



UNC CHARLOTTE

Office of Academic Affairs

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.5717 f/ 704.687.6912 www.uncc.edu

September 3, 2014

Dr. Gregg Starrett
Faculty President

Dear Gregg:

In accordance with the procedure concerning the establishment and naming of departments, I am forwarding a request from the College of Health and Human Services to change the Department of Social Work to the School of Social Work.

The justification for the change is attached. I ask that it be considered for faculty approval at the next Faculty Executive Committee meeting.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joan".

Joan F. Lorden
Provost and Vice Chancellor

Attachments

cc: Nancy Fey-Yensan, Dean, College of Health and Human Services





UNC CHARLOTTE
College of Health and Human Services
9201 University City Boulevard
Charlotte, NC 28223-0001

February 17, 2014

To: Joan Lorden, Provost
Office of Academic Affairs

From: Vivian B. Lord, Interim Chair
Department of Social Work

Re: Proposal to become the UNC Charlotte School of Social Work (name change from Department of Social Work)

Please find attached the concept paper from the Department of Social Work that outlines the rationale for becoming a School of Social Work. As described, the Department already exhibits the essential features of and functionally operates as a School. In addition, there are no program accreditation requirements or mandated resources that would challenge this change in status. Importantly, official designation as a School directly enhances our ability to recruit research-oriented faculty, to acquire funding, to enroll top-quality and diverse BSW and MSW students, and to maintain and grow field placements and field instructors vital to the education of Social Work professionals.

The name change would require adjustments primarily related to address webpage, handbook, catalog and brochure changes. As you know, we are currently searching for a new Chair for the Department of Social Work, and hope to have new leadership in place for the next academic year (August 2014). It would be optimal to have formal designation as a School by the beginning of July so that all marketing and functional adjustments can begin in anticipation of this. In addition, as is convention in the College, the new Chair of the Department would ultimately be named the Director of the School of Social Work.

Thank you for your consideration.

Cc: N. Fey-Yensan, Dean CHHS

Proposal to Become the UNC Charlotte School of Social Work

UNC Charlotte's Department of Social Work is already engaged in the primary functions that characterize Schools of Social Work. Universities that emphasize research and have both BSW and MSW programs are generally bear the designation "School." As opposed to schools or colleges, Departments of Social Work in U.S. universities generally offer only BSW programs and emphasize teaching. The official designation as a School would enhance our ability to recruit research-oriented faculty,¹ to acquire funding, to enroll top-quality and diverse BSW and MSW students, and continue to secure vital field placements and high quality field instructors.

The Department's 2010-15 Strategic Plan articulates its intent to become a School. This intent is fully supported by our Community Advisory Board, the Dean of the College of Health and Human Services, numerous key agencies in the community, the Social Work faculty, and the Social Work student body. Much of our constituency already refers to us as a "School." The rationale and some supporting data related to bear the designation UNC Charlotte School of Social Work are discussed below.

School Status is an Accurate Reflection of Our Accomplishments and Trajectory

School status more accurately reflects our identity and standing among comparable Social Work programs regionally and nationally. The *U.S. News & World Report* ranks MSW programs by using a survey of deans, directors, chairs and senior faculty every four years. Our national ranking, **82nd in 2008 and 66th in 2012** made us the ***second highest ranked program in North Carolina***, and our improvement of 16 ranks, was unequalled.

Analysis of the *U.S. News & World Report's* rankings indicates that of the top 103 Social Work programs, 77% are schools of Social Work, while only 9% are departments. Of the 65 programs

¹ Several candidates in our current faculty searches have inquired about School status

ranked above UNC Charlotte, 98% are either schools or colleges of Social Work, while only 2% are departments. In Social Work education, therefore, the vast majority of highly ranked programs already have school status. There are no departments among the top 20 Social Work programs.

In addition, among UNC Charlotte's peer institutions, eight of the universities with Social Work programs are designated as schools, while only four are departments (Appendix A).

When comparing UNC Charlotte's Department of Social Work to other programs in the state, we measure very favorably with those programs that are Schools (Appendix B). We rank higher than all other Social Work programs in North Carolina with the sole exception of UNC Chapel Hill. In both our academic offerings and in research, we are already operating at a level well above conventional departments of Social Work. Our faculty are engaged in externally funded research that is founded on exceptionally strong community connections.

UNC Charlotte's Role in the Future of the Social Work Profession

According to data from the U.S. Bureau of Labor Statistics, Social Work jobs are projected to increase by 25% between 2010 and 2020. The need for trained Social Workers is growing across multiple venues including acute, community, long-term care and schools, and in the areas related to child wellbeing, mental health, substance abuse, crime and delinquency, housing and homelessness, poverty, unemployment, and aging.

