

ITEM: FF-3

**University of Central Florida  
Board of Trustees**

**SUBJECT:** Market Tuition Proposals

**DATE:** September 25, 2014

---

**PROPOSED BOARD ACTION**

Approval of the request to establish market tuition rates.

**BACKGROUND INFORMATION**

Pursuant to Regulation 7.001(15), a university Board of Trustees may submit market tuition rate proposals for the Board of Governors' approval.

The College of Health and Public Affairs requests approval to establish market tuition rates for the Health Information Administration graduate certificate program and for the online Master of Social Work degree program. The College of Business Administration requests approval to establish a market tuition rate for the Master of Science in Management track in Business Analytics.

---

**Supporting documentation:** Market Tuition Proposal, Graduate Health Information Administration Certificate (Attachment A)  
Market Tuition Proposal, Master of Social Work (Attachment B)  
Market Tuition Proposal, Master of Science in Management, Business Analytics Track (Attachment C)

**Prepared by:** Diane Z. Chase, Executive Vice Provost for Academic Affairs

**Submitted by:** Diane Z. Chase, Executive Vice Provost for Academic Affairs

Attachment A  
State University System  
Market Tuition Proposals

University: University of Central Florida		Proposal 1	Proposal 3	Proposal 4	Proposal 5
		Graduate Health Information Administration Certificate			
1	Degree Program				
2	CIP Code	\$51.07			
3	Has the program been approved pursuant to Regulation	No			
4	Does the program lead to initial licensing or certification?	No			
5	Is the program identified as a state critical workforce need?	No			
6	Are the program's admission & graduation requirements the same as other programs?	Yes			
7	Current Tuition Rate	\$0.00			
8	Proposed Market Tuition Rate	\$16,660.00			
	Different Market Tuition Rate for Resident vs. Non-Resident Student? If yes, list.	No			
10	5 Other Public/Private Rates for Similar Program:				
11	University name and rate:	N/A			
12	University name and rate:	N/A			
13	University name and rate:	N/A			
14	University name and rate:	N/A			
15	University name and rate:	N/A			
16	Length of Program (Student Credit Hours)	20			
17	Current E&G Student Enrollment (Headcount):				
18	Resident	0			
19	Non-Resident	0			
20	Total	0			
21	Similar Program at other SUS Institutions (if yes, provide university and program name)	No			
22	University and program name:	N/A			
23	University and program name:				
24	University and program name:				
25	University and program name:				

Attachment A  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates - Regulation 7.001(15)**

**University:** University of Central Florida

**Proposed Market Tuition Program:** Graduate Health Information Administration Certificate

Date	
University Board of Trustees approval date:	
Proposed Implementation Date (month/year):	August 2015
Graduate online or Graduate Continuing Ed. Course:	Graduate Online Course
CIP Code:	51.0706
Description of the Program and the Market Tuition Rate Process	
Describe the program and explain the process used to determine market tuition.	
<p>The Graduate Health Information Administration (GHIA) Certificate is offered as part of the Master of Science Health Care Informatics (MS-HCI) program. The GHIA Certificate can be obtained by students already enrolled in the MS - Health Care Informatics program at UCF or by alumni of the MS - HCI program and have completed the following pre-requisites: anatomy and physiology 1 and 2. The GHIA certificate is offered online in a distance-learning cohort format to offer access and convenience to working professionals. Applications and admissions are accepted once per year for fall term only. The successful completion of the MS - HCI degree and the GHIA Certificate does qualify graduates to sit for the Registered Health Information Administrator (RHIA) examination.</p> <p>In addition to the core classes as required for the MS - HCI degree, the GHIA Certificate requires students to take 5 additional classes, including:</p> <ul style="list-style-type: none"> <li>• HIM 6293: Health Care Coding &amp; Diagnosis (ICD-10) (4 CH)</li> <li>• HSA 6189: Health Care Procedural Coding &amp; Reimbursement (4 CH)</li> <li>• HSA 6752: Health Care Analytics (4 CH)</li> <li>• HSA 6759: Outcomes Management (4 CH)</li> <li>• HSA 6175: Advanced Trends in Health Care Finance &amp; Management (4 CH)</li> </ul> <p>The tuition for the GHIA Certificate was determined by aligning the GHIA Certificate tuition rate to that of the MS - HCI program. Since only current students or alumni of the MS - HCI program have the option of enrolling in the GHIA Certificate and it is offered under the MS-HCI program, it was best to align the tuition rate to that of the MS-HCI program. The market tuition rate is currently \$833 per credit.</p>	



