



September 21, 2023

Dr. Jeffrey Gold, Executive Vice President and Provost
University of Nebraska
3835 Holdrege Street
Lincoln, NE 68583-0745

Dear Dr. Gold,

I am forwarding materials related to a proposal to create a new undergraduate certificate in Social Entrepreneurship to be administered by the School of Global Integrative Studies in the College of Arts and Sciences. The certificate program is built on cross-college collaborations and leverages existing curriculum in six colleges.

This proposed program has the full endorsement of the Academic Planning Committee, the Executive Vice Chancellor for Academic Affairs, the Dean of the College of Arts and Sciences, the College of Arts and Sciences curriculum committee, the departments and colleges contributing to the program, and it has my approval. I am requesting you approve it and that it be reported to the Board of Regents at an upcoming meeting.

Sincerely,

Rodney D. Bennett, Ed.D.
Chancellor

c: Mehmet Can Vuran, Chair, Academic Planning Committee
Kathy Ankerson, Executive Vice Chancellor
Mark Button, Dean, College of Arts and Sciences
Sophia Perdikaris, Director, School of Global Integrative Studies
Josh Davis, Associate to the Chancellor
Renee Batman, Assistant Vice Chancellor
Suzi Tamerius, Project Coordinator
Karen Griffin, Coordinator of Faculty Governance
David Jackson, Vice Provost
Angela Iwan, Executive Assistant to the EVPP

September 11, 2023

Chancellor Rodney Bennett
201 Canfield Administration
City Campus (0419)

Dear Chancellor Bennett:

The Academic Planning Committee (APC) considered a proposal to create the Social Entrepreneurship Undergraduate Certificate. The program will be administered by the School of Global Integrative Studies in the College of Arts and Sciences. The APC voted to recommend approval of the proposal at its September 6, 2023, meeting and I am forwarding this proposal for your consideration.

Sincerely,



Memet Can Vuran, Chair, Academic Planning Committee and Professor, School of Computing

c: Executive Vice Chancellor Katherine Ankerson
Dean Mark Button
Professor Sohpia Perdikaris
Associate to the Chancellor Josh Davis
Assistant Vice Chancellor Renee Batman
Project Coordinator Suzi Tamerius



MEMORANDUM

TO: Can Vuran, APC Chair

FROM: Katherine Ankersen, Executive Vice Chancellor *KSA*

DATE: August 18, 2023

SUBJECT: New Undergraduate Certificate in Social Entrepreneurship

Attached please find a proposal to create a new Undergraduate Certificate in Social Entrepreneurship to be administered by the School of Global Integrative Studies in the College of Arts and Sciences. The certificate program is built on cross-college collaborations and leverages existing curriculum in six colleges.

The program is designed to provide a credential that will be recognized in the workforce, especially within nonprofit and civic organizations, governmental agencies, and an increasing number of for-profit corporations who have placed a focus on social responsibility. Experiential learning is a core feature of the program. This new certificate program has the full support of the CAS curriculum committee and Dean Mark Button, as well as, the support of departments and colleges who are contributing to the program of study.


The proposals for undergraduate certificate programs were on hold in the EVC Office while the infrastructure was completed to support the recruitment, admission, matriculation, and certificate completion in a non-manual process for both degree-seeking and non-degree seeking students. The academic systems project was prioritized during 2022-23 and completed in late spring. I am optimistic about new certificate programs and look forward to how they can support the university's enrollment goals.

I fully support this proposal.



DATE: October 12, 2022

TO: Katherine Ankerson
Executive Vice Chancellor

FROM: Mark E. Button 
Dean

Subject: Creation of Certificate in Social Entrepreneurship

Please find attached the proposal for a Certificate in Social Entrepreneurship in the College of Arts and Sciences. This certificate is the result of productive collaborations across six colleges at UNL (CAS, CASNR, Architecture, CJMC, COB, and CEHS). By leveraging our shared strengths and faculty expertise across UNL, we will provide students with a new unique certificate option focused on developing the skills and hands-on experiences necessary to make a positive social impact in the world.

