

Market Tuition Annual Report Summary Comments

Background

Board Regulation 7.001(15) authorizes a university board of trustees to submit a proposal for market tuition for graduate-level courses offered online or courses offered through the university's continuing education unit. To determine the success of the program, the Board has established a pilot program that limits the number of approved programs to no more than five per academic year. After three years, the Board will determine the success of the program and if any recommendations should be made on changing the market tuition program.

The Board has authorized 35 programs to charge market tuition. Each university is required to submit an annual update on the status of the authorized programs. According to the first annual reports submitted by FSU, UF, FIU, UCF and USF, many of the programs are in the early stages of implementation, so it is difficult to determine any trends at this point, though the following provides some overall observations.

Observations

- Some programs appear to have had a decline in state-funded enrollments while increasing market tuition enrollments, while others have shown increases in both state-funded enrollments and market tuition enrollments.
- FIU has eliminated state supported programs in the Master of Accounting, Master of Science in Finance, and Masters in International Business programs and gone strictly to market tuition programs. The Masters in Business Administration has seen a decrease of approximately 60 percent in state supported enrollments.
- An exception was granted by the Board to approve market tuition for the Master of Science in Nurse Anesthesia, which is identified as a critical workforce need. USF proposed that there would be an increase in enrollments if this program was approved. USF indicates that enrollments have increased by a cohort of 30 students, thus helping to meet this critical workforce need.
- Several market tuition programs will see no change in tuition rates for the upcoming year. (Board regulation limits increases to no more than 15 percent.)
- To respond to market conditions, one program (Master in Mgmt with a major in Risk Mgmt & Insurance at FSU) will see a decrease in the market tuition rate.
- Some programs reported revenues/cost data to indicate if the program had met the goal of increasing revenue. Since this information is useful in evaluating the success of the pilot, it is suggested that all programs be asked to report revenues over cost in future reports.

Florida International University
Annual Status Report on Market Rate Tuition Programs
October 2012

UNIVERSITY: Florida International University		Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5	Proposal 6	Proposal 7	Proposal 8	Proposal 9
1	Degree Program and CIP Code	Master of International Business (3 cohorts are offered with varying tuition.)	Master in Global Governance	Master of Accounting (2 cohorts are offered with varying tuition.)	Master of Business Administration (8 cohorts are offered with varying tuition.)	Master of Science in Construction Management (5 cohorts are offered with varying tuition.)	Masters in Mass Communication – Global Strategic Communication Management	Master of Science in Engineering Management (3 cohorts are offered with varying tuition)	Master of Science in Finance	Executive Masters in Taxation
2	Date the program was approved to charge market tuition.	March, 2011	March, 2011	March, 2011	March, 2011	March, 2012	March, 2012	March, 2012	March, 2012	March, 2012
3	Tuition prior to market tuition rate approval.	\$15,000 - \$32,091	\$0	\$18,000 - \$27,242	\$21,000 - \$58,000	\$14,000 - \$21,000	NA	\$18,000 - \$35,000	\$29,398 - \$32,998	NA
4	Current tuition (11-12).	\$18,000 - \$32,998	\$32,000	\$27,249 R; \$30,249 N	\$21,000 - \$63,000	\$14,000 - \$21,000	NA	\$16,500 - \$35,000 (3)	\$29,398 R - \$32,998 NR	NA
5	Changes in tuition planned for the coming year (12-13).	\$20,000 - \$33,600 (up to 15% from current tuition depending on program location and residency status)	\$32,000	\$28,000 R; \$31,000 NR	\$21,000 - \$69,000 (up to 15% from current tuition depending on program location and residency status)	\$14,000 - \$21,000 (tuition varies on program location and residency status)	NA	\$18,000 - \$35,000 (up to 15% from current tuition depending on program location and residency status)	\$30,000 R - \$33,600 NR	NA
6	Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):									
7	Resident	63	0	105	423	33	0	13	67	0
8	Non-Resident	86	0	6	91	14	0	19	43	0
9	Total	149	0	111	514	47	0	32	110	0
10	Student enrollment in similar state funded programs									
11	Resident	0	0	0	170	15	0	20	0	0
12	Non-Resident	0	0	0	48	6	0	8	0	0
13	Total	0	0	0	218	21	0	28	0	0
14	Student Enrollment in market tuition cohort(s)									
15	Resident	68	26	111	605	11	0	20	72	0
16	Non-Resident	85	0	1	706	17	0	24	29	0
17	Total	153	26	112	1311	28	0	44	101	0
18	In a separate document, using the metrics in the initial	See attached.	See attached.	See Attached.	See Attached.	(1)	(2)	(1)	(1)	(2)

Notes:

- (1) The cohorts for these programs began as market programs in Fall 2012 and have not yet been implemented long enough to obtain comparative metrics used to evaluate the success of the program (student satisfaction and increased enrollments). The programs do show increased enrollments from previous years at normal tuition rates, which reinforces the demand and appropriate price point for these programs at market rate. Construction Management did see an enrollment decline from previous year which may be a result of the economic conditions. We will have comparative data for these programs after Spring 14.
- (2) Implementation to market rate tuition postponed due to . Implementation date unknown at this time.
- (3) Upon initial implementation, continued 2nd year of existing cohort in program at pre-market tuition rate so existing students were not impacted.

State University System
Annual Status Report on Market Rate Programs
FY 2011-12
Florida International University

Master of International Business

Criteria: The University will monitor success of the policy using two metrics: 1) Increase in the number of students enrolled and 2) Increase student satisfaction levels.

- 1) Program enrollment increased from 149 to 153.
- 2) Student Satisfaction

Course evaluations were used to measure the students' satisfaction with the overall quality of instruction. A weighted average was computed based on number of respondents in each section per course offering. An overall course evaluation above 4.0 on a 5.0 scale is determined as acceptable.

For 2011-12, this weighted average score was 4.02. For 2010-11, the score was 4.16. The Faculty Director of the MIB program will review the individual course evaluations and work with faculty to improve courses where individual course evaluation fell below 4.0.

An exit survey given to all students who graduated in 2011-12 was used to measure (1) quality of instructors' teaching effectiveness and (2) overall satisfaction with the program. An overall teaching effectiveness evaluation above 5.0 on a 7.0 scale is acceptable. For quality of instructors' teaching effectiveness, the score was 5.19 in 2011-12. This was an improvement over the 2010-11 score of 4.62. The overall satisfaction with the program also improved to 5.74 over the 2010-11 score of 4.96.

Course evaluations and exit surveys results met the goal established. Although the goal was met, the College of Business is committed to continuous improvement in its programs. The Faculty director meets with program faculty at least twice a year to review survey results and to make any needed improvements.

Master in Global Governance

Criteria: Success will be measured by meeting the cohort requirements along with student satisfaction surveys. Retention and graduation rates currently are accountability measures for all programs. A survey will be used to measure student satisfaction.