**Attachment A**  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

**Mission Alignment**

Describe how offering the proposed program at market tuition aligns with the mission of the university and the Board strategic plan:

The mission statement for UCF is as follows: The University of Central Florida is a public multi-campus, metropolitan research university that stands for opportunity. The university anchors the central Florida city-state in meeting its economic, cultural, intellectual, environmental and societal needs by providing high-quality, broad-based education and experienced-based learning; pioneering scholarship and impactful research; enriched student development and leadership growth; and highly relevant continuing education and public service initiatives that address pressing local, state, national, and international issues in support of the global community.

The creation of the GHIA Certificate program supports the mission of the University and the BOG in that it represents high-quality and broad-based education. In addition, the program offers highly relevant continuing education by meeting a critical workforce need for the State of Florida. Furthermore, there is a high demand for individuals who are RHIA certified in the health care field.

**Declaratory Statement**

Provide a declaratory statement that the policy will not increase the state's fiscal liability or obligation and that the Market Tuition Rate program cohorts will not supplant an existing E&G funded degree program in the same discipline:

The GHIA Certificate program will not increase the state's fiscal liabilities or obligations and will not supplant an existing E&G funded degree program in the same discipline.

**Restrictions / Limitations**

Identify any proposed restrictions, limitations, or conditions to be placed on the policy:

No restrictions, limitations, or conditions are anticipated beyond those already stipulated by the BOG policy on market tuition.

**Accountability Measures**

Indicate how the university will monitor the success of the policy. Provide specific metrics that will be used.

Attachment A  
**State University System  
Florida Board of Governors  
Request to Establish Market Tuition Rates – Regulation 7.001(15)**

Success of market tuition for the GHIA Certificate program will be measured using several metrics collected over a three-year review period including:

- number of students enrolled
- compliance with SACS standards for accreditation
- program revenues relative to program costs
- student satisfaction with the program
- employer satisfaction with the program
- number of degrees conferred

**Course Availability**

Explain how the university will ensure that sufficient courses are available to meet student demand and facilitate completion of each program submitted for consideration. Will any similar E&G courses be eliminated or scaled back if this program is implemented?

It has taken two years to plan and develop the GHIA Certificate, which is slated to begin in 2015. Within that time frame, the program director for the MS – HCI program, along with the program director of the Bachelor of Science in Health Informatics and Information Management Program and the Chair of the Department of Health Management and Informatics, are all working together to ensure sufficient staffing for all programs offered in the Department. Schedule planning and assignment of teaching load is very important within the Department and ensuring sufficient course offerings to meet student demand is priority.

*Will any similar E&G courses be eliminated or scaled back if this program is implemented?*

No similar E & G courses will be eliminated or scaled back as a result of implementing the GHIA Certificate Program.

**Economic Impact**

Provide economic impact that this proposal will have on the university and the student, anticipated revenue collection, how the revenue will be spent, whether any private vendors will be used, and which budget entity the funds will be budgeted.

*Economic impact of proposal on the UCF and on student:*

The GHIA Certificate program will entice more potential applicants to apply to the MS-HCI program because they will now have the option of enrolling in the GHIA certificate and possibly become RHIA Certified. As a result, the GHIA Certificate will generate additional revenue that can be reinvested within the Department. Furthermore, the health care workforce understands the value of the RHIA certification. UCF is essentially equipping our students with increased knowledge so that they are more marketable when they are ready to enter the workforce.