In a rapidly globalizing world, organizations focused on making a social impact play an important role in helping meet the challenges faced by our communities. Nonprofit and civic organizations, governmental agencies, and an increasing number of for-profit corporations have placed social responsibility at their core, making it a rewarding career choice for students with a wide range of academic backgrounds and life experiences. The Undergraduate Certificate in Social Entrepreneurship will provide students with a professional credential that will help them rise to the top of applicant pools in this exciting and growing sector. This eighteen-hour certificate, administered and supervised by the School of Global Integrative Studies (SGIS), provides students with a solid foundation for pursuing a career in the social good, both domestically and abroad. The focus on the global aspects of this certification is especially important as we look to a future that will continue to be defined by globalization and collaboration across cultural, social, linguistic, political, and physical borders.

There is growing demand, both locally and globally, for social entrepreneurship and innovation-oriented education and training of the workforce. In Nebraska there are close to 10,000 nonprofit organizations, with Lancaster County being home to over 3,000 of them. The nonprofit sector is the third largest industry in the state, bringing in over \$3 billion in income each year. In Lincoln alone, there are over 500 nonprofit organizations. Meanwhile, across the United States, 1.6 million nonprofit organizations engage in social impact work, contributing an estimated \$985 billion to the US economy. In addition to the rapidly growing nonprofit sector, there is a rapidly growing group of for-profit businesses with socially-minded missions. Together, these organizations constitute a powerful economic force and resonate broadly with today's students and recent graduates. As the social entrepreneurship sector continues to grow across the country and around the globe, this certificate will allow UNL students to secure jobs locally, nationally, and globally and become leaders in this emerging sector. Our certificate

will help prepare students to tackle today's most pressing challenge in a variety of fields including health care, public health, education, law, human rights, environmental protection, and business just to name a few.

This certificate provides students with the skills they need to be leaders in the social entrepreneurship sector and to evaluate their own strengths and opportunities. All students will take two required courses: (1) GIST 201: Social Entrepreneurship and Innovation (3 credits); and (2) GLST/HRHA 415: Grant Writing and Fundraising for Social Impact (3 credits). In addition, all students will take one skill-based course (3 credits) and enroll in two additional courses (6 credits total) from one of the three subject specializations, including: Human Rights and Community Changemaking; Environment and Society; and Education and Human Services in a Diverse Community. Finally, all students will take a capstone course, HRHA 495: Experiential Learning in Human Rights.

Throughout their training in the certificate program, the students will make a tangible impact on our community through experiential learning opportunities and get a head start on making their mark. This certificate will formalize much of the work that many of our students already do through civic engagement, volunteerism, community service, or fundraising efforts. Both the students and the community will experience the long-term benefits of this program.

This proposal was approved in the School of Global Integrative Studies prior to submission to the College of Arts and Sciences for approval. The CAS Curriculum and Advising Committee met on February 3, 2022, and unanimously approved this proposal. This was presented for approval to the college faculty at our regularly scheduled spring faculty meeting on May 3, 2022, and received unanimous approval.

I strongly support this proposal and believe that it will provide students with a professional credential that will help them rise to the top of applicant pools in this exciting and growing sector.

University of Nebraska-Lincoln New Undergraduate Certificate

I. Descriptive Information

Name of Institution Proposing New Undergraduate Certificate
University of Nebraska-Lincoln
Name of Proposed Undergraduate Certificate
Social Entrepreneurship
Other Programs Offered in this Field by this Institution
Global Studies BA/BS; Human Rights minor; Entrepreneurship minor; Civic Engagement Undergraduate Certificate
CIP Code [IEA can help with CIP codes or browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55]
52.0704
Subject Code
No specific subject code
Primary Administrative Unit for the Proposed Undergraduate Certificate
School of Global Integrative Studies
All Units Participating in the Undergraduate Certificate
Multiple
Proposed Delivery Site
Oldfather Hall
Undergraduate Certificate will be offered [full program, not individual courses]
<input checked="" type="checkbox"/> On-campus only <input type="checkbox"/> Distance only <input type="checkbox"/> Both (on-campus and distance)
Undergraduate Certificate will be Offered to
<input type="checkbox"/> UNL degree seeking <input type="checkbox"/> UNL non-degree seeking <input checked="" type="checkbox"/> Both (degree-seeking and non-degree seeking) <input type="checkbox"/> Other (please explain)
Date Approved by the Governing Board
[leave blank]
Proposed Date the New Undergraduate Certificate will be Initiated
Fall 2024