- 1) Program started in August 2011 with an enrollment of 26 students. Program is 2 years long.
- 2) Survey will be administered at the end of summer 2013 to measure student satisfaction.

Master of Accounting

Criteria: The University will monitor success of the policy using two metrics: 1) Increase in the number of students enrolled and 2) Increase student satisfaction levels.

- 1) Student enrollment increased slightly from 111 to 112.
- 2) Student satisfaction

Course evaluations were used to measure the students' satisfaction with the overall quality of instruction. A weighted average was computed based on number of respondents in each section per course offering. An overall course evaluation above 4.0 on a 5.0 scale is determined as acceptable.

For 2011-12, the weighted average score was 4.47. For 2010-11, the score was 4.03. The Faculty Director of the MACC program will review the individual course evaluations and work with faculty to improve courses where individual course evaluation fell below 4.0.

An exit survey given to all students who graduated in 2011-12 was used to measure (1) quality of instructors' teaching effectiveness and (2) overall satisfaction with the program. An overall teaching effectiveness evaluation above 5.0 on a 7.0 scale is acceptable. Insufficient responses were received to report on quality of instructors' teaching effectiveness. The overall satisfaction with the program was only 4.33. The goal of having a score of 5.0 was not met.

In response to the assessment, the MACC has been restructured to match the core competencies required by the American Institute of Certified Public Accountants. The changes will be implemented Fall 2012.

Master of Business Administration

Criteria: The University will monitor success of the policy using two metrics: 1) Increase in the number of students enrolled and 2) Increase student satisfaction levels.

- 1) Student enrollment for all MBA programs increased to 1,335. The largest increase came from the online MBA program.
- 2) Student satisfaction

Course evaluations were used to measure the students' satisfaction with the overall quality of instruction. A weighted average was computed based on number of respondents in each section per course offering. An overall course evaluation above 4.0 on a 5.0 scale is determined as acceptable.

For 2011-12, all MBA programs, except for one, had a weighted average score above 4.0 and had an overall score of 4.2.

Faculty directors will review the individual course evaluations and work with faculty to improve courses where individual course evaluation fell below 4.0. The low score for the one program is attributable to one professor who has now been replaced.

An exit survey given to all students who graduated in 2011-12 was used to measure (1) quality of instructors' teaching effectiveness and (2) overall satisfaction with the program. An overall teaching effectiveness evaluation above 5.0 on a 7.0 scale or 8.0 if a 10.0 scale is used.

All MBA programs, measured on a 7.0 scale, scored above 5.0 on quality of instructors' teaching effectiveness and had an overall score of 5.4. Two programs measured on a 10 scale did not meet the goal of scoring at least 8.0.

The exit survey results show that the students in the majority of the MBA programs are very satisfied with the quality of instruction and are very satisfied overall with the program. Two of the MBA programs did not meet expectations. No new students were admitted into one program in 2011-12 so that the program could be redesigned. Additional attention is being paid to the other program to address the issues that resulted in student satisfaction scores below the standard.

Florida State University

Annual Status Report on Market Rate Tuition Programs

October 2012

**State University System
Annual Status Report on Market Tuition**

UNIVERSITY: Florida State University		Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
1	Degree Program and CIP Code	Master in Library & Information Studies	Master of Social Work	Master in Mgmt with major in Risk Mgmt & Insurance	Master in Management Information Systems	Master in Business Administration
2	Date the program was approved to charge market tuition.	March, 2011	March, 2011	March, 2011	March, 2011	March, 2011
3	Tuition prior to market tuition rate approval.**	\$453	\$485	\$485	\$603	\$603
4	Current tuition.**	\$515	\$625	\$700	\$700	\$700
5	Changes in tuition planned for the coming year.	increased to \$530	none	lowered to \$550	none	none
6	Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):^^					
7	Resident	483	375	24	36	236
8	Non-Resident	85	47	18	12	91
9	Total	568	422	42	48	327
	Total student enrollment after implementing market tuition (Headcount):^^					
	Resident	338	457	14	27	215
	Non-Resident	71	59	26	16	103
	Total	409	516	40	43	318
10	Student enrollment in similar state funded programs after implementing market tuition (Headcount):^^					
11	Resident	338	457	9	21	185
12	Non-Resident	46	43	10	8	70
13	Total	384	500	19	29	255
14	Student Enrollment in market tuition cohort(s) (Headcount):					
15	Resident	0	0	5	6	30
16	Non-Resident	25	16	16	8	33
17	Total	25	16	21	14	63
18	In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.	See attached.	See Attached.	See Attached.	See Attached.	See Attached.

** Rates are on a per credit hour basis.

^^ No readily available data to separate into resident and nonresident for the three College of Business departments' fundable headcounts.

Market Tuition started in Summer 2012

LIS tuition previously in department 138004/320

Social Work tuition previously in department 160020/320

Market-rate Program in Library and Information Studies

Program Goal Assessment

- 1. Increase the number of non-resident students from 40 (the enrollment in Fall 2010) to 120 within two years.**

As stated in our proposal, the goal of our market rate program in Library and Information Studies was to grow the enrollment in the program to a total of 120 total students after 2 years. With 50 new students enrolled after 4 semesters (start of the second year) we are currently on track to meet this goal. We have been intentionally limiting enrollment so as to grow the program slowly. While we admit students every semester they join the program in all three semester. As a result we hope to reach 60 admitted new students to the program by the start of the summer semester. That level of enrollment is required to meet and maintain our target of 120 students enrolled in the market rate program each year.

While we have not yet conducted a formal survey, our informal discussions with students as we talk with students during the admission and enrollment process reveals that they are extremely grateful for this opportunity. We plan to conduct a formal survey this coming spring.

Strategically the program is doing exactly what we hoped it would do. It is attracting a number of high quality out-of-state students to our program. They bring with them their professional experiences and practices from a diverse range of geographic regions and settings. Their experiences complement the experiences of those students who are working in similar settings in Florida.

We have been able to cover all the cost of offering the program from the market rate fees collected, and will get access to any remaining funds (which we estimate to be about 8% of the funds collected after all costs have been accounted for) sometime this fall.

- 2. Maintain our ALA accreditation.** The program re-accreditation process will begin later this academic year.

The program re-accreditation review is scheduled for this year.



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
Office of the Dean

M e m o r a n d u m

DATE: August 29, 2012

TO: Ms. Anne Blankenship
Assoc. VP for Academic Affairs

XC: Dean C. Beck-Dudley

FROM: Dr. David Paradice
Senior Associate Dean

RE: Market Rate Impact – MBA Program

The MBA market rate program began in Summer 2012. According to the proposal approved for the MBA market rate program, the success of the program would be measured in terms of four benchmarks: student enrollment, student quality, faculty excellence, and student satisfaction.

The goal for student enrollment was to maintain or increase the number of students in the program. The following table contains enrollment numbers:

Summer 2011: 33 students enrolled	Summer 2012: 32 students enrolled	Fall 2011: 55 students enrolled	Fall 2012: 54 students enrolled
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The data indicates that student enrollment has decreased by one per semester.