Attachment A  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

*Anticipated revenue collection:*

Cohort 1 = \$16,660 x 10 students = \$166,600

*How Revenue Will be Spent?*

The revenue generated will be reinvested back into the department in support of faculty teaching and professional development, staff professional development, investing in technology, support in the recruitment of exceptional students, and in marketing the program.

*Will Private Vendors be Used?*

The GHIA Certificate program is under the MS – HCI program. The MS – HCI program has established relationships with many private vendors, including software vendors and local health agencies.

*Which Budget Entity Will be Used for the Proposed Program?*

The budget will be administered by UCF Continuing Education and COPHA budget offices and the GHIA Certificate program will have a designated auxiliary account.

**Other Information**

Provide any additional information if necessary, and complete the attached supplemental form.

Attachment B  
State University System  
Market Tuition Proposals

University:		Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
1	Degree Program	Master of Social Work - MSW				
2	CIP Code	44.0701				
3	Has the program been approved pursuant to Regulation	Yes				
4	Does the program lead to initial licensing or certification?	Yes				
5	Is the program identified as a state critical workforce need?	No				
6	Are the program's admission & graduation requirements the same as other programs?	Yes				
7	Current Tuition Rate	\$386				
8	Proposed Market Tuition Rate	\$548				
Different Market Tuition Rate for Resident vs. Non-Resident Student? If yes, list.		No				
10	5 Other Public/Private Rates for Similar Program:					
11	University name and rate:	University of Southern California - \$88,380 (\$1,473 per credit hour)				
12	University name and rate:	Fordham University - \$57,654 (\$859 per credit hour)				
13	University name and rate:	Florida State University - \$34,038 (\$558 per credit hour)				
14	University name and rate:	Boston University - \$46,150 (\$745 per credit hour)				
15	University name and rate:	St. Leo University - \$26,586 (\$422 per credit hour)				
16	Length of Program (Student Credit Hours)	62				
17	Current E&G Student Enrollment (Headcount Fall 2013):					
18	Resident	198				
19	Non-Resident	2				
20	Total	200				
21	Similar Program at other SUS Institutions (if yes, provide university and program name)	Yes				
22	University and program name:	Florida Atlantic - MSW				
23	University and program name:	Florida State - MSW				
24	University and program name:	South Florida - MSW				
25	University and program name:	Florida International - MSW				



Attachment B  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

**University: University of Central Florida**

**Proposed Market Tuition Program: On-Line Master of Social Work - MSW**

Date	
University Board of Trustees approval date:	
Proposed Implementation Date (month/year):	June 2015
Graduate online or Graduate Continuing Ed. Course:	Graduate Online
CIP Code:	44.0701
Description of the Program and the Market Tuition Rate Process	
Describe the program and explain the process used to determine market tuition.	
<p>The School of Social Work (SOW) and College of Health and Public Affairs (COHPA) is proposing a new graduate level part-time <b>online Master of Social Work (MSW Program)</b>, which will be offered nationally. The School of Social Work currently offers a face-to-face part-time MSW Program which has been operational since 1998. The part-time program is 62 credit hours and is currently structured as a hybrid (mixed mode) curriculum, which takes three years for students to complete. The program is fully accredited by the Council on Social Work Education. This proposal is to offer the program as a market based program through UCF's Division of Continuing Education. The proposed program will be offered as a term-based program (6 terms per year) cohort model that students will also complete in three years. Students are admitted every eight weeks resulting in six program starts per year. Each program start will admit more students than the previous start.</p> <p>Students will enroll in one class per 8-week term resulting in their completing two courses per the traditional semester. Students will continue to take one class per term until they enter their field placement experience (term 5, year one) at this point the students will be taking one course, a field seminar and will be completing field placement hours. The field placement will be face to face, as the students will be placed in social service agencies in their home communities. The curriculum of the proposed on-line part-time MSW Program will be the same as the current part-time program; the only difference is the mode of delivery. Readers are referred to the Program Model which is Attachment 1.</p> <p><b><u>Statement of Need:</u></b></p> <p>Offering an on-line part-time, national MSW program is consistent with the vision and mission of the College of Health and Public Affairs, which is to be a global leader in creating positive community change and improving people's lives. It is also consistent with the School of Social Work mission to prepare generalist and advanced clinical social work students to become practitioners who promote optimal well-being, human rights, and social and economic justice. The school focuses on social change from a regional and global perspective with individuals, families, groups and communities in diverse practice settings. The social work profession is committed to serving traditionally diverse and underserved populations, both locally and globally.</p> <p>Similar to the purpose of the part-time MSW program offered on main campus, this on-line model will</p>	



