

BOARD OF HIGHER EDUCATION
REQUEST FOR COMMITTEE AND BOARD ACTION

COMMITTEE: Assessment and Accountability

NO.: AAC 09-08

COMMITTEE DATE: January 30, 2009

BOARD DATE: February 5, 2009

UNIVERSITY OF MASSACHUSETTS BOSTON
BACHELOR OF ARTS IN ASIAN STUDIES

MOVED: The Board of Higher Education hereby approves the application of the **University of Massachusetts Boston** to award the **Bachelor of Arts in Asian Studies**.

One year after graduating the program's first class, the University shall submit to the Board a status report addressing its success in reaching program goals as stated in this report and in the areas of enrollment, curriculum, faculty, resources, and program effectiveness.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b)

Contact: Dr. Francesca Purcell, Associate Commissioner for Academic and P-16 Policy

BOARD OF HIGHER EDUCATION

February 2009

University of Massachusetts Boston

Bachelor of Arts in Asian Studies

INTENT AND MISSION

The University of Massachusetts Boston (UMass Boston) filed an expedited application to offer a Bachelor of Arts in Asian Studies. The proposed program in Asian Studies seeks to expand upon and replace the current East Asian Studies program and will consist of two tracks: a fully developed track in East Asian Studies and a newly developed track in South Asian Studies to be implemented in 2011. In recognition of the importance and diversity of Asia as a region, the proposed program intends to prepare UMass Boston undergraduate students for the globalized world and economy through study of the history, culture, and languages of Asia. As an interdisciplinary program, it intends to expose students to cultural and social, linguistic, and historical approaches in understanding a region of the world. In combination, these approaches seek to prepare students for a wide range of careers. Familiarity with Asian cultures and knowledge of an Asian language are important for students who intend to pursue careers in management, health care, finance, media, and nonprofit foundations at the local, national and international level.

The University of Massachusetts Board of Trustees approved the proposed program on December 11, 2008. In accordance with BHE guidelines for the expedited review of new programs, a letter of intent for the proposed program was distributed to all public colleges and University presidents and chancellors on December 17, 2008. No comments in response were received.

The creation of an Asian Studies major fits within the University's vision statement, which includes the call to provide innovative and interdisciplinary programs that can respond in a timely manner to societal issues and problems; conduct educational, scholarly, and service activities that contribute to meeting the needs of a diverse society; and devote a high proportion of research and public service activities to the cultural, social, and economic development of the Commonwealth and the global community.

NEED AND DEMAND

Course enrollment in East Asian courses at UMass Boston is high, showing significant interest in Asia. During the past ten years, the East Asian Studies Program's annual enrollments have been about 700. In both 2006–2007 and 2007–2008, the University saw an increased interest with 35 sections of Asia-related courses, totaling enrollments of approximately 1,000 each year. While enrollment figures for UMass Boston courses on East Asia indicate ample student demand, there are no equivalent enrollment figures for courses on South Asia, since up until now the University has offered very few courses in this area. The University gathered data on enrollment in South Asia courses

from other U.S. universities with well-developed South Asian programs, indicating substantial demand for such courses among U.S. students generally. With the region of Asia emerging as a major world market and home to almost one-half of the world's population, graduates with a degree in Asian Studies would have a competitive edge in some of the fastest growing job sectors both locally and globally. For example, a recent study conducted by UMass Professor Connie Chan of the McCormack Graduate School of Public Policy Studies found that Boston-area care facilities are in need of multilingual and culturally aware caregivers.

The Graduate College of Education at UMass Boston is currently developing an accredited program for teaching future teachers of Mandarin in the Boston Public Schools. This process requires that the University has an undergraduate major related to this field, which would be accomplished by establishing an Asian Studies Major with an East Asian track.

Eleven colleges and universities in Massachusetts offer some version of a program in Asian Studies. Six of these—UMass Amherst, Wellesley, Simmons, Brandeis, Holy Cross, and Boston University—offer programs in East Asian Studies only. Five institutions—Harvard, Amherst College, Mount Holyoke, Tufts, and Wheaton—offer undergraduate majors in Asian Studies that include both an East Asian and a South Asian track or, in the case of Harvard, separate programs for East Asian Studies and South Asian Studies. In terms of price, only UMass Amherst has similar costs. In terms of accessibility, however, UMass Boston serves a population in the eastern part of the state, where a good deal of international business and industry is located and where there is a high international population.

