



# BETHEL UNIVERSITY

## Endorsement Description

- I. **Purpose.** The purpose of an endorsement is to fulfill some or all of the following:
  - a. To create a distinctive/unique academic experience.
  - b. To provide students with the opportunity to diversify and enrich their education.
  - c. To develop areas of knowledge and skills that will complement an academic major.
  - d. To achieve literacy in a particular field of study.
  - e. To help students become better prepared for graduate study.
  - f. To develop or enhance marketable skills.
  - g. To offer attractive options for student recruitment.
  
- II. **Criteria.** Any proposed endorsement must meet the following criteria:
  - a. Unified by a thematic or conceptual focus that contributes to students' employability or admission to graduate school.
  - b. A small number of credits: ranging from 6-17.
  - c. A clear rationale for how the number of credits and specific courses chosen achieve the purpose of the endorsement.
  - d. No hidden prerequisites.
  - e. Sustainable/scalable without adding to faculty workload.
  - f. A name that is not the same as an existing major or minor.
  
- III. **Options.** These are additional suggestions/ideas (not requirements) that may be considered when designing an endorsement:
  - a. Include Gen Ed tags.
  - b. Emphasize real world application or skills that employers are looking for.
  - c. Expand on the liberal arts in some way.
  - d. Include a currently existing internship course.
  - e. Include non-credit earning activities (e.g., volunteering or engagement in some other activity).
  - f. Complement an existing major in some way.
  - g. Consider input from industry, professional organizations, or potential employers.
  
- IV. **Financial Aid Implications:**
  - a. An endorsement is not a stand-alone degree. It is an addition to a student's Course Program of Study. Therefore, a student needs to complete a major at Bethel in order for a transcript to be issued honoring the completion of their endorsement.
  - b. Endorsements should be sustainable/scalable without extending students' time at Bethel beyond 8 semesters.
  
- V. **Process:**
  - a. Multidisciplinary or cross-departmental endorsements must include approval of all involved departments prior to approval.
  - b. Endorsements should take advantage of existing courses with capacity (to avoid increased costs).
  - c. Endorsements should include courses that are offered regularly.
  - d. Departments determine if students in their major/minor programs will also be allowed to declare a proposed endorsement. The catalog should indicate any instances in which an endorsement is not allowed in combination with a specific program.
  - e. Proposals are submitted to Academic Affairs for review and approval, then reviewed and approved by CAA.