Attachment B  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

prepare social workers to become competent practitioners who will work in public, private and the non-profit sector of social services agencies. These agencies provide services in child welfare, health care, mental health, substance abuse, and behavioral health care. Without this online program, working professionals may not otherwise have the opportunity to pursue graduate level education in social work. Graduates from the program will become part of the clinical social work workforce in Florida and other states. According to the U. S. Labor Department the proposed need for professionally educated social workers is expected to increase by 25% from 2010-2020. The Affordable Care Act (2012) has also increased the need for social workers to serve in health and behavioral health care settings.

Providing an online MSW Program nationally builds upon our strengths as a School, which includes expertise in child welfare, which is a state and national priority in social work. The School also offers a graduate certificate program in Military Social Work, in order to respond to the needs of veterans and their families. The program is highly regarded in the community. Services to veterans and their families are also a national priority in social work education. Offering this program at UCF, which is seen nationally as a leader in online education, provides an excellent context in which to offer part-time on-line MSW program.

***Describe the program in which market tuition is being requested.***

The Master of Social Work program provides the knowledge, skills and values that prepare students for advanced social work with an emphasis on community based clinical practice. Offering the program in an online format builds a solid foundation in community partnerships by providing the clinical leadership skills that enables graduates to work in a variety of community-based settings such as public and private social service agencies, schools, hospitals, medical centers, and numerous other practice and administrative settings.

***Has the program been approved pursuant to Regulation 8.011?***

Yes. CIP Code: 44.0701 HEGIS Code 2104,

Diploma: Master of Social Work

Start Date: Fall 1992

***Does the program lead to initial licensing or certification?***

The MSW Program at UCF consists of 62 credit hours and successful completion provides students the eligibility to sit for the social work licensure exam offered by Association of Social Work Boards (ASWB). The vast majorities of states require licensure for clinical social worker practitioners and have similar educational requirements.

***Is the program identified as a state critical workforce need?***

According to the US Department of Labor, the outlook for jobs in the field of Social Work is positive. Employment of social workers is expected to increase by 25 percent from 2010 to 2020, a rate deemed competitive with most others of its occupational categories. Further employment of healthcare social



Attachment B  
**State University System  
Florida Board of Governors  
Request to Establish Market Tuition Rates – Regulation 7.001(15)**

workers is expected to increase almost 30% as baby boomers age and their families require support. Employment of mental health and substance abuse is expected to increase by 23% percent as more people seek treatment for help in dealing with addictions and mental illness (Bureau of Labor Statistics National Employment, 2008-2018).

***Are the program's admission and graduation requirements the same as other similar programs?***

**Admission requirements:** The minimum admission requirements for the MSW degree program and all graduate programs at UCF are as follows: 1) a bachelor's degree from a regionally accredited U.S. institution or its equivalent from a foreign institution 2) a GPA of 3.0 or higher (on a 4.0 scale) in all work attempted while registered as an undergraduate student or while registered as an upper-division undergraduate student (normally based on the last sixty attempted semester hours); or, a graduate degree or professional degree or equivalent from a regionally accredited U.S. institution or its equivalent from a foreign institution in a field related to the discipline of the program to which the student is applying. Additional specific requirements for the MSW degree program are for the applicant to submit a resume, three letters of recommendation, a writing sample and a professional statement. Additional information regarding UCF graduate admission requirements can be found at: [http://www.admissions.graduate.ucf.edu/Admission\\_Requirements](http://www.admissions.graduate.ucf.edu/Admission_Requirements).