The goal for student quality was to maintain or increase the GMAT score of students entering the program. The following table contains GMAT scores:

Summer 2011: average GMAT score 525	Summer 2012: average GMAT score 575	Fall 2011: average GMAT score 527	Fall 2012: average GMAT score 578
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The data indicates that the average GMAT score has increased significantly.

The program has not been in place long enough to recruit any faculty (the third metric) and the student satisfaction assessment (the fourth metric) has not been conducted yet because that is done at the end of the program.



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
Office of the Dean

M e m o r a n d u m

DATE: August 29, 2012

TO: Ms. Anne Blankenship
Assoc. VP for Academic Affairs

XC: Dean C. Beck-Dudley

FROM: Dr. David Paradice
Senior Associate Dean

RE: Market Rate Impact – MIS Program

The MIS market rate program began in Summer 2012. According to the proposal approved for the MBA market rate program, the success of the program would be measured in terms of four benchmarks: student enrollment, student quality, faculty excellence, and student satisfaction.

The goal for student enrollment was to maintain or increase the number of students in the program. The following table contains enrollment numbers:

Summer 2011: 10 students enrolled	Summer 2012: 6 students enrolled	Fall 2011: 11 students enrolled	Fall 2012: 9 students enrolled
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The data indicates that student enrollment has decreased by two-to-four students per semester.

The goal for student quality was to maintain or increase the GMAT score of students entering the program. The following table contains GMAT scores:

Summer 2011: average GMAT score 528	Summer 2012: average GMAT score 620	Fall 2011: average GMAT score 480	Fall 2012: average GMAT score 550
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The data indicates that the average GMAT score has increased significantly.

The program has not been in place long enough to recruit any faculty (the third metric) and the student satisfaction assessment (the fourth metric) has not been conducted yet because that is done at the end of the program.



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
Office of the Dean

M e m o r a n d u m

DATE: August 29, 2012

TO: Ms. Anne Blankenship
Assoc. VP for Academic Affairs

XC: Dean C. Beck-Dudley

FROM: Dr. David Paradice
Senior Associate Dean

RE: Market Rate Impact – RMI Program

The RMI market rate program began in Summer 2012. According to the proposal approved for the RMI market rate program, the success of the program would be measured in terms of four benchmarks: student enrollment, student quality, faculty excellence, and student satisfaction.

The goal for student enrollment was to maintain or increase the number of students in the program. The following table contains enrollment numbers:

Summer 2011: 21 students enrolled	Summer 2012: 22 students enrolled	Fall 2011: 1 student enrolled	Fall 2012: 1 student enrolled
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The data indicates that student enrollment has not decreased.

The goal for student quality was to maintain or increase the GMAT score of students entering the program. The following table contains GMAT scores:

Summer 2011: average GMAT score 531	Summer 2012: average GMAT score 532	Fall 2011: 1 average GMAT score 590	Fall 2012: average GMAT score 530
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The data indicates that the average GMAT score (where an average is a reasonable calculation) has increased.

The program has not been in place long enough to recruit any faculty (the third metric) and the student satisfaction assessment (the fourth metric) has not been conducted yet because that is done at the end of the program.

2012 Annual Report

FSU MSW Market Tuition Program

The market tuition MSW program for the FSU College of Social Work was approved in March 2011. The college admitted 16 students to this program in Fall 2011. An additional 16 market tuition students were admitted in Fall 2012. This report will speak to the accountability measures that were submitted with the program proposal.

Accountability Measure 1: Increase enrollment of out-of state students by 100%

The non-resident headcount, prior to when market tuition was approved, was twenty-eight (28). The current headcount for the market tuition program is thirty-two (32). This headcount falls short of the goal to increase the enrollment of out-of-state residents eligible for the market tuition program by 100%.

Active recruiting has been established and funds from the market tuition program will be used to fund advertising for the program in Spring 2013. The college most likely will not meet the goal of a 100% increase in enrollment by the end of the FTE year. It is believed that this enrollment target will be more realistic after the latest marketing efforts are put into place.

Accountability Measure 2: Develop 3 new courses for online delivery

The College developed and implemented three new courses that were offered in Spring 2012, Summer 2012, and Fall 2012 respectively. The first two

courses SOW5646, Gerontological Social Work and SOW5648, Physiological Aspects of Aging are components of the Certificate in Gerontology offered by the College. The third course, SOW5656, Child Welfare Practice has made it possible for students to complete the Child Welfare Practice Certificate online. These two certificates were not available to online students, including fundable Florida residents, prior to this time.

Accountability Measure 3: Add two faculty lines

The college has not generated enough revenue to achieve this accountability measure. It is hoped that revenue generated from the market tuition program will make this a reality as the enrollments grow and the program reaches capacity.

Accountability Measure 4: Add 1 student services positions to facilitate recruiting, advising, job placement, and academic skills development for in-state and out-of-state student in online and campus-based programs.

The College is in the process of developing the position description for this job. This position will be hired in Spring of 2013. Market tuition is currently partially supporting two positions that advise and recruit students in both the market tuition program as well as the program for Florida fundable students. The addition of the new position in the spring will meet the parameters of this accountability measure.

University of Central Florida
Annual Status Report on Market Rate Tuition Programs
October 2012

**State University System
Annual Status Report on Market Tuition**

UNIVERSITY: University of Central Florida		Proposal 1	Proposal 2	Proposal 3	Proposal 4
1	Degree Program and CIP Code	Executive and Professional Master in Business Administration Degree Programs (EMBA/PMBA) CIP Code: 52.0101	Professional Master of Science in Management Degree Program CIP Code: 52.0101	Professional Master of Science in Real Estate Degree Program CIP Code: 52.1501	Master of Science in Health Care Informatics Degree Program (Online Program) CIP Code: 51.0706
2	Date the program was approved to charge market tuition.	March 2011	March 2011	March 2011	November, 2011
3	Tuition prior to market tuition rate approval.	\$44,000 / \$35,000	\$24,500	\$29,500	\$29,466
4	Current tuition (Fall 2012).	\$47,000 / \$39,000	\$27,000	\$29,500	\$29,989
5	Changes in tuition planned for the coming year (as of Fall 2013).	Incr. to \$50,000 / \$41,000	No changes planned	No changes planned	Incr. of \$523 to \$29989
6	Student enrollment in similar state funded programs prior to implementing market tuition (Headcount): Fall 2010				
7	Resident	363	28	24	99 total students across cohorts 2 & 3**
8	Non-Resident	19	0	0	0
9	Total	382	28	24	99 total students across cohorts 2 & 3**
10	Student enrollment in similar state funded programs after implementing market tuition (Headcount): Fall 2012				
11	Resident	393	28	24	45 students in 2nd cohort**
12	Non-Resident	32	0	0	0
13	Total	425	28	24	45 students in 2nd cohort**
14	Student Enrollment in market tuition cohort(s) (Headcount): Fall 2012				
15	Resident	150	30	0*	53 students in 3rd cohort, 52 in the 4th cohort**
16	Non-Resident	0	0	0	1 student
17	Total	150	30	0*	106 students across all cohorts
18	In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.	See attached.	See attached.	See attached.	See attached.

