



## Rename the Post-Baccalaureate Certificate in "Intermediate Survey Methodology" to "Fundamentals of Survey Methodology" (PCC 18068)

**PRESENTED BY** Janna Bianchini, Chair, Senate Programs, Curricula, and Courses Committee

**REVIEW DATES** SEC – March 26, 2019 | SENATE – April 4, 2019

**VOTING METHOD** In a single vote

**RELEVANT  
POLICY/DOCUMENT**

**NECESSARY  
APPROVALS** Senate, President, Chancellor, and Maryland Higher Education Commission

### ISSUE

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The Joint Program in Survey Methodology within the College of Behavioral and Social Sciences proposes to rename its current post-baccalaureate certificate program in “Intermediate Survey Methodology” to “Fundamentals of Survey Methodology.” The word “Intermediate” implies that the program is for students who already have some graduate training in survey methodology; however, the program, which was first approved in 1999, has never required prior graduate training in survey methodology. The curriculum provides a comprehensive treatment of the field at an introductory, fundamental level. Courses cover key areas of survey methodology, including survey design, data collection methods, and the analysis of survey data. “Fundamentals of Survey Methodology” is therefore more accurate and will be more appealing to prospective students.

This proposal was approved by the Graduate School Programs, Curricula, and Courses committee on February 22, 2019, and was approved by the Senate Programs, Curricula, and Courses committee on March 1, 2019.

### RECOMMENDATION(S)

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The Senate Committee on Programs, Curricula, and Courses recommends that the Senate approve this program name change.

### COMMITTEE WORK

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The committee considered this proposal at its meeting on February 22, 2019. Jody Williams and Chris Antoun of the Joint Program in Survey Methodology presented the proposal, which was unanimously approved by the committee.

### ALTERNATIVES

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The Senate could decline to approve this program title change.

### RISKS

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If the Senate declines to approve this name change, the program will retain its inaccurate title and be less appealing to potential students.

## **FINANCIAL IMPLICATIONS**

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There are no financial implications with this proposal.

**University of Maryland PCC  
Program/Curriculum/Unit Proposal**

**PCC Log No: 18068**

**Program:** Certificate in Fundamentals of Survey Methodology. (Z011)

**Department/Unit:** Joint Program in Survey Methodology

**College/School:** College of Behavioral and Social Sciences

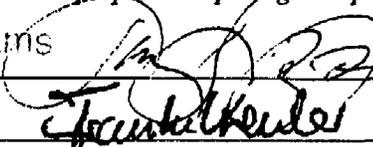
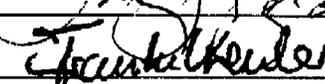
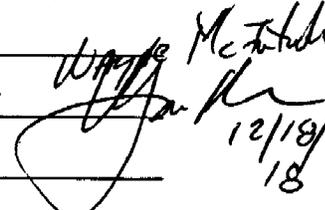
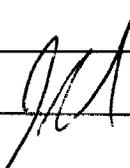
**Proposal Contact Person (with email):** Jody D Williams jodywill@umd.edu

**Type of Action (check one):**

- Curriculum change (includes modifying minors, concentrations/specializations and creating informal specializations)
  - Curriculum change is for an LEP Program
- Rename a program or formal Area of Concentration
- Establish/Discontinue a formal Area of Concentration
- Other:
- Establish a new academic degree/certificate program
- Create an online version of an existing program
- Establish a new minor
- Suspend/Discontinue a degree/certificate program
- Establish a new Master or Certificate of Professional Studies program
- New Professional Studies program will be administered by Office of Extended Studies

*Italics indicate that the proposal must be presented to the full University Senate for consideration.*

**Approval Signatures - Please print name, sign, and date. For proposals requiring multiple unit approvals, please use additional cover sheet(s).**

1. Department Committee Chair Jody Williams  11/9/2018
2. Department Chair Frauke Kreuter  Nov. 9, 2018
3. College/School PCC Chair KAROL SOUTAN Karol Soutan 1/31/19
4. Dean KATHERINE RUSSELL KATHERINE RUSSELL 12/17/18  12/18/18
5. Dean of the Graduate School (if required) \_\_\_\_\_
6. Chair, Senate PCC Janina Bianchini  3-6-19
7. University Senate Chair (if required) \_\_\_\_\_
8. Senior Vice President and Provost \_\_\_\_\_

**Instructions:**

When approved by the dean of the college or school, please send the proposal and signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus-5031, and email the proposal document as an MSWord attachment to [pcc-submissions@umd.edu](mailto:pcc-submissions@umd.edu).

**Summary of Proposed Action (use additional sheet if necessary):**

Changing the name from Intermediate Survey Methodology to Fundamentals of Survey Methodology to reflect the new list of required courses that cover introductory and fundamental learning objectives.

Unit Code(s) (to be entered by the Office of Academic Planning and Programs):

## Modifying Graduate Certificate Z011: Fundamentals of Survey Methodology

### Rationale for the name change:

We are proposing a name change from “intermediate” to “fundamentals” because of changes to the curriculum. The program requires 6 fewer credits and one fewer advanced 700-level course than when the program was launched as Intermediate Survey Methodology. We think that the new title emphasizes that the coursework focuses on core foundational concepts in survey methodology rather than intermediate or advanced concepts.