II. Details

Purpose of the Proposed Undergraduate Certificate:

In a rapidly globalizing world, organizations focused on making a social impact play an important role in helping meet the challenges faced by our communities. Nonprofit and civic organizations, governmental agencies, and an increasing number of for-profit corporations have placed social responsibility at their core, making it a rewarding career choice for students with a wide range of academic backgrounds and

life experiences. This Undergraduate Certificate in Social Entrepreneurship is built on cross-college collaborations and will provide students with a professional credential that will help them rise to the top of applicant pools in this exciting and growing sector. This 17-19 credit-hour certificate, administered and supervised by the School of Global Integrative Studies (SGIS), provides students with a solid foundation for pursuing a career in the social good, both domestically and abroad. The focus on the global aspects of this certification is especially important as we look to a future that will continue to be defined by globalization and collaboration across cultural, social, linguistic, political, and physical borders.

There is growing demand, both locally and globally, for social entrepreneurship and innovation-oriented education and training of the workforce. In Nebraska there are close to 10,000 nonprofit organizations, with Lancaster County being home to over 3,000 of them. The nonprofit sector is the third largest industry in the state, bringing in over \$3 billion in income each year. In Lincoln alone, there are over 500 nonprofit organizations. Meanwhile, across the United States, 1.6 million nonprofit organizations engage in social impact work, contributing an estimated \$985 billion to the US economy. In addition to the rapidly growing nonprofit sector, there is a rapidly growing group of for-profit businesses with socially-minded missions. Together, these organizations constitute a powerful economic force and resonate broadly with today's students and recent graduates. As the social entrepreneurship sector continues to grow across the country and around the globe, this certificate will allow UNL students to secure jobs locally, nationally, and globally and become leaders in this emerging sector. The certificate will help prepare students to tackle today's most pressing challenge in a variety of fields including health care, public health, education, law, human rights, environmental protection, and business just to name a few.

This certificate provides students with the skills they need to be leaders in the social entrepreneurship sector and to evaluate their own strengths and opportunities. All students will take two required courses: (1) GIST 211: Social Entrepreneurship and Innovation (3 credits); and (2) GLST 415: Grant Writing and Fundraising for Social Impact (3 credits). In addition, all students will take one skill-based course (3 credits) and enroll in two additional courses (6 credits total) from one of the three subject themes, including: Human Rights and Community Changemaking; Environment and Society; and Education and Human Services in a Diverse Community. These subject themes allow students to develop greater depth of knowledge and skills in these thematic areas while keeping the program of study at 17-19 credit hours. Finally, all students will take a capstone course, HRHA 495: Experiential Learning in Human Rights.

Throughout their training in the certificate program, students will make a tangible impact on our community through experiential learning opportunities and get a head start on making their mark. This certificate will formalize much of the work that many of our students already do through civic engagement, volunteerism, community service, or fundraising efforts. Both the students and the community will experience the long-term benefits of this program.

Description of the Proposed Undergraduate Certificate:

Learning Objectives:

1. Provide students with the social entrepreneurship training they need to step into active roles within an organization. The certificate is designed to prepare students to lead and function within social entrepreneurship organizations and build a thriving organizational culture.

- Students will learn to think critically and act strategically and ethically to serve mission-driven organizations focused on the social good and building a sustainable and innovative future.

Admission Criteria: Degree-seeking and non-degree seeking students will be able to earn the certificate. Non-degree seeking students must have completed at least an Associates Degree. Students currently enrolled at a sister campus (UNO, UNK or UNMC) are also eligible to earn the certificate.

Admission Processes: Students with a college-level GPA of 2.0 will fill out a formal application which will then be reviewed by the Certificate Coordinator and the Social Entrepreneurship Certificate Advisory Board composed of faculty and local social entrepreneurship professionals.

Courses, Credit Hours and Academic Requirements

Table 1, below, lists the required and elective courses in the certificate program. Students must earn a C or higher, or a grade of P on classes with a P/NP option, for the course credit to count toward the certificate. Students may not take any of the required courses as P/NP and only 3 elective P/NP credits may be counted for the certificate. At least 10 credit hours must be at the 300-level or above.