*New cohort has been delayed until Fall 2013 due to adverse real estate conditions. Expected enrollment in Fall 2013 is 26 resident students.

**In Fall 2010 there were two cohorts. One (the third cohort) was approved to become a market tuition rate program. The other (the second cohort) was not.

**University of Central Florida
State University System
Annual Status Report on Market Tuition
September 27, 2012**

Proposal 1: Executive and Professional Master in Business Administration Degree Programs (EMBA and PMBA)
CIP Code: 52.0101

Accountability Measures

Number of cohort EMBA and PMBA degree programs offered

Year Started	EMBA	PMBA
2012	1	2
2011*	1	2
2010	1	1
2009	1	2

*Market tuition rate implemented in Fall 2011.

Number of students enrolled

Term	EMBA	PMBA
Fall 2012	37	113
Fall 2011*	36	83
Fall 2010	46	85
Fall 2009	47	79

*Market tuition rate implemented in Fall 2011.

Compliance with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and the Association to Advance Collegiate Schools of Business (AACSB) standards for accreditation:

Curriculum: Curriculum structure and course content are consistent with SACSCOC and AACSB standards.

Faculty: Faculty credentials are consistent with SACSCOC and AACSB standards.

Credit hours generated

Term	EMBA	PMBA
Fall 2011, Spring 2012, Summer 2012*	654	1,818
Fall 2010, Spring 2011, Summer 2011	825	1,582
Fall 2009, Spring 2010, Summer 2010	912	1,521

*Market tuition rate implemented in Fall 2011.

Program revenues relative to program costs

Fiscal Year	Revenues	Costs
2011-12	\$2,590,063	\$1,068,080
2010-11*	2,178,080	1,454,363
2009-10	2,339,146	1,569,971

*Market tuition rate implemented in Fall 2011.

Student satisfaction with the degree program

EMBA 2012 exit survey: Overall satisfaction with degree program 8.1 of 10

EMBA 2010 exit survey: Overall satisfaction with degree program 8.9 of 10

PMBA 2012 exit survey: Overall satisfaction with degree program 7.8 of 10

PMBA 2010 exit survey: Overall satisfaction with degree program 7.9 of 10

Note: Surveys conducted by Perception Research (EMBA Council)

Employer satisfaction with the degree program

Referrals and repeat business from employers are primary indicators of employer satisfaction with UCF’s degree programs. Since 2009, the following major central Florida employers have sponsored multiple employees to the EMBA and PMBA degree programs: Lockheed Martin, Walt Disney World, Harris Corporation, Pershing, LLC, Oracle, Siemens, and ABB, Inc. Others employment partners include Darden, Florida Hospital, and Progress Energy.

Number of degrees conferred

Term	EMBA	PMBA
Fall 2011, Spring 2012, Summer 2012*	16	29
Fall 2010, Spring 2011, Summer 2011	22	50
Fall 2009, Spring 2010, Summer 2010	24	21

*Market tuition rate implemented in Fall 2011.

Summary

An inspection of our performance on the above eight accountability measures shows that achievements since the programs began charging market tuition rate are similar to those outcomes prior to the initiation of market tuition rate. Implementation of market tuition rate degree programs has gone well, although there is only one year of evaluation data for comparison. The competitive climate for the EMBA degree program, in particular, is intense. The College of Business Administration plans to maintain the same number of degree programs that they have had in the past few years, but increase enrollments in the existing sections.

Proposal 2: Professional Master of Science in Management Degree Program (PMSM)

CIP Code: 52.0101

Accountability Measures

Number of PMSM degree programs offered

Year Started	PMSM
2012	1
2011*	0
2010	1
2009	0

*Market tuition rate implemented in Fall 2011.

Number of students enrolled

Term	PMSM
Fall 2012	30
Fall 2011*	0
Fall 2010	28
Fall 2009	20

*Market tuition rate implemented in Fall 2011.

Compliance with SACSCOC and AACSB standards for accreditation

Curriculum: Curriculum structure and course content are consistent with SACSCOC and AACSB standards.

Faculty: Faculty credentials are consistent with SACSCOC and AACSB standards.

Credit hours generated

Term	PMSM
Fall 2011, Spring 2012, Summer 2012*	186
Fall 2010, Spring 2011, Summer 2011	636
Fall 2009, Spring 2010, Summer 2010	306

*Market tuition rate implemented in Fall 2011.

Program revenues relative to program costs

Fiscal Year	Revenues	Costs
2011-12	\$271,874	\$103,583
2010-11*	476,436	310,980
2009-10	264,548	251,120

*Market tuition rate implemented in Fall 2011.

Student satisfaction with the degree program

An external measure of student satisfaction for the PMSM degree program is in the process of being developed and will be available for use with the 2012 cohort.

Employer satisfaction with the degree program

Referrals and repeat business from employers are primary indicators of employer satisfaction with UCF's degree programs. The 2012 PMSM degree cohort is now being delivered. The following major central Florida employers have sponsored multiple employees to the PMSM degree program: Darden, Walt Disney World, Target, and Wyndham Vacation Hotels.

Number of degrees conferred

Term	PMSM
Fall 2011, Spring 2012, Summer 2012*	0**
Fall 2010, Spring 2011, Summer 2011	26
Fall 2009, Spring 2010, Summer 2010	20

* Market tuition rate implemented in Fall 2011.

**Represents break in cohort enrollment.

Summary:

UCF graduated students from two PMSM degree programs and recently started a new cohort in Fall 2012. Enrollments for the Fall 2012 degree program were robust. Implementation of market tuition rate programs has gone well. The number of students in the new cohort suggests that the tuition increase has not affected enrollment in the PMSM degree. Action will be taken to sustain enrollment at approximately 30 students, which was the level of the Fall 2012 cohort.

Proposal 3: Professional Master of Science in Real Estate Degree Program (PMRE)

CIP Code: 52.1501

Accountability Measures

Number of PMRE degree programs offered

Year Started	PMRE
2012	0**
2011*	0
2010	1
2009	0

* Market tuition rate implemented in Fall 2011.

**No students currently enrolled. (See below for discussion of delay in cohort.)

Number of students enrolled

Term	PMRE
Fall 2012	0**
Fall 2011*	20
Fall 2010	25
Fall 2009	0

* Market tuition rate implemented in Fall 2011.

**Next cohort will begin in Fall 2013.

Compliance with SACSCOC and AACSB standards for accreditation

Curriculum: Curriculum structure and course content are consistent with SACSCOC and AACSB standards.

Faculty: Faculty credentials are consistent with SACSCOC and AACSB standards.

