

Kansas Insurance Certificate Program

For consideration of the SOBU Curriculum Committee and SOBU General Faculty

NOTE: (Unanimously approved by SOBU Curriculum Committee on March 1 and by SOBU General Faculty on March 10)

This proposal is to create the Washburn University version of the Kansas Insurance Certificate program. It is part of a consortium arrangement with the participating KBOR Universities in the State of Kansas. It would require students to complete 12 hours (four -courses) in insurance and/or insurance-related courses.

As part of the consortium, Washburn will continue to offer BU 374 Principles of Risk and Insurance on a regular basis, but will also offer a modified version of the current on-the-books-but-not-offered BU 378 Life Insurance by also including health insurance topics. Information regarding BU 378 Life and Health Insurance is available as a separate document. An appropriately qualified instructor will be identified to teach the new course. (Note: The name and prerequisite change for BU 374 was approved by the SOBU Curriculum Committee and SOBU General Faculty on March 10. It does not require further approval.)

The Kansas Insurance Education Foundation (KIEF) and the KID Commissioner Selzer are preparing a program launch announcement as soon as this program is approved.

Financial Implications: Working with industry and the Kansas Insurance Department, the Kansas Insurance Education Foundation has agreed to provide grant funding to participating universities to offset curriculum development, marketing, scholarship and instructor costs for the next few years to test the viability and sustainability of the program into the future. If successful, the programs future tuition revenue streams and development opportunities will cover and costs.

Kansas Insurance Certificate Program Proposal

Purpose: The Kansas Insurance Certificate (KIC) program provides the academic preparation to help students establish and advance in rewarding careers in insurance and related industries. Offered through a consortium of Kansas universities, the KIC coursework provides students with (1) an understanding of insurance and risk management, and (2) the opportunity to take advanced coursework in specific insurance specialty areas or closely-related fields. Supported by KIEF, Kansas Insurance Department, and a variety of insurance organizations, KIC students enjoy the opportunity to receive scholarships, internships, preferred placement and other benefits.

Learning Outcomes: After completing the KIC certificate program, a student will have:

1. Understanding of the principles and basics of the insurance industry based on successful completion of introductory course;

2. Specialized knowledge in at least one selected area in the insurance industry, eg. life, property and casualty, etc., based on successful completion of course(s) in the selected area;
3. Participated in an experiential internship or applied learning experience at an approved partner company, or additional knowledge in a related professional field;
4. Demonstrated certificate and company required foundational skills and work habits, including but not limited to critical thinking skills, communication and organizational skills, and ability to work with and manipulate data in an informational technology environment.

Assessments will occur at the course level and by feedback from industry partners.

Program Admission: Students seeking to complete the KIC will submit a program admissions form. Students must meet all admissions and prerequisite requirements of the universities offering the courses.

Articulation/Transfer/Fee Payment:

Students from other institutions must apply as non-degree seeking students, and pay the regular business tuition/fees of the course-offering institution. [Note: students only seeking certificate will have extremely limited Federal Financial Aid opportunities; does not affect degree seeking students]

Curriculum: Students must complete 12 hours (minimum grade of C) as described below:

Level 1. BU 374 Principles of Risk and Insurance (similarly offered at all institutions) (3)

Level 2. Select two courses (6 hours) from the following online options:

BU 378 Life and Health Insurance (Washburn) (3)

FINAN 661 Financial Planning (K-State) (3)

Property and Casualty Insurance (KU Edwards) (3)

ECFI 680 Retirement and Employment Benefit Planning (Fort Hays) (3)

Level 3. Select one course of the following options:

BU 499 Internship (Insurance-related) (3),

An additional course from the Level 2 courses above (3),

An approved related-course, such as an upper division course in one of the following:

BU 366 Sales (3)

Additional upper-division insurance-related courses approved by the home institution (3)

Total Hours: 12. Certificate to be awarded upon completion of program by the student's home institution. If the home institution does not offer the certificate, it will be awarded by a consortium institution.