**Graduation Requirements:** The Master of Social Work degree will be awarded upon completing appropriate prerequisite course work and 62 hours of the prescribed graduate program of study within seven years of initial enrollment.

***What is the market tuition rate to be charged for each of the next three years?***

The market tuition rate of \$547.78 per credit hour captures all associated student fees, marketing, faculty development, and instructional costs including the distance-learning fee.

***Explain the process used to determine market tuition.***

The market rate (\$547.78) was determined by evaluating the national landscape for online MSW programs. There are few online MSW's and even fewer attempting to serve a national audience. Furthermore, many of the online programs come from private institutions, which set very high tuition rates. As a result, the pricing in the marketplace has been set for the degree at a higher level. That said, UCF is committed to providing greater access to the program due to its fully online format and also its 6 start dates throughout the year. Finally, not only must the program be accessible but it also needs to be affordable. To that end, UCF has set the new market tuition rate at a level that allows UCF to compete not only in Florida, but nationally as well.

***What is the current tuition rate?***

The current tuition rate (including fees) at the University of Central Florida is \$367.94 per credit hour. The part-time E&G MSW program requires 62 credit hours, at a total tuition rate of \$22,812.28.

***Provide tuition rates from at least five other institutions (private and public)***

We identified the following programs and rates:



Attachment B  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

- University of Southern California (**Online**)
  - Graduate Program Tuition: \$88,380 (\$1,473 per credit hour)
- Fordham University (**Online**)
  - Graduate Tuition \$57,654 (\$859 per credit hour)
- Florida State University (**Online**)
  - Graduate Tuition \$34,038 (\$558 per credit hour)
- Boston University (**Online**)
  - Graduate Tuition \$46,150 (\$745 per credit hour)
- St. Leo University (**Online**)
  - Graduate Tuition \$26,586 (\$422 per credit hour)

**Mission Alignment**

Describe how offering the proposed program at market tuition aligns with the mission of the university and the Board strategic plan:

These statements address the Board of Governors' goals adopted from the State University System of Florida's Strategic Plan.

**Goal 1: Access to and production of degrees.**

The market-rate based tuition program utilizing an online format will allow students to obtain greater access to classes to further their professional education while at the same time allowing the student to continue to work full-time or part-time. This program supports the local and national communities by providing state-of-the-art education, research and creative learning opportunities leading to career enhancement that would not otherwise be available. The program will allow the School of Social Work to also increase UCF's visibility nationally.

**Goal 2: Meeting statewide professional and workforce needs.**

This program will supply much-needed graduate level social work practitioners. These practitioners will then have the opportunity to become licensed and serve the health and mental health needs of the community, the state and the nation, with a special focus on serving the needs of diverse and underserved populations.

**Goal 3: Building world-class academic programs and research capacity.**

Experienced graduate clinical faculty as well as those who are research productive will be teaching the courses and assisting students to further their educational, clinical and research goals. The availability of these research trained faculty and students will in turn assist agencies in providing clinical services as well as expertise for community-based research. Having these trained faculty and students can also assist in developing evidence-based research and best practices in serving the needs of a range of client populations including individuals, families, groups and communities.

**Goal 4: Meeting community needs and fulfilling unique institutional responsibilities.**

Attachment B  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

The program is rich with field service hours. In this program, students are required to complete 1,000 hours of professionally supervised agency-based service. Students in these placement sites will help to meet the needs of vulnerable populations in these communities.

**Declaratory Statement**

Provide a declaratory statement that the policy will not increase the state's fiscal liability or obligation and that the Market Tuition Rate program will not supplant an existing E&G funded degree program in the same discipline:

The MSW degree program will not increase the state's fiscal liabilities or obligations. Any unforeseen costs will be the responsibility of the College of Health and Public Affairs using non-E&G funds.

**Restrictions / Limitations**

Identify any proposed restrictions, limitations, or conditions to be placed on the policy:

No restrictions above those already in place or imposed by the university or State Board of Governors will be imposed.