Credit hours generated

Term	PMRE
Fall 2011, Spring 2012, Summer 2012*	120
Fall 2010, Spring 2011, Summer 2011	570
Fall 2009, Spring 2010, Summer 2010	0

*Market tuition rate implemented in Fall 2011.

Program revenues relative to program costs

Fiscal Year	Revenues	Costs
2011-12	\$210,627	\$ 70,711
2010-11*	355,244	259,426
2009-10	21,100**	68,264**

* Market tuition rate implemented in Fall 2011.

**Program began in June 2010; revenues lag expenses.

Student satisfaction with the degree program

An external measure of student satisfaction for the PMSM degree program will be developed and available for use with the Fall 2013 cohort.

Employer satisfaction with the degree program

We have experience with only two cohorts, thus we do not yet have information on referrals and repeat business from firms.

Number of degrees conferred

Term	PMRE
Fall 2011, Spring 2012, Summer 2012*	21
Fall 2010, Spring 2011, Summer 2011	0
Fall 2009, Spring 2010, Summer 2010	0

*Market tuition rate implemented in Fall 2011.

Summary

Implementation of market tuition rate programs has gone well. Students have graduated from two PMRE cohorts; the most recent graduated in Fall 2011. A new cohort will begin in Fall 2013. We originally planned to start the cohort in January 2013, but we believe a delay until the fall is prudent given the challenging real estate market in central Florida. Tuition for the Fall 2013 degree program will be the same as it was for the Fall 2011 cohort. Actions will be taken to increase enrollments in the cohort that begins in Fall 2013.

Proposal 4: Master of Science in Health Care Informatics Degree Program (HCI) (Online Program)
CIP Code: 51.0706

Accountability Measures

Year started and number of cohorts

Semester Started	Cohorts
Cohort 4 – Fall 2012	3
Cohort 3 – Fall 2011*	2
Cohort 2 – Fall 2010	1
Cohort 1 – Fall 2009	1

*Market tuition rate implemented in Spring 2012.

Note: the cohort beginning in Fall 2011 ran one semester as “cost recovery” and then converted to market tuition rate in January of 2012.

Headcount at program inception

Semester Started	Headcount
Cohort 4 – Fall 2012	53
Cohort 3 – Fall 2011*	54
Cohort 2 – Fall 2010	45
Cohort 1 – Fall 2009	26

*Market tuition rate implemented in Spring 2012. Headcount for each cohort is based on the number of students enrolled in classes during the first term of the cohort. Program attrition is not computed into these data.

Students graduating from program by original cohort

Semester Started	Number of Graduates
Cohort 4 – Fall 2012	Not yet available
Cohort 3 – Fall 2011*	32
Cohort 2 – Fall 2010	15
Cohort 1 – Fall 2009	0

*Market tuition rate implemented in Spring 2012. Fall 2012 numbers are not yet available.

Compliance with SACS standards for accreditation

Curriculum: Curriculum structure and course content are consistent with SACS standards.

Faculty: Faculty credentials are consistent with SACS standards.

Percent of full-time faculty teaching program section offerings

Semester Started	Percent of Sections	Percent of SCHs
Cohort 4 – Fall 2012	66.7% *	68.6% *
Cohort 3 – Fall 2011*	80.0%	79.8%
Cohort 2 – Fall 2010	81.8%	85.7%
Cohort 1 – Fall 2009	88.9%	90.0%

*Market tuition rate implemented in Spring 2012. Cohorts three and four are in progress. Further, cohort four is in its first semester. The only course that is taught by an adjunct in this program is one that is scheduled in the first semester, and it is a specialized class taught by an adjunct.

Student credit hours per cohort

Cohort	Cohort Duration	Total SCH Generated
Cohort 4 – Fall 2012	F12,S13,U12,F13,S14	420*
Cohort 3 – Fall 2011*	F11, S12,U12,F12,S13	1,640*
Cohort 2 – Fall 2010	F10,S11,U11,F11,S12	949
Cohort 1 – Fall 2009	F09,S10,U10,F10,S11	717

*Market tuition rate implemented in Spring 2012. Cohort three began as a cost recovery program and then converted to a market tuition rate program in Spring 2012. Thus, two entries are made for cohort three. The first entry includes the SCHs earned after the conversion, and the second entry includes only the fall semester before the program became a market tuition rate program. Please note that cohorts three and four are still in process. These programs are on-going.

Program revenues relative to program costs

Cohort	Revenues	Expenses
Cohort 4 – Fall 2012	\$308,133.84	\$ 85,878.94
Cohort 3 – Fall 2011*	874,778.43	379,944.48
Cohort 2 – Fall 2010	630,802.01	481,070.41
Cohort 1 – Fall 2009	346,098.87	291,674.47

*Market tuition rate implemented in Spring 2012. Cohorts three and four are ongoing and still accumulating revenue and incurring expenses. Data are current to September 4, 2012.

Student Satisfaction

After the conclusion of each cohort, the program surveys all graduating participants and inquires about their satisfaction with the overall program. The first two surveys yielded a response rate of more than 80 percent. While we do not have results from cohort three (they do not graduate until May 2013), the results for the previous two cohorts indicate that 88.9 percent of the students were either *satisfied* or *very satisfied* and 11.1 percent were neither *satisfied* nor *dissatisfied* with their overall education received from the M.S. in health care informatics.

Employer Satisfaction

After the conclusion of each cohort, an electronic survey is sent to the supervisor at each graduate's current place of employment inquiring how satisfied they are with the HCI alumnus they either hired or they continued to employ.

While data are not available for cohort three, data from the first two cohorts indicate that overall 100 percent of employers feel that the HCI graduates had the requisite knowledge to do their job. Further, 87.5 percent said they would hire an HCI graduate in the future, and the same percent stated that they were satisfied with the educational preparedness of their employee upon completion of the HCI degree program.

