by the Undergraduate Certificate in French. These questionnaires will also be reviewed by the French Instructional Committee annually, in relation to the questionnaires described above (b.i.).

iii. Every instructor teaching courses required by the Undergraduate Certificate in French will evaluate students according to the goals stated above (5), but also according to individual pedagogy designed to establish desired mastery of course content and create activities by which students may show, and be graded on, that mastery. Courses with greater numbers of different individual instructors (e.g. French 271) will continue to have meetings of those teaching the course—a practice we have long established in the department—which allows pedagogical continuity across sections of the class.

iv. Student performance will be regularly assessed in Undergraduate Certificate in French courses by a mix of written work, small- and large-group projects, group and individual presentations, and class discussion. Increasingly, individual courses are requiring students to produce digital media (such as short original videos, podcasts, and websites). Department-wide workshops and pedagogical development projects
involving technologies like Moodle and Critical Reader are producing in-class activities by which the majority of our Undergraduate Certificate in French students will be assessed or will have been assessed in class, in the near future. Note: in-class assessment of students includes “peer assessment,” or regular assessment of student work by other students (peer editing, written critical commentary, group work).

v. Regular observation of Undergraduate Certificate in French courses will continue, allowing for regular, comparative discussion (in the French Instructional Committee) of teaching and learning techniques in class.

vi. In many required courses, instructors regularly conference with individual students during office hours and during specially scheduled conferencing hours, around particular class projects. All Undergraduate Certificate in French students will have encountered this form of assessment in at least one required Certificate course, if not several, regardless of the particular track they build for themselves from among our course requirements.

c. Periodic program review.

Every spring semester, the French Instructional Committee will review all relevant data produced by and policy governing the Undergraduate Certificate in French. We will conduct this review at the same time as a similar review of relevant data and policy governing our French major.

We understand that the university will conduct a full review of the Undergraduate Certificate in French program after its first five years of implementation, and that this review will be followed by periodic program reviews thereafter.

9. Once enrolled as an undergraduate, a student may declare the Undergraduate Certificate in French at any time.

10. The French Department does not foresee capacity issues with regard to the core courses or other courses applicable to the Undergraduate Certificate in French. We are now prepared to staff additional sections of any course applicable to the Certificate when burgeoning enrollment requires it.

11. Candidates for the Undergraduate Certificate in French will be advised by the team of undergraduate academic advisors in French (usually 2-3 faculty/academic staff members). While this could contribute to their resource load, all our advisors have welcomed this opportunity. In the event the advising becomes so much heavier that it is burdensome, the department will reallocate advising duties in ways that allow full service to both majors and Certificate students.

As addressed above (7), Undergraduate Certificate in French candidates who wish to complete the French major will be advised to select courses that will help those students move toward both goals simultaneously. In this way, the Certificate will not hinder a student’s timely progress to degree.

As addressed above (b.iii), no exceptions are anticipated in regard to courses offered on campus. Courses taken abroad for which there is no UW-Madison Department of French and Italian equivalent may be considered for the certificate (e.g., a French political science course taken abroad, in French, and given a Political Science Department equivalent). Exceptions will be made by a qualified academic advisor in French and based on review of course curriculum.
Exceptions can be made by undergraduate French academic advisors who will consult with the French Instructional Committee when necessary.

Interactions with the school/college dean’s office and with the Registrar’s Office will be managed by the academic advisor(s) and/or the undergraduate coordinator.

12. The Undergraduate Certificate in French will not be open to University Special Students, primarily because of enrollment timing and capacity concerns. Here is why: by the time these students’ late enrollment date allows them to register, many of the classes required for the Undergraduate Certificate in French are full and have long waiting lists. Admitted to the University, such students are therefore likely, more often than not, not to be able to get classes required for a certificate the University has said is “available” to them. This situation strikes us as both unfair to University Special Students and, consequently, potentially damaging to the university's reputation in the community. So the Certificate will be available only to undergraduate students working toward a degree.
PROPOSAL
French Certificate
Department of French and Italian
College of Letters and Science
University of Wisconsin-Madison

APPENDIX A
PROPOSAL TO DISCONTINUE FRENCH BUSINESS CERTIFICATE

1. Explanation.

This certificate, in place for many years but little-used and perceived, by our larger French-learner population, to exclude most students, is no longer meeting the needs of the majority of our undergraduate learners who want to go beyond intermediate French classes. We are proposing that this certificate—originally a collaboration between the Department of French and Italian and the Wisconsin School of Business—be discontinued, and the School of Business supports this proposal.