ACADEMIC AND RELATED MATTERS

Admission

Applicants must submit a completed application, essay, high school and/or prior college transcripts, a letter of recommendation, SAT or ACT scores, and application fee.

Projected Enrollment

The projection below is a conservative estimate of the number of majors in the first four years of the proposed program. In the long term, the University expects the program to enroll approximately 50 majors.

	# of Students Year 1	# of Students Year 2	# of Students Year 3	# of Students Year 4
New Full Time	5	6	7	8
Continuing Full Time	5	8	10	12
New Part Time	1	2	3	4
Continuing Part Time	5	6	7	8
Totals	16	22	27	32

Curriculum (Attachment A)

The proposed program in Asian Studies will be offered in two tracks, East Asian Studies and South Asian Studies. There will be four specific course requirements applied to all Asian Studies majors, referred to as the Asian Studies core. Included in this core is the requirement that students in the East Asian track take at least one 300-level course, focusing on South Asia, and students in the South Asian track take at least one 300-level course on East Asia. This ensures that all students have in-depth and general knowledge of the region of Asia. The total number of credits required for the major is 120, representing 33 credits of general education requirements, 33 credits of required coursework specific to the major and 54 credits of free electives. In both tracks, students will have the opportunity to do independent research projects. Students also will have study-abroad options.

RESOURCES

Faculty

UMass Boston presently has four full-time faculty assigned to teach only East Asia-related courses and six additional full-time and several part-time faculty housed in other departments who regularly teach one or more East Asia-related course each year. Another six full-time faculty members from English, Political Science, Sociology, History and Women's Studies will be developing the South Asian studies track curriculum and delivering the courses. The University plans to add a faculty member in Political Science, who specializes in Asia, in September 2009.

East Asian Studies has also cooperated with Asian-American Studies and the Joiner Center for the Study of War and its Social Consequences to win a six-year, \$600,000 grant from the Rockefeller Foundation for a Fellowship Program devoted to healing conflicts among Vietnamese in the aftermath of the American-Vietnamese War. This program is now in its fifth year. Faculty resources for the South Asian track are in place, and this faculty will develop courses, housed in their departments, that will make up the body of the South Asian track.

Facilities and Technology

Cooperative efforts between East Asian Studies and the UMass Boston Division of Corporate, Continuing, and Distance Education have resulted recently in the award of a large grant from the Chinese government to establish and locate on the Boston campus the University of Massachusetts Confucius Institute, serving the entire five-campus system. With the non-profit public institute's mission of promoting the teaching and understanding of Chinese language and culture in communities in Massachusetts and serving as a clearinghouse of Chinese language and cultural materials, the Institute can serve as a useful additional resource to the East Asian track of the Asian Studies major.

Administration

All faculty offering courses in East Asian Studies are currently housed in existing academic departments or programs (History, Modern Languages, Art, Philosophy, Political Science, Sociology, Women's Studies, Religion). The program is coordinated by a director who receives a small annual stipend and by an East Asian Studies Advisory Board that meets once each semester. The Advisory Board is made up of all

faculty who teach in the program plus a few other faculty and staff interested in this area. Under this proposal, the name of this academic unit would be changed to "Asian Studies" but will continue to operate under this same administrative structure, while expanding the advisory board to include those with expertise in South Asia, as well as constituents from outside the University. When the second track is implemented in 2011, a part-time staff person will be added to assist the director.

BUDGET (Attachment B)

The University submitted a detailed first-year and multi-year budget for the proposed program that is contained in Attachment B.

PROGRAM EFFECTIVENESS

The university submitted the following effectiveness goals for the proposed program in Asian studies.