Table 1. Program of Study

Social Entrepreneurship Certificate: Course List			
	Credit Hours	Prerequisites, if applicable	Notes, unless otherwise listed, all courses are "graded with option"
Required Courses			
GIST 211: Social Entrepreneurship and Innovation	3		
GLST 415: Grant Writing and Fundraising for Social Impact	3	Sophomore standing	
Elective Courses			
Skill Based Course (select 1 course from the list below)			
ALEC 302: Dynamics of Effective Leadership in Organizations	3	Sophomore standing	
ALEC 428: Leadership in Public Organizations	3	Junior standing	
ALEC 466: Leadership and Diversity in Organizations and Communities	3	Junior standing	Fee \$20
COMM 382: Nonprofit Organizing & Communication	3		Graded only
CRPL 441: Researching Quality of Life	3		Graded only, cross listed with CRPL 841
CRPL 467: Active and Healthy Community Development	3		Graded only, cross listed with CRPL 867

CRPL 470: Environmental Planning and Policy	3	Senior standing	Cross listed with CRPL 870
ENTR 321 (MNGT 321): Foundations of Entrepreneurship	3	Sophomore standing	Graded only, cross listed with MNGT 321
ENTR 423: Business Plan Development and Decision Making	3	ENTR/MNGT 421 and Junior standing	Graded only
ENVR 319: Environmental Engagement and the Community	2		
FINA 300: Financial Decision Making	3	For non-CoB students only; 2.5 cum GPA; ACCT 200 (or ACCT 201 and ACCT 202) and ECON 200 (or ECON 211 and ECON 212).	Credit toward the degree cannot be earned in both FINA 300 and FINA 361/361A/361H. Graded only
GEOG 217: Principles of GIS	4		Fee \$50, offered Fall
HRHA 440: Human Rights, Conflict and Community Changemaking	3		Cross listed with HRHA 840, graded only, offered Spring
MNGT 360: Managing Behaviors in Organizations	3	Sophomore standing	Graded only
MNGT 365: Managing Diversity in Organizations	3		Graded only
Subject Themes (Select 1 Theme)			
Theme 1: Human Rights and Community Changemaking (select 2 courses)			
ANTH/GLST 474: Development in Theory and Practice	3	Sophomore standing	Cross listed with ANTH 874, GLST 474
HIST/JUDS 339: The Holocaust	3	Sophomore standing	Cross listed with HIST 839, JUDS 339
HIST/ETHN 340: Rights & Wrongs in American Legal History	3	Sophomore standing	Cross listed with HIST 840, ETHN 340
HIST/ETHN 460: The Civil Rights Movement	3	Junior standing	Cross listed with ETHN 460, HIST 860, graded only
GLST/HRHA 101: Human Rights in a Global Context	3		Cross listed with HRHA 101, offered Fall
GLST/HRHA 350: Refugees, Displaced Persons and (Im)migrants in a Globalized World	3		Cross listed with HRHA 350
HRHA 440: Human Rights, Conflict and Community Changemaking	3		Cross listed with HRHA 840, offered Spring

JOMC 222: Social Justice, Human Rights and the Media	3		Graded only
POLS 377: Transnational Criminal Networks	3		
POLS 470: International Human Rights	3		Cross listed with POLS 870
Theme 2: Society and Protecting the Environmental (Select 2 Courses)			
ALEC/AECN 388: Ethics in Agriculture and Natural Resources	3		Cross listed with AECN 388
ANTH/GLST 476: Human Rights, Environment, and Development	3	Sophomore standing	Cross listed with ANTH 876, GLST 476
ARCH 107: Sustainability Basics and the Built Environment	3		Graded only
CRPL 300: The Community and the Future	3		
ENVR/SCIL/AECN/NRES/GEOG 109: Water in Society	3		Cross listed with SCIL 109, AECN 109, NRES 109, GEOG 109, offered Fall
ENVR 201: Science, Systems, Environment and Sustainability	3		
HIST 469: Global Environmental History	3	Junior standing	Cross listed with HIST 869
NREE/AECN 265: Resource and Environmental Economics I	3	ECON 212 or AECN 141	Cross listed with AECN 265, offered Spring
NRES/GEOG 289: People and the Land: Human Environmental Interactions on the Great Plains	3		Cross listed with GEOG 289
PHIL 225: Environmental Ethics	3		
POLS 332: Climate Change: Policy and Politics	3		
PSYC/ENVR 334: Psychology of Environmental Sustainability	3		Cross listed with ENVR 334
SOCI 346: Environmental Sociology	3	6 hours of SOCI, or Junior or Senior standing	
Theme 3: Living and Learning in a Diverse Community (Select 2 Courses)			
CRIM 338: Race, Ethnicity and Criminal Justice	3	CRIM 101, ENGL 150 or above and 45 credit hours	