Background Materials

- *Insurance Certificate and BU 378 Course Name Change Proposal Comments from the SOBU Curriculum Committee and Responses*
- *Q&A from SOBU Members of the Academic Affairs Committee*
- *Kansas Public Universities Insurance Course Inventory*

***Insurance Certificate and BU 378 Course Name Change Proposal
Comments from the SOBU Curriculum Committee and Responses***

<i>Curriculum Committee Comment</i>	<i>How Comment is Addressed by the Dean</i>
<p>The addition of Health Insurance to BU 378 Life Insurance is a substantial enough change to the course that it should have a new course name and number (e.g., BU 379 Life and Health Insurance).</p>	<p>The initial thought was that we have a life insurance focused course on the books that we can simply modify to include health insurance topics. Course content changes (hopefully) on a continual basis, course titles and descriptions are updated periodically to reflect these changes.</p> <p>Will there be confusion? I am pretty sure we haven't offered BU 378 the whole time I have been at Washburn (13 years), and not sure when it was offered before that. Stacy says she is not sure it was offered when she was a student!</p> <p>I really don't think someone from that long ago is going to show up and try to get the insurance certificate, so while I grant there might be the possibility of some confusion, the odds are pretty low.</p>
<p>Will BU 378 count as a finance elective and will the courses from the other universities count as finance electives?</p>	<p>I think they would be business upper-division electives. The finance major area concentration electives are already in place, and I am not proposing any changes to the finance curriculum. BU 378 would count as a general business elective for any of the majors.</p>
<p>If we approve the certificate program are we also approving the other online courses as transfer credit?</p> <p>What is the process for accepting business elective transfers?</p>	<p>Outside of BU 374, none of the other insurance courses can be used to satisfy the finance elective requirement. BU 374 can be used for both the major and the certificate simultaneously. And yes, we tend to accept 300/400 level courses as electives if they are legitimate (AACSB schools, four-year programs we are familiar with, etc.) The process for determining courses that count towards degree occurs in the Associate Dean's office, with consultation with area faculty when questions arise.</p> <p>Keep in mind we are asking the other schools to also accept our course(s) as legitimate so it is a two-way street. Also keep in mind that the other three Level 2 courses proposed do not conflict with our course offerings.</p>
<p>Is it possible to forecast the percentage of students that would take an internship at Level 3 of the program?</p>	<p>Not possible to forecast the percentage. It will count towards the certificate, but under current SOBU rules it counts as only free elective credit in the degree program. Nothing in the proposal changes this.</p>

Q&A from SOBU Members of the Academic Affairs Committee

1. What are the financial ramifications?

As I understand it, KIEF has about three year's of support available for the program, most of it raised over the last year. The funds will be used to support curriculum, instruction costs, marketing, and tuition benefits for students. If the program turns out to be successful—students sign up and complete the program—then two things will happen: Tuition dollars will be available to support the program (in the usual way) and KIEF would be willing to also support the program—they want to support success! If it turns out to be a bust, then KIEF support will end, and we can end the program. There is very little downside risk for us.

2. Would Washburn be obligated to award the certificate even though the student has never taken any Washburn courses in the certificate program?

Background: The original discussion involved the idea that KBOR might be responsible for the “certificate.” As it turns out, KBOR wasn't interested in doing this, and in fact, has decided that certificates offered by the various universities no longer required KBOR approval—all approvals remain local. Therefore, certificates are only awarded by each individual institution, so each institution must approve its own certificate program using whatever approval process they must use.

We don't envision a non Washburn student requesting that Washburn grant a certificate if their own home institution does so. According to Nancy Tate, our current catalog doesn't address residency for certificates. However, for Associate degrees, it looks like a student could get a WU associate degree with just 25 percent (15 of 60 hours) of the program completed from Washburn. So, for a certificate, they would only need one of the four courses at Washburn. A hypothetical: suppose the program turns out to be successful for us, but not for ESU. We can then capitalize on the success to recruit students to our regular degree programs. We might also view offering a certificate as a service if the student was at, say ESU, who never got around to offering the certificate, but the student took the Life and Health class from us. Again, keep in mind this is a consortium-based credential that we are offering so it looks a little different than what we have for our regular programs.

3. Since the certificate is awarded upon completion of the program, does this occur prior to graduation in the semester of completion? So will some students get the certificate and leave the degree program?

It could. Currently, students apply when they want to receive the certificate. If they have met the requirements, then it is awarded (posted to transcript, and according to the Registrar, WU will soon have the capability of printing its own “diplomas” on demand) Yes, students could earn the certificate and not complete the degree program, although most local employers we know are keen on the completion of the degree program as a minimum requirement (e.g., examine their job postings.)

4. Does this certificate affect any of the residency requirements at Washburn? Students will need at least three credit hours of transfer credits to complete the certificate and can apparently take as many as 12 hours as transfer credit (the entire program). So students who barely meet the residency requirements may not be able to complete this certificate.