Goal	Measurable Objective	Strategy for Achievement	Timetable
Enroll first class of majors in East Asia track.	First track of major is available to students.	Publicize major to current students and to future students via admissions activities. Track major annually.	Within one year of approval of program.
Enroll first class of majors in South Asian track.	Second track in major is available to students.	Establish regular rotation of course offerings and gain approval for any new courses.	Implement within two years of program approval date.
Post-graduation outcomes.	Employment of graduates; acceptance into graduate programs for further study.	Regular annual surveys of program graduates, years 1 to 5 after graduation.	Implement with first graduating class; annually thereafter
Establish relationships with external constituencies.	Advisory Board includes representatives from external constituencies.	Program Director will make contacts and add members to board.	Within two years of program approval date.
Provide Asian-Studies related internships for students.	Use connections with external constituencies to identify paid and unpaid internship opportunities for Asian Studies majors.	Program Director will use contacts to develop roster of internship opportunities; will work cooperatively with Career Services.	First internships within one year of program approval date. Additional possibilities added each subsequent year.
Evaluate effectiveness of individual courses	Courses meet student learning goals	Director and relevant department chairs review student evaluations at the end of each semester	Currently in place.
Evaluate faculty research productivity on Asia topics	Asia-related research increases	Faculty seek extramural funding, and internal supports to increase research productivity. As junior faculty receive tenure, productivity to increase.	Currently in place through Annual Faculty Reports.
Evaluate overall	Goal number of majors;	Full implementation of	Currently in place

program effectiveness.	successful post-graduation employment; acceptance to graduate school; courses effective; internships available; increased research	program as described above. The UMass Boston internal review process examines the program after seven years of existence.	through the UMass Boston internal review process.
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EXTERNAL REVIEW AND INSTITUTIONAL RESPONSE

The external review team comprised Dr. Jyoti Puri, Department of Sociology, Simmons College; and Dr. Kristin Stapleton, Director of Asian Studies, University at Buffalo, SUNY. The review team completed a paper review of the final application and an onsite review of the proposed program on October 29, 2008.

The external review team expressed strong support of the proposed program, noting that the University is well positioned to launch a successful program, and suggested a few minor recommendations for improvement, mostly in the area of the South Asian Studies track and faculty development. Of note, the external review team suggested that the University require a language component for the South Asian Studies track, similar to that of East Asian Studies track, and expand study-abroad opportunities to Asian countries beyond China. In terms of faculty, the external review team suggested that the program would be strengthened by hiring faculty in the area of Islamic Studies to teach courses in the South Asian Studies track. The team also recognized that the vast majority of the faculty involved in developing the proposed program are junior faculty and suggested that the University recognize this positive contribution as part of their tenure review.

The University responded adequately to all of the reviewers concerns. The University noted that the South Asian Studies track will be implemented in 2011, allowing time to consider a language requirement for the track and make additional hires. Initially the University will encourage students to take courses from other Boston-area colleges and universities which offer courses in languages spoken in South Asia. The University is also committed to developing study abroad opportunities for the South Asian track that are similar to those for the East Asian Studies track.

The University recognized the gap in the curriculum concerning Islam. Initially, Islamic Studies will be included in the required Asian Philosophy course but the long-term plan is to hire a tenured faculty member in Islamic Studies with a focus on South and Southeast Asia. The University assures that the contributions made by untenured junior faculty to the program’s development will be considered in their regular evaluations and tenure review. In addition, the University will provide course releases for junior faculty involved in the program’s development.

STAFF ANALYSIS AND RECOMMENDATION

Department staff thoroughly reviewed all documentation submitted by the University, the external reviewers, and the President’s Office of the University. The staff is satisfied that the University of Massachusetts Boston has developed a quality program that will meet the needs of students, the Commonwealth, and employers.

Recommendation is for approval of the request of the University of Massachusetts Boston to offer the Bachelor of Arts in Asian Studies.

Upon graduating the first class for this program, the University shall submit to the Board a status report addressing its success in reaching program goals as stated in this report and in the areas of enrollment, curriculum, faculty resources, and program effectiveness.