**Accountability Measures**

Indicate how the university will monitor the success of the policy. Provide specific metrics that will be used.

Success of the market based tuition program for the on-line part-time MSW program will be measured using several metrics collected over a three-year review period including:

- Success in enrolling the target number of students at each program start date;
- Ensuring continued compliance with Council on Social Work Education Accreditation Standards as well as compliance with regional standards for accreditation;
- Maintaining program revenues relative to program costs;
- Measuring student satisfaction with the program and program instruction through the use of Students Perception of Instruction (SPoI) instruments;
- Feedback from field agency supervisors about the performance of students in their field sites.

**Computing the number of degrees conferred**

**Course Availability**

Explain how the university will ensure that sufficient courses are available to meet student demand and facilitate completion of each program submitted for consideration. Will any similar E&G courses be eliminated or scaled back if this program is implemented?

The academic program will be managed by the School of Social Work & UCF's Division of Continuing Education to ensure that courses are offered in the terms in which they are scheduled, so



**Attachment B**  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

that students can complete the program in the three year time frame. In the first term, one required foundation course will be offered. In the second term, the second required foundation course will be offered. This is also the case for terms 3 and 4. Thus for the first four terms, four required courses will have been offered for four entering cohorts. Beginning term 5, the field placement experience and related practice course will be offered for cohort one (Please refer back to table one). Because we plan to have students from Florida as well as from other states, we will work collaboratively with students to locate appropriate field placement sites. We will use the same process for out of area placements that we use for local placements. We will evaluate the agency through interviews using Adobe Connect<sup>®</sup>, (see below). We will hold agencies in other states to the same standards as the Florida field agencies, which comply with all accreditation requirements by the Council on Social Work Education. Students will be required to complete six terms (8 weeks each) of field placement hours, the same number of hours over the same number of weeks as our current face-to-face students. Following this prescribed model ensures that students will be offered all courses in the order needed to facilitate degree completion. University faculty and staff will perform all instruction, advising and program administration.

Because we plan to have students from Florida as well as from other states, we will work collaboratively with students to locate appropriate field placement sites. We will work with students to find social service agencies that meet the same standards as our current full and part-time program. We will refer students specifically to agencies where we know that proper supervision is available. Some examples of such agencies include the Veteran's Administrations agencies and hospitals, the state child welfare agencies, and other community-based health care and community health care agencies. Students will also have the option to identify agencies to the School for evaluation as possible field sites. We will connect with agencies at a distance through Adobe Connect, which allows us to have conversations with agency directors and supervisors who would be working with our students. Just as in our Orlando programs, we will require that agencies complete an affiliation agreement with the University of Central Florida to ensure compliance with all UCF policies and procedures as well as all accreditation requirements of the Council on Social Work Education.

Students will be required to complete six terms (8 weeks each) of field placement hours, the same number of hours over the same number of weeks as our current face to face students. Following this prescribed model ensures that students will be offered all courses in the order needed to facilitate degree completion. All instruction, advising and program administration will be performed by University faculty and staff.

**Baseline Enrollments.**

We currently do not have an online MSW Program. However, we can project the cumulative cohort enrollments for the proposed program as follows:

**Year One**

Term 1- 10 students

Term 2- 17 students

Attachment B  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

Term 3- 24 students  
Term 4- 31 students  
Term 5- 38 students  
Term 6- 45 students

Year Two

Term 1- 57 students  
Term 2- 68 students  
Term 3- 79 students  
Term 4- 90 students  
Term 5- 101 students  
Term 6- 112 students

Year Three

Term 1- 128 students  
Term 2- 143 students  
Term 3- 151 students  
Term 4- 159 students  
Term 5- 165 students  
Term 6- 171 students

**Economic Impact**

Provide economic impact that this proposal will have on the university and the student, anticipated revenue collection, how the revenue will be spent, whether any private vendors will be used, and which budget entity the funds will be budgeted.