University of Florida

Annual Status Report on Market Rate Tuition Programs

October 2012

**State University System
Annual Status Report on Market Tuition**

UNIVERSITY of FLORIDA	Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5	Proposal 6	Proposal 7	Proposal 8
Degree Program and CIP Code	Master of Business Administration CIP 52.0201 (6 cohorts are offered with varying tuition- See Attachment 1)	Master of Science in Industrial & Systems Engineering(OEM) CIP 14.270	Working Professional Doctor of Audiology Program* CIP 51.0202	Master of Science in Soil and Water Science - Environmental Science Track** CIP 01.1201	Working Professional Doctor of Pharmacy ## CIP 51.2001	Master of Science in Pharmacy CIP 51.2009 (See Attachment 7 for 3 different specializations)	Master of Arts in Mass Communication CIP 09.0102	Master of Arts in Urban and Regional Planning CIP 04.0301
Date the program was approved to charge market tuition.	March, 2011	March, 2011	March, 2011	November, 2011	March, 2011	March, 2011	November, 2011	November, 2011
Tuition prior to market tuition rate approval.		\$27,520	\$13,950.00*	\$16,226.70	\$472-\$630/credit hour		New Program	\$23,233^
Current tuition.		\$29,920	\$13,950.00*	\$14,610.60 (30 SCH)	\$472-\$630/credit hour		\$28,050.00	\$44,878
Changes in tuition planned for the coming year.		TBD-increase doubtful	No changes proposed.	No proposed changes	5% increase in Fall, 2013		No changes proposed.	No changes proposed.
Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):								
Resident		2	N/A	17	N/A		47	N/A
Non-Resident		4	N/A	7	N/A		59	N/A
Total		6	N/A	24	N/A		106	N/A
Student enrollment in similar state funded programs after implementing market tuition (Headcount):								
Resident		0	N/A	16	N/A		47	N/A
Non-Resident		1	N/A	6	N/A		65	N/A
Total		1	N/A	22	N/A		112	N/A
Student Enrollment in market tuition cohort(s) (Headcount):								
Resident		42	2	29			17	7
Non-Resident		15	103	21			23	7
Total		57	105	50	409##		40	14
In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.	See Attachment 2	See Attachment 3	See Attachment 4	See Attachment 5	See Attachment 6	See Attachments 8-10	See Attachment 11	New Program No metrics to report at this time.

* Proposal 3 -Doctor of Audiology Tuition has not changed with approval of market rate tuition. The tuition reported on last year's report included student fees. Current fees per credit hour are \$35.64 (Current tuition+student fees = \$15,553.80 for a 45 credit hour program.

**Proposal 4 - Master of Science in Soil and Water Sciences - Effective Fall 2012, the degree requirements changed from 35 credit hours to 30 credit hours for the non-thesis program to align with the other self-funded programs in IFAS/EDGE. Students in the 35 credit hour program were offered the opportunity to switch in the 30 credit hour, however not all student were able to switch.

Proposal 5 - The WPPD program charges a flat rate tuition, therefore no breakdown of resident or non-resident enrollment is included for those columns.

^ Proposal 8 -Current tuition rate is the cost for in-resident program. The first offering of the online option will be at the proposed market rate. The program began in Fall 2012.

N/A-- Several of the programs have this indicated as no similar state funded programs exist.

**State University System
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University of Florida	Proposal 1					
	Master of Business Administration (6 cohorts are offered with varying tuition.)					
	Executive MBA	Professional Two Year MBA	Professional One Year MBA	Internet Two Year MBA	Internet One Year MBA	South Florida MBA
Degree Program and CIP Code	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)	CIP 52.0201 Master of Business Administration (6 cohorts are offered with varying tuition.)
Date the program was approved to charge market tuition.	March, 2011	March, 2011	March, 2011	March, 2011	March, 2011	March, 2011
Tuition prior to market tuition rate approval.	\$46,000	\$41,400	\$32,200	\$47,150	\$41,400	\$55,200
Current tuition.*	\$51,000	\$43,500	\$36,000	\$52,500	\$46,000	\$61,500
Changes in tuition planned for the coming year.	No changes proposed.	No changes proposed.	No changes proposed.	No changes proposed.	No changes proposed.	No changes proposed.
Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):						
Resident	41	41	41	41	41	41
Non-Resident	30	30	30	30	30	30
Total	71	71	71	71	71	71
Student enrollment in similar state funded programs after implementing market tuition (Headcount):						
Resident	52	52	52	52	52	52
Non-Resident	34	34	34	34	34	34
Total	86	86	86	86	86	86
Student Enrollment in market tuition cohort(s) (Headcount):						
Resident	33	94	59	47	38	37
Non-Resident	2	4	5	46	47	0
Total	35	98	64	93	85	37
In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.	See Attachment 2	See Attachment 2	See Attachment 2	See Attachment 2	See Attachment 2	See Attachment 2

* Tuition only. Does not include per credit hours fees for capital improvement (\$6.76), student financial aid (\$22.43), technology (\$6.45) and athletics (\$1.90).

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

The success of the UF MBA Program hinges on our ability to deliver an outstanding MBA experience to all students. In assessing success within the working professional program, the following accountability measures have been established.

- **Student Enrollment.** Program pricing for these offerings will reflect market rates and economic conditions within the state. Pricing will enable the program to recruit top MBA seeking professionals in sufficient numbers. Average cohort enrollment that exceeds 35 top quality students is an indicator of a successful pricing strategy. Student quality is defined below.

Assessment: The UF MBA Program brought in (9) market rate professional cohorts in 2012. Enrollment in each of these cohorts was at or above 35 students.

- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into these cohorts will excel inside and outside of the classroom, and will serve to strengthen the brand of the University of Florida and the UF MBA Program. Each working professional MBA cohort will have a minimum mean professional work experience of 4 years and satisfactory GMAT/GRE scores and GPAs.

Assessment: The UF MBA Program brought in (9) market rate professional MBA cohorts in 2012. Mean work experience in each of these cohorts exceeded 4 years. All (9) cohorts had satisfactory mean GMAT scores above 575 and mean

GPA's above 3.1.

- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize Warrington College of Business Administration professors in our working professional MBA program. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that faculty quality is maintained throughout the program.

Assessment: Students were given an opportunity to complete teaching evaluations for each market rate professional MBA course. Average overall scores exceeded 4.0 on a 5.0 scale.

- **Student Satisfaction.** A large part of recruiting efforts for this program involves word of mouth advertising. Students and graduates of UF MBA's working professional program are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce an MBA experience of the highest quality in all areas. The UF MBA Program will continue to monitor exit interview survey data to track student satisfaction in each working professional cohort. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

Assessment: The UF MBA Program brought in (9) market rate professional MBA cohorts in 2012. Exit interview data is not yet available for any of these groups. The UF MBA Program will monitor student satisfaction and continue to improve and innovate within these cohorts, utilizing both formal and informal student feedback, as it becomes available. Exit interview data will be available on the following timeline:

- Summer 2013: two cohorts
- Spring 2014: one cohort
- Summer 2014: two cohorts
- Fall 2014: one cohort
- Spring 2015: three cohorts

Accountability Measures: Results Assessment

The success of the UF OEM Program relies on our ability to deliver an outstanding Master's level educational experience to all students. In assessing success within the OEM program, the following measures have been established.

- **Student Enrollment.** Program pricing for OEM program offerings will reflect market rates and economic conditions within the state. Pricing will enable the program to recruit top engineering Master's degree seeking professionals in sufficient numbers. Average cohort enrollment that exceeds 30 top quality students is an indicator of a successful pricing strategy. This year's enrollment was the largest to date, and offers evidence that the pricing structure was not set too high.
- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into these cohorts will excel inside and outside of the classroom, and will serve to strengthen the brand of the University of Florida and the UF OEM Program. The most recent OEM program cohort had outstanding mean GRE scores and mean undergraduate GPAs, as well as strong recommendations provided by established professionals.
- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize College of Engineering and Business professors in our OEM program. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations have been utilized to ensure that faculty quality is maintained throughout the program.
- **Student Satisfaction.** A large part of recruiting efforts for this program involves word-of-mouth advertising. Students and graduates of the OEM program are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce a graduate level educational experience of the highest quality in all areas. The UF OEM Program continues to receive feedback indicating strong student satisfaction. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

The shift to market-based tuition has been invisible to students. The slight increase in fees coincided with tuition assistance policy changes for two technical employers who are among the biggest sponsors of OEM students. The tuition assistance changes resulted in decreased funding availability for some students, and almost certainly meant that a selection of students did not enroll this year. Nonetheless, the enrollment figures are stronger than ever, and attest to the appropriateness of the pricing structure.

