

**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Certificate

UNIVERSITY:	SDSU
TITLE OF PROPOSED CERTIFICATE:	Lobbying & Government Advocacy Certificate
INTENDED DATE OF IMPLEMENTATION:	2022-2023 Academic Year
PROPOSED CIP CODE:	45.1002
UNIVERSITY DEPARTMENT:	School of American & Global Studies
BANNER DEPARTMENT CODE:	SSAG
UNIVERSITY DIVISION:	Arts, Humanities & Social Sciences
BANNER DIVISION CODE:	3S

Please check this box to confirm that:

The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests,



officials; (3) hone and acquire advocacy-related research, writing, and communication skills that will result in ethical, persuasive, and effective government advocacy, especially lobbying meetings and materials; and (4) apply knowledge regarding the structure and functions of American political institutions, interest groups, and lobbying to policy issues within their field.

SDSU does not request new state resources for the proposed certificate.

3. If you do not have a major in this field, explain how the proposed certificate relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

The Lobbying & Government Advocacy Certificate aligns with and advances South Dakota State University's mission and strategic plan in the following manner. SDSU's mission mentions that it "offers a rich academic experience...through innovation...that improve[s] the quality of life in South Dakota, the nation, and the world." This certificate is innovative in that there does not appear to be many undergraduate programs nationwide devoted to lobbying and government advocacy and it responds to the primary criticism of lobbying: that it is a skill that is developed by doing, not in a classroom.¹ The foundational course in the certificate, Interest Groups & Lobbying, requires students to participate in three lobbying meeting simulations in order to gain hands-on experience. This certificate will allow students "to improve the quality of life in South Dakota, the region, the nation, and the world" because they will be able to influence government policy and funding decisions in a host of sectors, such as agriculture, nursing, engineering, and business.

SDSU's strategic plan, *Imagine 2023*,² calls for the University to "achieve excellence through transformative education." In particular, Section 1.b aspires to "develop and grow high-performing and distinct academic programs designed to meet the needs of diverse students and market demands." The proposed certificate advances this strategy through the creation of a program that strengthens its graduates and fills the demand for employees who are skilled in government advocacy and who can influence government policy and funding decisions. The certificate will be open to a broad assortment of students in any major. Graduates of the program will be able to apply political science research and competencies to their respective fields of study. *Imagine 2023* also promotes "active and innovative teaching, learning, and advising practices."

4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.

Despite conventional wisdom, trade and professional organizations, not corporations, are the most common lobbying entities in American politics.³ Not only are they the most numerous they also are most member-driven because membership is based on a shared passion of working in a particular industry or profession.⁴ This enthusiasm leads these organizations to frequently call upon members to participate in political advocacy activities, especially lobbying

¹ Holyoke, Thomas T. *Interest Groups and Lobbying: Pursuing Political Interests in America*. Boulder, CO: Westview Press, 2014.

² <https://www.sdstate.edu/imagine-2023->

workings of American political institutions and processes, but they will be able to influence legislative, executive, and judicial policy outcomes. Graduates will also benefit from these skills being highly sought after by employers and professional organizations.

There are no similar programs in the regental system or the region. This certificate joins the relatively few undergraduate certificates, minors, or majors devoted to government advocacy across the country.

5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

The main audiences for this certificate program will be students in majors throughout the university who envision an employment path focused on advocacy to influence government policy or relations on behalf of their future employer, industry, or profession.

6. Certificate Design

A. Is the certificate designed as a stand-alone education credential option for students

areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?

Yes. The certificate is only offered on campus, so resident students will be more likely to complete it along with existing majors and minors. However, current professionals may pursue this credential to demonstrate an additional level of proficiency in lobbying-

	Program Courses that Address the Outcomes			
Individual Student Outcome	CMST 215	POLS 210 <i>OR</i> POLS 331	PHIL 220 <i>OR</i> PHIL 383	POLS 434

Students will apply terms, processes, theories, and research regarding the impact of government advocacy and lobbying tactics on a range of government officials.

X

X

PHIL 220 Introduction to Ethics is infrequently offered online as an option (it is a standard f2f course).

10. Additional Information:

Enrollment Projections

The School of American and Global Studies anticipates 30-60 students pursuing the Lobbying and Government Advocacy Certificate within the next five years. The school currently has approximately 100 students in the Political Science major, 30 students in the Political Science Minor, and 99 students in the Legal Studies Minor. This projection is conservatively based on an estimation that 20 Political Science students pursue this certificate, another 5 total from other American and Global Studies programs, and an average of 5 students from the thirteen majors listed under 6B above.

Cost, Budget, and Resources

All courses are currently being taught at SDSU. There are no additional costs or resources required to offer the program.