CYAF 413: Global Case Studies in Refugee Health & Wellbeing	3		Cross listed with CYAF 813, offered Spring, experiential learning "Other"
CYAF 415: Family and Violence in the Global Contest	3		Cross listed with CYAF 815, offered Spring
CYAF 482: Understanding Families from a Global Context	3	12 hours of coursework in CYAF, PSYC, SOCI, TEAC, or CRIM.	Cross listed with CYAF 882
CYAF 488: Child and Family Policy	3	Junior standing	Cross listed with CYAF 888
EDPS 350: Basic Helping Skills	3	Sophomore standing	Graded only
ETHN 101: How to Be Antiracist	3		
ETHN/COMM 311: Intercultural and Intergroup Communication	3		Cross listed with COMM 311, Experiential learning "Community Engagement"
ETHN/POLS 333: Immigration and Politics	3		Cross listed with POLS 333
PSYC 330: Psychology of Diversity	3		
PYSC/CYAF/EDPS/SOCI 471: Human Sexuality and Society	3	Junior/Senior standing	Cross listed with CYAF 471, EDPS 471, SOCI 471, CYAF 871, EDPS 871, PSYC 871, SOCI 871
TEAC/ETHN 330: Multicultural Education	3	Sophomore standing	Cross listed with ETHN 330, Experiential learning "Other"
TEAC 438: Linguistics in Language and Learning Context	3		Cross listed with TEAC 838
WMNS 210: Activism and Feminist Communities	3		Experiential learning "Project-Based Learning"
Experiential Learning			
HRHA 495: Experiential Learning in Human Rights	3	Permission	Cross listed with HRHA 895
TOTAL	17-19		

How and when advisors are assigned for students in the certificate program?

The Certificate Coordinator (a faculty member in SGIS) will serve as the primary advisor for the certificate. The Certificate Coordinator will manage admission, course scheduling, and general advising in consultation with the academic advising teams in the participating colleges. In addition, the

Certificate Coordinator will assist current UNL students in adding the certificate to their program of study and assist non-UNL students in adding the certificate as part of their general admission for non-degree students. The Certificate Coordinator will be supervised by the Director of SGIS and will actively work with the nonprofit community in Lincoln and around the state, as well as partner with other organizations, to establish working MOUs for applied practicum experiences.

Identify the primary contact (person and/or office) who can answer questions about the certificate (regarding requirements, substitutions, scheduling of courses, etc.).

Primary Contact: Emira Ibrahimasic, Associate Professor of Practice and Assistant Director, Global Studies, School of Global Integrative Studies

What are the measures and procedures for verification of completion of the certificate requirements?

The School of Global Integrative Studies Executive and Curriculum Committees, as well as the Social Entrepreneurship Certificate Advisory Board, composed of faculty and local social impact professionals, will provide yearly evaluations of the certificate program.

What are the measures and procedures for ongoing evaluation of the certificate program?

The Certificate Coordinator will continually track student progress and will have annual meetings with all enrolled students. The Certificate Coordinator also will serve as the facilitator for all matters related to the certificate program.

What is the Impact on Course Subject Codes; Will any subject codes need to be created, modified, or deleted in relation to the creation of this certificate program?

No new codes will be created.

Costs of Operating the Proposed Certificate Program: Based on enrollment, the certificate program will benefit from the hiring of an experienced long-term lecturer or Professor of Practice (anticipated in Year Four). The individual hired will teach the core certificate courses, the capstone, and serve as the coordinator and advisor for the program. Until a permanent faculty position can be filled, the Dean's Office will fund the hiring of a temporary lecturer from private support and Dr. Emira Ibrahimasic will take on the certificate coordinator responsibilities.