Item 18. Outcomes.

Student Quality:

All students entering the AuD program hold Master's degrees from accredited institutions with a graduate GPA of 3.0 or above and hold professional licensure.

Performance measures for the 2011-12 academic year indicate high levels of student success:

AY 11-12	Meet Criteria	Total	
Clinical Components			70% and up
Business Plan (BP)	56	56	100%
Case Presentation (EP)	66	66	100%
Virtual Patient Cases (BD)	65	65	100%
Informal Examination of Dizzy Patient (BD)	65	65	100%
CounselEar (CO)	68	68	100%
Virtual Cochlear Implant Clinic (CI)	52	53	98%
	372	373	99%
Research Papers			82% and up
Research Paper (CI)	50	53	94%
Disorders Papers (BD)	65	65	100%
Resource Project (AR)	63	63	100%
	178	181	98%
Final Exam			70% and up
BD	65	65	100%
AR	62	63	98%
CO	67	68	99%
BP	55	56	98%
EP	62	64*	97%
CI	53	53	100%
	364	370	98%
Final Grade			B and up
BD	65	65	100%
AR	63	63	100%
CO	68	68	100%
BP	54	56	96%
EP	62	64*	97%
CI	50	53	94%

Total	362	370	98%
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*Sixty-five students were enrolled at the start of the course. One student dropped out of the course/program prior to the final exam.

Student Satisfaction:

A survey is conducted one year post graduation:

- 95% of graduates completing survey report continued practice in clinical audiology at or above their previous employment level one year after graduation. The one graduate out of 19 who was not still employed in audiology was involved in mission work.
- 11% (2/19) reported change in job description. These two respondents gave the following clarification of change in job description:
 - I expanded my private practice in Speech Pathology to include aural rehabilitation. I purchased audiological equipment to increase the type of services I can offer.
 - Responsible for more training with a clinical focus
- 26% (5/19) reported change of jobs within Audiology. One out of 5 respondents gave the following clarification of change:
 - more diagnostic and vestibular
- 11% reported a salary increase
- 11% reported opening their own private practice.

Faculty Excellence:

Teaching evaluations for classes average 4.09 on a 5.0 point scale indicating a high level of teaching proficiency throughout the program.

Evaluation Items

1. Description of course objectives and assignments
2. Communication of ideas and information
3. Expression of expectations for performance in class
4. Availability to assist students in or out of class
5. Respect and concern for students
6. Stimulation of interest in course
7. Facilitation of learning
8. Overall assessment of instructor

Evaluation Scale

1. Poor
2. Below Average
3. Average
4. Above Average
5. Excellent

Accountability Measures

The Master of Science in Soil and Water Science with an Environmental Science Track was approved to charge market tuition rate in November 2011. The department has reevaluated all distance education programs and determined a revision necessary for this particular track. The original offering was a 35 credit hour and beginning Fall 2012 the program has a 30 credit hour, non-thesis.

Student Enrollment: Student enrollment was down this year as reported 71 in 2010-11, dropping to 50 in 2011-12. We see this as an economic trend but continue to believe the interest and participants will increase in the coming years.

Student Quality. We continue to receive qualified applicants and will not change the high standards to maintain the brand of the University of Florida and the UF SW-Environmental Science Program. Admission criteria for distance students remains equal to the criteria for students who are admitted into the on-campus program.

Faculty Excellence. Student evaluations for our faculty remain high and for this program as well as all the offerings in our distance learning portfolio.

Student Satisfaction. Students and graduates of the program are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce students who obtain experience of the highest quality in all areas. The program continues to monitor exit interview survey data to track student satisfaction..

Working Professional PharmD (WPPD) Program

Accountability Measures

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

The success of the UF WPPD Program hinges on our ability to deliver an outstanding experience to all students. In assessing success within the Working Professional PharmD program, the following accountability measures have been established.

- **Student Enrollment.** Program pricing for these offerings will reflect market rates and economic conditions. Pricing will enable the program to continue recruiting remaining applicable students.

Outcome; Student enrollment has declined 15% during the 2011 – 2012 academic year; however, the overall decline in enrollment is at a slower rate than earlier projections of the program had predicted.

- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into the WPPD Program excel inside and outside the classroom, and will serve to strengthen the brand of the University of Florida. WPPD Program students must have a BS degree in Pharmacy or its equivalent, be a current licensed pharmacist in the US or Canada, and have a satisfactory GPA score.

Outcome: Though there is a declining prospective student base, students recruited and admitted to the WPPD Program continue to be of high quality. All have a BS degree in Pharmacy or its equivalent, hold current licensure and have at least a 2.0 GPA.

- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize highly qualified faculty and preceptors from across the United States. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that faculty quality is maintained throughout the program.

Outcome: Additional revenues generated through market rate tuition have enabled us to continue the program offerings through the use of expert presenters from across the United States and the hiring of both full time and adjunct faculty and staff.

- **Student Satisfaction.** A large part of recruiting efforts for this program involves word of mouth advertising. Students and graduates of the UF Working Professional PharmD program are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce a graduate experience of the highest quality in all areas. The UF WPPD program will continue to monitor students and alumni to track student satisfaction. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

Outcome: We have increased our efforts to solicit student feedback from our online programs. In addition to standard course/instructor evaluations which remain very positive we assess student feedback each semester through email surveys and personal phone calls provided via the program's marketing partner. Feedback we solicited from the program's students and faculty is used to continuously improve the program's quality.

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UNIVERSITY of Florida College of Pharmacy -Master of Science			
Degree Program and CIP Code	Master of Science in Pharmacy - Pharmaceutical Outcomes and Policy## CIP Code 51.2099	Master of Science in Pharmacy - Pharmaceutical Chemistry## CIP Code 51.2099	Master of Science in Pharmacy - Forensics CIP Code 51.2099
Date the program was approved to charge market tuition.	March, 2011	March, 2011	March, 2011
Tuition prior to market tuition rate approval.	\$650/credit hour	\$460/credit hour	\$460/credit hour
Current tuition.	\$750/credit hour	\$525/credit hour	\$525/credit hour
Changes in tuition planned for the coming year.	No changes planned	No changes planned	No changes planned
Student enrollment in similar state funded programs prior to implementing market tuition (Headcount):			
Resident	N/A	N/A	N/A
Non-Resident	N/A	N/A	N/A
Total	N/A	N/A	N/A
Student enrollment in similar state funded programs after implementing market tuition (Headcount):			
Resident	N/A	N/A	N/A
Non-Resident	N/A	N/A	N/A
Total	N/A	N/A	N/A
Student Enrollment in market tuition cohort(s) (Headcount):			
Resident			302
Non-Resident			878
Total	137 [#]	157	1180
In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.	See attachment 8	See Attachment 9	See Attachment 10

[#] These figures are based on the student's stated home mailing address. We do not ascertain legal residency since we charge the same tuition rate regardless of

^{##} We had flat rate tuition the MS in Pharmacy -Pharmaceutical Outcomes and Policy and Pharmaceutical Chemistry programs, therefore no breakdown of resident or non-resident enrollment is included for those columns.