See #1 above. By design this program anticipates students taking classes at more than one of the consortium universities in Kansas.

5. Is there any reason that Washburn would not allow a student from the other institutions to be a non-degree seeking student at Washburn? It seems that we would want to allow any student who is

in good enough standing to take classes at their home school to take classes at Washburn so that our students would have the same policy at the other institutions. Would this be a problem?

Trying to think of a reason why a student who meets the non-degree seeking requirements for Washburn would be turned away and none come to mind (except for maybe capacity—which would be a great problem to have!). In general, the schools in Kansas are pretty much in alignment on questions of good standing, probation, suspension, etc. Again, outside of capacity issues, we can't imagine other places turning away Washburn students. If Washburn students are turned away, then it is an issue for the consortium to deal with.

6. Is this program open only to those students who have a home institution among K-State, KU Edwards, Fort Hays and Washburn.

No. It is KBOR universities plus Washburn. All have AACSB accreditation, with the exception of FHSU and they are in candidacy (trying to overcome their 'China program scope issue'). The four mentioned are the first out of the box. ESU is searching for a dean, WSU has a new dean who has agreed to offer the Intro course, and Pittsburg will also offer the Intro course in the next year. WU and FHSU are the furthest along the approval path. There are advantages for us to be first!

7. Which institution is the home institution for students who are not degree-seeking students from one of these four schools?

Again, it is anticipated that all institutions will join the consortium and thereby solve this problem. We just happen to be the first out of the box. Maybe it comes down to where they begin the program, or where they meet residency requirements?

8. Are the admissions requirements of the program the same as the admissions requirements for SOBU, or are there separate requirements for the certificate program?

The courses in the certificate curriculum do not formally require admission to the SOBU, which would then trigger the entire lower division requirements of the SOBU. Obviously, a degree-seeking SOBU student will have to, at some point) meet the admission requirements for the SOBU. A student from another institution, or someone coming back to school will have to meet the Washburn requirement for non-degree seeking status, plus any prerequisites for the course they will be taking. BU 374 requires only junior level standing (54 hours), BU 378 requires BU 374 (or the equivalent).

9. Can Washburn scoop up additional students by offering this to alumni from Washburn? Can Washburn scoop up additional students by offering this to anyone with the prerequisites?

Yes, and Yes, as long as they meet the non degree-seeking requirements and any particular course prerequisites. "Degree-seeking" is key for those seeking federal/state financial aid to assist in their higher education expenditures as FA is not available to "only certificate" seekers per FA rules. If FA is not involved, then no problem. Obviously, a future benefit is that the program becomes successful and attracts students to Topeka and Washburn. Also, some of the KIEF support will be used to provide tuition benefits to students.

10. Is there an oversight of the program by a certificate committee with representatives from each participating institution to iron out any issues that no one has thought about yet? Is it the four deans of the business schools or faculty?

At the moment the academic leadership of this effort is from the deans at KU Edwards, FHSU, Washburn, and the Dept. Chair in Finance at KSU. Most of us do not have FT faculty in this area—hence the consortium model to begin with. The adjunct instructor of the Washburn BU 374 course is the #2 at

KID so obviously he is heavily involved. For better or worse, the WU dean has been the lead on dealing with KIEF and KID, and with our local companies, and has been appointed to the KIEF board. The interim dean at ESU, and the deans at PSU and WSU have also been in the loop, and we have received good guidance from an academic official at KBOR. Dr. Pembroke has led discussions at the KBOR VPAA/Provost meetings, and Washburn Registrar Kelly Russell has led efforts at the registrar level to work on administrative issues. The Washburn University Foundation, especially Marshall Meek, has worked with KIEF to develop a model MOU and a grant request/grant reporting mechanism. On the private-sector side, the CFO of Security Benefit, CEO of BCBSKS, the Executive Director of KIEF and leadership from KID, including Commissioner Selzer and his staff, have been the key players. It is safe to say that Commissioner Selzer, KID, KIEF, and our local employers have been grateful for WU taking leadership on this. The implied concern about oversight structure going forward is shared because I don't want to be the official "problem-solver" on this one. However it is important that we get the program up and running so that we can then see what issues might then arise that need correction. Move and iterate, move and iterate.

As for other oversight considerations, AACSB accreditation standards apply to this program like they do all the business programs offered by Washburn University. The BU 378 course instructor will have to meet the same qualification requirements as other instructors similarly situated.