In response to increasing need, we are seeing a significant upward shift in the numbers of Social Work programs in the state, making it even more imperative for UNC Charlotte to maintain and grow student numbers, critical field placements and qualified field instructors. Stasis could result in the diminished viability of our high quality programs; establishing a UNC Charlotte School of Social Work is a critical step to assure our growth and favorable position.

Our BSW Program started in 1989 (accredited in 1995). Presently, there are 26 other BSW programs in the State.² When our first class of MSW students started in 2000, there were three other MSW programs in the State of North Carolina. Now there are 13 and soon to be 14 when Johnson C. Smith University enters its first MSW class next fall.³

As an indirect measure of competition between programs, we analyzed the distance from other Social Work programs to UNC Charlotte. The average distance between the 2010-12 BSW and MSW students' homes and the University was approximately 62 miles (SD = 120 miles). Since the distribution of distance is far from normal we decided to use 150 miles or less as our distance to determine competition for students and for field placements (Appendix B).⁴

- There are 19 BSW programs within 150 miles of UNC Charlotte
- There are 13 MSW programs within 150 miles of UNC Charlotte

In addition to the analysis of “ground miles,” it is very important to note there are several distance MSW programs that are marketing in this area (e.g., Boston University, Howard University, Case Western University, University of Southern California, Rutgers University, University of New England and more) not only for students but importantly, for field placements and field instructors. The number of distance MSW programs competing in North Carolina appears to be increasing.

Anticipated Costs Associated with School Status and Expanding Social Work Programs

There are no mandated additional resources required to become a School of Social Work. However, we are excited about immediate growth opportunities, particularly in our graduate program, and have already begun work to plan for that growth.

² Because of the close proximity, we include Winthrop University and the University of South Carolina in our State figures.

³ Some of these programs have off-site programs as well.

⁴ 150 miles may not define a big enough “catchment area” when trying to recruit students to diversify each cohort. In order to recruit a critical mass of Native American students, for example, we’ll have to reach (and compete) well beyond 150 miles.

APPENDIX A: Social Work Programs at UNC Charlotte Peer Institutions*

• Florida Atlantic University	School
• Florida International University	School
• Georgia State University	School
• Portland State University	School
• San Diego State University	School
• University of Central Florida	School
• University of Louisville	School
• University of MD-Baltimore	School
• University of Nevada-LV	School
• University of Texas-Arlington	School
• Virginia Commonwealth University	School
• Western Michigan University	School
• George Mason University	Dept.
• University of Texas-San Antonio	Dept.
• University of Toledo	Dept.
• University of Wisconsin-Milwaukee	Dept.

*The six peer-institutions that do not have Social Work Programs are not included.

Appendix B: Data on North Carolina Social Work Programs

NC SW Programs	MSW, BSW or Both	Distance to UNC Charlotte	2008 Rank	2012 Rank	Change
UNC Chapel Hill*	MSW	135 Miles	8	5	+3
USC- Columbia**	Both	110 Miles	53	60	-7
UNC Charlotte	Both	0 Miles	82	66	+16
NC State University	Both	150 Miles	Unranked	79	
UNC Wilmington*	Both	215 Miles	Unranked	89	
East Carolina University*	Both	235 Miles	Unranked	89	
NC A&T State University	Both (Joint with UNCG)	90 Miles	Unranked	104	
UNC- Greensboro	Both (Joint with A&T)	85 Miles	Unranked	104	
Appalachian State University	Both	120 Miles	Unranked	104	
Winthrop University**	Both	40 Miles	Unranked	130	
Fayetteville State University	Both	130 Miles	Unranked	Unranked	
North Carolina Central University	Both	140 Miles	Unranked	Unranked	
UNC-Pembroke	Both	120 Miles	Unranked	Unranked	
Western Carolina University	Both	180 Miles	Unranked	Unranked	
Barton College	BSW	215 Miles			
Bennett College	BSW	85 Miles			
Campbell University	BSW	135 Miles			
Elizabeth City State University	BSW	300 Miles			
Johnson C. Smith University	Both	10 Miles			
Livingstone College	BSW	35 Miles			
Mars Hill College	BSW	150 Miles			
Meredith College	BSW	150 Miles			
Methodist University	BSW	135 Miles			
Shaw University	BSW	155 Miles			
Warren Wilson College	BSW	125 Miles			
Winston-Salem State University	BSW	75 Miles			

*** Designated as a School of Social Work**

**In South Carolina, included because of proximity to UNC Charlotte