The proposed market tuition program will offer a quality educational program to students who will then be prepared to enter the workforce and generate higher wages than they would have without the degree. The program will generate revenue for the University, the College of Health and Public Affairs and the School of Social Work at UCF. It is expected that for the University of Central Florida, \$47,820 will be generated by the end of year one. By the end of year two, net revenue will have increased by 432 % for a total of \$206,813. By the end of year three, net revenue will have increased an additional 185% for a total of \$382,594.

For the College of Health and Public Affairs, \$71,729 will be generated by the end of year one. By the end of year two, net revenue increase resulting in a total of \$310,220. By the end of year three, net revenue will have increased to a total of \$573,892.

The net revenue will be available to the School of Social Work will be used to enhance the part-time online program as well as the existing graduate programs in the School. Such enhancements include providing support for ongoing faculty development. In addition, new faculty lines will be funded, which will enhance the quality of the learning environment. These faculty positions will allow the



Attachment B  
**State University System  
Florida Board of Governors  
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

School to provide a top quality education to the students as well as generate more research and external funding. Investments in technology, to include the use of simulation for clinical skill development, will be made. There will also be funding to add new staff lines as appropriate to meet the student support needs of the online cohorts. This will ensure that the online students have access to the same kinds of supports that on campus students receive.

*Will private vendors be used?*

No. The program will be run and financially administered through UCF's Division of Continuing Education (UCF DEC).

Marketing and recruitment costs will be covered by UCF's DCE under from the proceeds they receive from this program.

*What budget entity will be used for the proposed program?*

The UCF Division of Continuing Education will administer the budget. Budget transfers back to the College will be placed in a designated auxiliary account stipulated by the College of Health and Public Affairs.

**Other Information**

Provide any additional information if necessary, and complete the attached supplemental form.

Attachment C  
State University System  
Market Tuition Proposals

University: University of Central Florida		Proposal 1	Proposal 2	Proposal 3
1	<b>Degree Program</b>	Master of Science in Management, Business Analytics Track		
2	<b>CIP Code</b>	52.0201		
3	<b>Has the program been approved pursuant to Regulation</b>	Yes		
4	<b>Does the program lead to initial licensing or certification?</b>	No		
5	<b>Is the program identified as a state critical workforce need?</b>	No		
6	<b>Are the program's admission &amp; graduation requirements the same as other programs?</b>	Yes		
7	<b>Current Tuition Rate</b>	\$0.00		
8	<b>Proposed Market Tuition Rate</b>	Same as Existing PMSM		
9	<b>Different Market Tuition Rate for Resident vs. Non-Resident Student? If yes, list.</b>	No		
10	<b>5 Other Public/Private Rates for Similar Program:</b>			
11	University name and rate:			
12	University name and rate:			
13	University name and rate:			
14	University name and rate:			
15	University name and rate:			
16	<b>Length of Program (Student Credit Hours)</b>	30		
17	<b>Current E&amp;G Student Enrollment (Headcount):</b>			
18	Resident	0		
19	Non-Resident	0		
20	Total	0		
21	<b>Similar Program at other SUS Institutions (if yes, provide university and program name)</b>	No		
22	University and program name:			
23	University and program name:			
24	University and program name:			
25	University and program name:			