ATTACHMENT A: Curriculum Outline for Asian Studies – East Asia Track

University of Massachusetts Boston

Major Required (Core) Courses (# Total courses required = 4)		
Course Number	Course Title	Credit Hours
History 115	Survey of Contemporary Asia	3
Philosophy 297	Asian Philosophy	3
History 364 (e.g.)	India Since 1857 (or another 300 level South Asia track course)	3
Modern Languages 4--	The Idea of Asia (capstone); The Idea of Asia (capstone);in curricular approval process; previously offered as honors course	3
		12
Other Required Courses in Related Subject Areas (# Total courses required = 2)		
Course Number	Course Title	Credit Hours
Chinese 201 or Japanese 201	Intermediate Chinese I or Intermediate Japanese I	3
Chinese 202 or Japanese 202	Intermediate Chinese II or Intermediate Japanese II	3
	(place into 200 level Chinese or Japanese or take 101 & 102 level Chinese or Japanese as pre-requisites. If students place out of 200 level, they must substitute two other 200 level or above courses in language, literature or film related to East Asia)	
	Sub Total Related Credits	6
Elective Courses (# Total courses required = 5)		
Course Number Below is a sample set of electives.	Course Title Required: Three 300 level courses related to East Asia plus two electives at any level (15 credits). <u>A sample program is listed below.</u> A full list of currently approved electives is attached. Additional courses are in development.	Credit Hours
Political Science 387	The Government & Politics of China	3
History/East Asian Studies 361L	Modern China	3
Economics 337	Economics of Asia	3
Japanese 270	Japanese Popular Culture	3
Chinese 276	Modern Chinese Cinema	3
	Sub Total Elective Credits	15
Distribution of General Education Requirements		# of Credits
Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		
Arts and Humanities, including Literature and Foreign Languages		15
Mathematics and the Natural and Physical Sciences		9
Social Sciences		9
Sub Total General Education Credits		33
Total number of courses required for the B.A. degree		120 credit hours, generally 40 courses, though some courses such as 100 level (elementary) language courses, are 4 credits
Total credit hours required for B.A. degree		120
Prerequisite or Other Additional Requirements: For the language requirement students must place into 200 level or take 101 & 102 level language courses (which do not count toward the major) as prerequisites. If students place out of 200 level, they must substitute two other 200 level or above courses in language, literature or film related to East Asia. These courses will not count among the required electives.		

Asian Studies Major—East Asia Track Approved Electives

Art 104L: Introduction to East Asian Art

Art 256: Arts of Japan

Art 258: Arts of China

Art 356: Japanese Architecture

Chinese 101 & 102: Elementary Mandarin Chinese

Chinese 201 & 202: Intermediate Chinese

Chinese 253: Is Culture Power? Rethinking “Traditional” Chinese Culture

Chinese 260: Modern Chinese Fiction in Translation

Chinese 276: Modern Chinese Cinema

Chinese 303: Readings in Chinese (Twentieth Century)

Chinese 305: Readings in Chinese (Classical)

Chinese 376: Topics in Chinese Cinema

Economics 337: Economics of Asia

History/EAS 160L & 161L: East Asian Civilization I & II

History 357: The Vietnam War

History/EAS/Women’s Studies 359L: Women in Modern China

History/EAS 360L: Traditional China

History/EAS 361L: Modern China

History/EAS 363L: Modern Japan

Japanese 101 & 102: Elementary Japanese

Japanese 201 & 202: Intermediate Japanese

Japanese 250: Modern Japanese Literature in Translation

Japanese 252: Pre-Modern Japanese Literature and Culture

Japanese 270: Japanese Popular Culture

Japanese 301: Advanced Japanese I

Political Science 387: The Government and Politics of China

Religious Studies/EAS 232L: Asian Religions

RelStu/EAS 358L: Psychology, Politics and Philosophy in East Asia

Sociology 220: Survey of East Asian Societies

Vietnamese 101 & 102: Elementary Vietnamese

Options for East Asia track core requirement for a 300 level course in South Asia:

History 364: India Since 1857

Sociology/Communication Studies 375L: Indian Cinema

Women’s Studies 345: Gender, Religion and Politics in South As

Attachment B: Budget

	Description	Number	One-Time Costs	Annual Operating Costs
Faculty full time	Salary & fringe	1	N/A	\$100,000
Staff	0.5 FTE grade 15	1	N/A	\$25,000
Instructional Materials (Includes library resources)	Regular Library acquisitions budget		N/A	
Space	Office for staff person	1	N/A	N/A
Equipment	N/A		N/A	
General Administrative Costs	Operating Budget		N/A	\$5,000
<i>Total Costs:</i>			N/A	\$130,000