III. Review Criteria

A. Centrality to UNL Role and Mission

This certificate program is directly aligned with the University's role and mission to serve as the state of Nebraska by providing leadership through quality education and the generation of new knowledge. By facilitating the development of transferable skills in social entrepreneurship, this certificate program will provide another opportunity for the University to contribute to the economic and cultural development of the entire state. Given its focus on applied social impact for the public good, this certificate program will also help the University achieve the goal of having every student at UNL with a documented experiential learning experience. Through the thoughtful design of the curriculum and the focus on experiential learning and public service, the Social Entrepreneurship Certificate will advance the four core aspirations of the N150 Commission and the university's path over the next 25 years: Nebraska students co-create their

experience; Our research and creativity transforms live and learning; Every person and every interaction matters; and Engagement builds communities.

B. Relationship of the proposal to the NU 5-year strategy

This certificate program will enhance the NU five-year strategy focused on access, affordability, and attainment. As an 17-19-credit hour program offers students cross-college opportunities, this will be an accessible and affordable credential in the rapidly growing sector of social entrepreneurship. Given the growing list of workforce needs in the state, as well as the need for innovative solutions to a wide-range of human and environmental challenges, this unique collaboration of six colleges at UNL will enable the university to lead in the area of workforce development. By leveraging the unique strengths that exist within the colleges of UNL, we expect this certificate program to have a practical impact in some of the key areas identified within the NU five-year strategy, such as water and food security; infectious disease; rural community vitality; and early childhood education.

C. Consistency with the Comprehensive Statewide Plan for Post-Secondary Education

This certificate program is consistent with the Comprehensive Statewide Plan for Post-Secondary Education because it is responsive to changing academic, workforce, societal, and community development needs. The state of Nebraska, like the rest of the US and the world, is beset by a range of “wicked problems” that demand innovative solutions that neither the state nor the market alone can supply. This program will harness and cultivate the ingenuity and creativity of student-scholars to serve as agents of positive change in their communities. A flexible certificate option is also student-centered and will help serve the citizens of the state. The unique design of this program – drawing on the expertise and unique strengths of six academic colleges – embodies the shared values and beliefs of the Coordinating Commission that “the state benefits when Nebraska institutions focus resources on unique areas of excellence in which they can bring major benefits to the state and to students.” As a professional certificate program that is open to diverse, non-degree seeking members of the public, this program will contribute to a competent and competitive workforce for our state, facilitate lifelong learning and training opportunities for our citizens, and promote an innovative and entrepreneurial culture that rises to the challenges of globalization.

D. Evidence of Need and Demand

1. Need:

As noted above, the non-profit sector is one of the fastest growing industries in the United States, with over 1.6 million organizations contributing an estimated \$985 billion to the US economy. According to the Washington Post,¹ the non-profit sector is the second-largest employment sector in the country (second only to the for-profit sector). Throughout the state of Nebraska, 98,000 workers are employed in the non-profit sector. This includes ten percent of Lancaster County’s workforce and closer to 13 percent of the workforce in, among others, Jefferson, Adams and Blaine counties.

¹ <https://www.washingtonpost.com/business/2023/05/12/force-behind-americas-fast-growing-nonprofit-sector-more/>

In addition to the rapidly growing nonprofit sector, for-profit entities, ranging from the footwear company TOMS to tech start-ups like Career Karma, are embracing social entrepreneurship with vigor. At the same time, consumers increasingly demand that the products and services they buy are ethically sourced and produced. With social entrepreneurship reshaping significant portions of the economy in both the for-profit and non-profit sectors, there is an increased need for employees who can tackle the world’s most pressing problems across a range of fields, from public health to law, and education to environmental protection.

This need for creative problem-solvers is even more acute given the “Great Resignation” that has resulted from the Covid-19 pandemic. According to the 2023 National Council of Nonprofits 2023 workforce survey,² nearly 75% of non-profits have vacancies, creating challenges for their surrounding communities. The demand for non-profit workers is high and the Social Entrepreneurship Certificate will help students acquire the competencies that the world needs today.