2. Efforts made to confer with parties affected by this change.

In early October, Andrew Irving of French and Italian visited with representatives of the Wisconsin School of Business, to propose our plan for replacing the current French Business Certificate with the new French Certificate, and to explain how the new certificate would continue to be open to all Business students, in addition to all other undergraduates. Dean Ortalo-Magné has approved this proposal to discontinue the current certificate and replace it with the French Certificate (see Appendix B).

3. Overview of “teach-out” plan.

Any students enrolled in the French Business Certificate by the end of spring 2014, and approved by both the School of Business and Department of French and Italian, may finish out required coursework toward that certificate by May 2016—even though no one may begin that certificate after May 2014.

4. Stopped out students.

Any student who was enrolled in this certificate program but who suspended enrollment for one or more fall and/or spring term(s) will not be allowed to continue this certificate, but may apply any relevant completed coursework required by the new French Certificate to that latter certificate, by declaring it and following advising in French and Italian for this new credential.

5. Suspension of an existing certificate program : N/A.

6. Timeline and advance communication plan.

All students currently working on a French Business certificate in the Spring 2014 semester will be notified of the university’s likely discontinuation of that certificate program, of the provisions we have proposed for them to finish it should they wish to, and of the likely replacement of that French Business certificate with a new French Certificate which they
will be invited to declare without losing any earned coursework. In short, they will be notified, in Spring 2014, that they are being “grandfathered into” the new regime in a way that allows them either to finish their existing French Business certificate or to use their current and completed coursework to the earning of the new one, should they prefer that route. They will be asked to confirm, by the beginning of classes in Fall 2014, which option they prefer for continuing/finishing a certificate involving French.


No courses will be discontinued as a result of this program discontinuation. All courses currently required for the French Business certificate remain on the books in French and Italian, and they will remain so as possible courses to be applied by students toward the new French Certificate.
Memo

To: Patrick Rumble, Department Chair
   Department of French and Italian

From: Francois Ortalo-Magne, Dean
       Wisconsin School of Business

Date: Thursday, January 30, 2014

Re: Discontinuation of the Certificate in French for Business Students

Per the unanimous approval of the faculty governance of the Wisconsin School of Business at their meeting on Tuesday, January 21, 2014, I support the proposal requesting discontinuation of the Certificate in French for Business Students. I understand that students in the Wisconsin School of Business may complete their current certificate under the old requirements. The new, more general Certificate in French will be available to all students, including business, effective fall 2014.

Office of the Dean
Wisconsin School of Business
4300 Grainger Hall  975 University Avenue  Madison, Wisconsin 53706-1323
608-265-4937  Fax 608-265-3121
Dear colleagues,

Students in sections of French 204 and 228 have completed our five-minute survey, and I have read through the results. Here was the text of the survey:

Dear students,
A Department exploratory committee is studying the possibility of creating an undergraduate certificate in French at UW-Madison. If you are not already a French major but are interested in taking more French classes, what would you like to see in such a certificate?

The handwritten surveys themselves are available in 618 Van Hise, for your review. I hope you will look them over and draw your own conclusions. In the meantime, and from my point of view, here are a few things that these replies—taken as a whole—appear to suggest.

- The vast majority of respondents support the idea of a certificate, many of them with great enthusiasm.
- Many respondents believe it is unfair that we currently have a certificate available only to business school students.
- Several respondents appear to indicate that they are currently majoring in French, but would have chosen a certificate instead if they had had that option. However, there don’t appear to be enough responses like this to indicate a danger to the major.
- Several respondents see a certificate as a way to help them finish their degree in four years.
- Some respondents suggest the idea of French-language coursework outside literature, but having to do with France (history, art history, cooking), but there are not a large number of these kinds of responses.
- Respondents often mention “speaking,” “fluency” and study of “culture” as certificate goals.
- Many respondents appear to believe the certificate will, or should, make them more proficient in the kind of French they imagine they will use in their work after graduation.

These reflections are not comprehensive, but I think they give a pretty general feel of the results of this survey. The French Certificate Subcommittee will meet again on March 20, 2013, and welcomes any feedback you might have following a perusal of these surveys—which we believe will be quite helpful as we put together a proposal for this very likely certificate in French.

Respectfully submitted,

Ritt Deitz, Chair
French Certificate Subcommittee