Attachment C  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

**University:** University of Central Florida

**Proposed Market Tuition Program:** PMSM track in Business Analytics

Date	
University Board of Trustees approval date:	July 24, 2014
Proposed Implementation Date (month/year):	January 2015
Graduate online or Graduate Continuing Ed. Course:	No
CIP Code:	52.0201
Description of the Program and the Market Tuition Rate Process	
<p>Describe the program and explain the process used to determine market tuition.</p> <p>The purpose of the proposed Business Analytics track in the already approved Professional Masters of Science in Management degree, between the College of Business (CBA) and the College of Sciences (COS) is to provide Central Florida employees, with the content and specialized skills necessary to use data collected within their companies to make better and more informed decisions, through the use of data analytic techniques. The tuition is the same as the already approved PMSM degree.</p> <p>Business Analytics is an emerging arena. The proposed track would be targeted to individuals working in arenas in which these skills have become a necessity for career success and those who want to change their career focus to this emerging area. Thus, it would be appropriate for students with UG or MBA degrees in business and STEM majors who want to change the trajectory of their careers.</p> <p>A PriceWaterhouseCoopers survey of CEOs, conducted in December 2013, showed that 44% of the respondent firms were investing for growth in Business Analytics. This was, by a wide margin, the highest investment category percentage.</p> <p>"Data scientists" utilize complex mathematical and statistical models to manipulate massive amounts of different types of data that firms collect. But there must be a <i>bridge</i> between complex processing methods and the information in data being applied to business problems and decisions. In great demand are individuals educated in both methods and business applications.</p> <p>This skills gap creates an opportunity for Colleges of Business to educate a new generation of tech-savvy business managers, and lies at the core of our rationale for proposing this new program.</p> <p>The primary career path for candidates in this proposed track encompasses companies that are interested in using data to make more informed decisions. In particular, it is the desire of this joint program between CBA and COS to prepare business leaders to know how and when to use data to enhance their decision process.</p> <p>The identified target audience for this Masters of Science track in Business Analytics is for employees of Central Florida Business, that are seeking a better way to make the critical decisions they face daily.</p>	
Mission Alignment	
<p>Describe how offering the proposed program at market tuition aligns with the mission of the university and the Board strategic plan:</p> <p>The proposed extension to the already approved PMSM degree is designed to enhance the skill of employees in the Central Florida Region, who are interested in using data to make more informed decisions. In particular, it is the desire of this joint program between CBA and COS to prepare business leaders to know how and when to use data to enhance their decision process.</p>	



Attachment C  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates – Regulation 7.001(15)**

**Declaratory Statement**

Provide a declaratory statement that the policy will not increase the state's fiscal liability or obligation and that the Market Tuition Rate program cohorts will not supplant an existing E&G funded degree program in the same discipline:

Since the proposed track is an extension of an existing PMSM, which has been approved by the Board of Governors, all of the existing controls, documentations and procedures will be maintained to this track will not increase the state's fiscal liability or obligation. As with the existing PMSM, this proposed track does not supplant an existing E&G funded degree.

**Restrictions / Limitations**

Identify any proposed restrictions, limitations, or conditions to be placed on the policy:

Since this is only a new track in an already approved Degree program, No new restrictions, limitations, or conditions, will be placed on this track. All previously approved restrictions and Limitations, will be adhered to, in this track.

**Accountability Measures**

Indicate how the university will monitor the success of the policy. Provide specific metrics that will be used.

As with the existing PMSM degree, this track will be assessed, on the Learning Outcomes for the specific track. These will be in compliance with existing SACs, State, and AACSB, standards. Additional metrics have already been established for the existing degree to monitor the financial and employability of graduates in this degree. These will also continue to be used in proposed track.

**Course Availability**

Explain how the university will ensure that sufficient courses are available to meet student demand and facilitate completion of each program submitted for consideration. Will any similar E&G courses be eliminated or scaled back if this program is implemented?

As with the existing PMSM, Classes will be taught by University faculty either in load, or out of load. As with the existing degree, there has not been an issue with offering sufficient classes to meet student demand. There are no plans to scale back any similar E&G courses, since this did not happen in the existing Market Rate Degree Program.

**Economic Impact**

Provide economic impact that this proposal will have on the university and the student, anticipated revenue collection, how the revenue will be spent, whether any private vendors will be used, and which budget entity the funds will be budgeted.

There will be no difference in any of these Economic Impact factors, from the currently approved Market Rate Degree Program. Since this is only a track with a previously approved Market Rate Degree, no changes to any revenue or budgeting factors will be implemented.

**Other Information**



Attachment C  
**State University System**  
**Florida Board of Governors**  
**Request to Establish Market Tuition Rates - Regulation 7.001(15)**

Provide any additional information if necessary, and complete the attached supplemental form.

Since this proposal is for the addition of a track to an already approved Market Rate Degree, the PMSM, and will be administered the same as the existing program, no additional information is necessary.