2. Demand:

As the non-profit sector grows, so too does consumer and voter demand for the corporations, organizations, and public authors to engage with the social good. In July 2022, *Forbes* reported on a study that found that 90 percent of consumers would switch brand allegiance because of their interest in the social good, while also noting that a growing number of corporations have undergone complete overhauls in order to receive a B-Corp rating, indicating their adherence to shared social good standards. Moreover, positions like “chief responsibility officer” are becoming more and more important, driving both the need for employees as well as demand for students to engage in both the for-profit and not-for-profit social good space.

Given this fast-evolving sector and student interest in social change more broadly, we anticipate that Year 1 enrollment in the certificate program will be 15 students, and we have set the minimum number of students required to make the certificate viable at 10. In the first three years of the certificate, we expect that demand for the certificate largely will derive from existing students, particularly those already engaged in the Global Studies and Human Rights programs. In 2020, there were 135 Global Studies majors and approximately 100 human rights minors. These students, as well as students in political science (359 majors in 2020), environmental studies (31 majors in 2020), management (491 majors in 2020) and a host of other fields will also be attracted to this certificate. Table 2 illustrates our projected enrollment:

Table 2. Anticipated Enrollment

	Year 1	Year 2	Year 3	Year 4	Year 5
Anticipated Enrollment	15	18	25	35	40

We will utilize pre-existing courses for the majority of the course credits in the certificate program. We selected these courses because of their substantive focus and strong enrollment histories. The enrollment numbers demonstrate demand for the certificate. The courses will run regularly.

² <https://www.councilofnonprofits.org/files/media/documents/2023/2023-nonprofit-workforce-survey-results.pdf>

In addition to the course offerings, we see evidence for demand for this program from several stakeholders. For example, UNL's Office of Career Services noted that UNL Career Coaches across campus, including coaches from the College of Education and Human Sciences, the College of Business, the College of Agriculture and Natural Resources, and the College of Journalism and Mass Communication, as well as Career Coaches in UNL's Explore Center, have students coming to their offices with an expressed interest in careers social entrepreneurship.

Students across campus also regularly report to their faculty members that they are interested in pursuing this type of career, which is consistent with Gen Z students' values more broadly. Similarly, employers, both locally and globally, as well economic organizations like the World Economic Forum are heralding the importance of social entrepreneurship for the future of the global economy.

E. Avoidance of Unnecessary Duplication

The Social Entrepreneurship Certificate fills important gap in the UNL curriculum and in the offerings of other institutions of higher education in the state of Nebraska. While the College of Arts of Sciences offers a program of study in Global Study and a minor in Human Rights, both of which contribute to this certificate, neither program is solely focused on social entrepreneurship. Similarly, the College of Business offers a minor in entrepreneurship, broadly defined. The focus of that program is not social impact, however. UNL also offers a Civic Engagement Certificate, which builds student's skills in civic participation. The proposed certificate in social entrepreneurship differs from the Civic Engagement Certificate in two key ways. First, it offers a comprehensive curriculum and requires 17-19 credits as opposed to 12. Whereas the Civic Engagement Certificate accepts all ACE 8 and 9 courses, the proposed certificate's curriculum is more curated, as it focuses specifically on the social good sector and combines both in-class learning with transferable skill-building. Second, while there is some overlap between civic engagement and social entrepreneurship, they represent two discrete industries and job opportunities. While we expect that some students will be interested in both certificates, they draw on different skill sets and focus areas.

Beyond the University of Nebraska-Lincoln, the College of Business Administration at the University of Nebraska-Omaha offers an Entrepreneurship Concentration for business majors and a minor in entrepreneurship for non-business majors. Compared to the proposed Social Entrepreneurship Certificate, Omaha's Entrepreneurship Concentration offers primarily business or accounting courses, with less emphasis on human rights, environmental sustainability or community diversity. The minor in entrepreneurship meanwhile, consists mainly of management-focused courses, with several classes delving into specific topics such as gender and entrepreneurship, development innovations. While some of these courses reflect address similar content with courses in the proposed certificate, there is significantly less variety, particularly across colleges. Moreover, this program of study is only offered as a minor, not as a certificate program. The University of Nebraska-Omaha's College of Public Affairs and Community Service also offers a Nonprofit Management minor for undergraduate students interested in working in the nonprofit sector. At 18 total in-person credit hours, this minor consists of courses aimed at improving students' ability to lead nonprofit organizations, focusing on a management/business approach. This curriculum focuses less on broader human rights, environmental or community issues impacting the nonprofit sector. The program also offers more limited options for students than the proposed certificate.

The proposed Social Entrepreneurship certificate builds on the strengths of these existing programs to offer something unique and will help students position themselves to work at this intersection between the public good and entrepreneurship.

F. Adequacy of Resources:

1. Faculty/Staff:
Because the certificate curates existing UNL curriculum, current faculty and staff will support the certificate program as part of their existing work. Future curricular development is anticipated with strong enrollment growth. Part-time adjuncts will cover any needed additional sections of GLST 415 and HRHA 495, funded by Foundation funds. If such funds are unavailable, the College of Arts and Sciences will support the program with temporary instruction funds. Based on enrollment growth, we plan to hire a long-term Lecturer or Assistant Professor of Practice position (described above). Estimated salary for Assistant Professor of Practice (\$62,000-65,000).
2. Library/Information Resources
There are adequate library resources to support the program.
3. Physical Facilities and Equipment
This program will not require any additional facilities or equipment.
4. Instructional Equipment and Informational Resources
This program will not require any additional equipment or informational resources beyond existing resources, e.g. Canvas.
5. Course and Lab Fees
Only a very few classes included in the theme areas have associated course and/or lab fees. Those fees are listed in the table of courses above.
6. Budget Projections [include Table 1 and Table 2]
Table 1: Projected Expenses Table 2: Revenue Sources for Projected Expenses

Appendix

- A. Catalog Copy

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	(FY2024-25) Year 1		(FY2025-26) Year 2		(FY2026-27) Year 3		(FY2027-28) Year 4		(FY2028-29) Year 5		Total	
Personnel	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty ¹	0.33	\$ 14,000	0.33	\$ 14,420	0.33	\$ 14,853	1.00	\$ 84,890	1.00	\$ 87,437	1.00	\$215,599
Professional											-	\$0
Graduate assistants											-	\$0
Support staff											-	\$0
Subtotal	0.33	\$ 14,000	0.33	\$ 14,420	0.33	\$ 14,853	1.00	\$ 84,890	1.00	\$ 87,437	1.00	\$215,599
Operating												
General Operating												\$0
Equipment												\$0
New or renovated space												\$0
Library/Information Resources												\$0
Other												\$0
Subtotal		\$0		\$0		\$0		\$0		\$0		\$0
Total Expenses	0.33	\$ 14,000	0.33	\$ 14,420	0.33	\$ 14,853	1.00	\$ 84,890	1.00	\$ 87,437	1.00	\$ 215,599

¹ The first three years of the certificate will require at least 2 courses taught by temporary lecturers that will not incur benefits and will be funded by private foundation support. Based on strong enrollment growth, in years 4-5, the intent is to hire an Asst POP or long-term lecturer. Costs include benefits in years 4-5.

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	(FY2024-25) Year 1	(FY2025-26) Year 2	(FY2026-27) Year 3	(FY2027-28) Year 4	(FY2028-29) Year 5	Total
Reallocation of Existing Funds						\$ -
Required New Public Funds						\$ -
1. State Funds						\$ -
2. Local Tax Funds (community colleges)						\$ -
Tuition and Fees ¹	\$ 36,180	\$ 43,416	\$ 60,300	\$ 84,420	\$ 96,480	\$ 320,796
Other Funding						\$ -
1						\$ -
2						\$ -
3						\$ -
Total Revenue	\$ 36,180	\$ 43,416	\$ 60,300	\$ 84,420	\$ 96,480	\$ 320,796

¹ Three required classes GIST 211, GLST 415 and HRHA 495 at 3 credit hours each are anticipated to have at least 15 new students enroll due to this certificate program. We project that enrollment to grow to 40 students by year 5. See enrollment projection table below. New tuition generated from these new enrollments is conservatively estimated using FY23/24 tuition rates for Resident students (\$268/credit hour).

	Year 1	Year 2	Year 3	Year 4	Year 5
Anticipated Enrollment	15	18	25	35	40