**Attachment 7
Revised 10-8-12**

Accountability Measures

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

The success of the UF MS Programs hinges on our ability to deliver an outstanding graduate experience to all students. In assessing success within the working professional program, the following accountability measures have been established.

- **Student Enrollment.** Program pricing for these offerings will reflect market rates and economic conditions. Pricing will enable the programs to continue to grow in recruiting quality graduate students. Student quality is defined below.

Outcome; Student enrollment increased 34% in academic year 2011-2012, which is the first academic year that the market rate tuition has been charged.

- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into these cohorts will excel inside and outside of the classroom, and will serve to strengthen the brand of the University of Florida. Working professional MS students must have a relevant undergraduate degree as well as a satisfactory GRE score and GPA.

Outcome: No change in the quality of students applying and being admitted to the MS programs. All have at least a Bachelor's Degree upon entering the program, and 71% have an advanced degree before entering. The average incoming GPA for students has remained above 3.0.

- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize highly qualified faculty and adjuncts from across the University and where appropriate from industry. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that faculty quality is maintained throughout the program.

Outcome: Additional revenue generated through market rate tuition have enabled us to expand the program offerings through the addition of additional adjunct faculty and staff.

- **Student Satisfaction.** A large part of recruiting efforts for this program involves word of mouth advertising. Students and graduates of UF MS working professional programs are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce a graduate experience of the highest quality in all areas. The UF MS Programs will continue to monitor students and alumni to track student satisfaction. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

Outcome: We have increased our efforts to solicit student feedback from our online programs. In addition to standard course/instructor evaluations which remain very positive, we reach out to alumni of the program through social media including Facebook and LinkedIn to determine the impact of graduating from UF has had on their career opportunities. Feedback is overwhelmingly positive, and students state that even with the tuition increase to market rate, there is still excellent value for money with this program. We continue to have a strong alumni TA program, which is a voluntary program in which program alums return to the program to serve as teaching assistants.

Accountability Measures

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

The success of the UF MS Programs hinges on our ability to deliver an outstanding graduate experience to all students. In assessing success within the working professional program, the following accountability measures have been established.

- **Student Enrollment.** Program pricing for these offerings will reflect market rates and economic conditions. Pricing will enable the programs to continue to grow in recruiting quality graduate students. Student quality is defined below.

Outcome; Student enrollment has increased by 27% since implementing market rate tuition.

- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into these cohorts will excel inside and outside of the classroom, and will serve to strengthen the brand of the University of Florida. Working professional MS students must have a relevant undergraduate degree as well as a satisfactory GRE score and GPA.

Outcome: No change in the quality of students applying and being admitted to the MS programs. All have a BS degree with at least a 3.0GPA and competitive GRE scores as required by UF graduate school.

- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize highly qualified faculty and adjuncts from across the University and where appropriate from industry. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that faculty quality is maintained throughout the program.

Outcome: Additional revenue generated through market rate tuition have enabled us to expand the program offerings through the addition of additional adjunct faculty and staff.

- **Student Satisfaction.** A large part of recruiting efforts for this program involves word of mouth advertising. Students and graduates of UF MS working professional programs are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce a graduate experience of the highest quality in all areas. The UF MS Programs will continue to monitor students and alumni to track student satisfaction. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

Outcome: We have increased our efforts to solicit student feedback from our online programs. In addition to standard course/instructor evaluations which remain very positive, we reach out to alumni of the program through social media including Facebook and LinkedIn to determine the impact of graduating from UF has had on their career opportunities. Feedback is overwhelmingly positive, and students state that even with the tuition increase to market rate, there is still excellent value for money with this program.

Accountability Measures

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

The success of the UF MS Programs hinges on our ability to deliver an outstanding graduate experience to all students. In assessing success within the working professional program, the following accountability measures have been established.

- **Student Enrollment.** Program pricing for these offerings will reflect market rates and economic conditions. Pricing will enable the programs to continue to grow in recruiting quality graduate students. Student quality is defined below.

Outcome; Student enrollment has increased by 27% since implementing market rate tuition.

- **Student Quality.** Student quality is an uncompromising component of overall program quality. Program pricing will be set to ensure that the students recruited into these cohorts will excel inside and outside of the classroom, and will serve to strengthen the brand of the University of Florida. Working professional MS students must have a relevant undergraduate degree as well as a satisfactory GRE score and GPA.

Outcome: No change in the quality of students applying and being admitted to the MS programs. All have a BS degree with at least a 3.0GPA and competitive GRE scores as required by UF graduate school.

- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize highly qualified faculty and adjuncts from across the University and where appropriate from industry. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that faculty quality is maintained throughout the program.

Outcome: Additional revenue generated through market rate tuition have enabled us to expand the program offerings through the addition of additional adjunct faculty and staff.

- **Student Satisfaction.** A large part of recruiting efforts for this program involves word of mouth advertising. Students and graduates of UF MS working professional programs are very satisfied with the experience, and in turn, recommend the program to their colleagues and friends. For this reason, it is vital that we produce a graduate experience of the highest quality in all areas. The UF MS Programs will continue to monitor students and alumni to track student satisfaction. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

Outcome: We have increased our efforts to solicit student feedback from our online programs. In addition to standard course/instructor evaluations which remain very positive, we reach out to alumni of the program through social media including Facebook and LinkedIn to determine the impact of graduating from UF has had on their career opportunities. Feedback is overwhelmingly positive, and students state that even with the tuition increase to market rate, there is still excellent value for money with this program.

College of Journalism and Communications Assessment for Market Rate Tuition

Summary

The change to market rate tuition has had a positive impact on the College of Journalism and Communication’s MAMC specialization in Global Strategic Communication as indicated by our successful initial enrollment in the program. We also see no adverse effects to our in-resident programs as the enrollments had remained stable since launching our online program. Our student learning outcomes for our distance master’s programs are as follows:

Knowledge: By a thorough understanding and comprehension of subject matter relevant to the discipline.

Skills: By applying, analyzing, and synthesizing content knowledge to solve problems by identifying component parts, relationships and ideas.

Professional Behavior: By displaying ethical behaviors, cultural sensitivity, teamwork, professional conduct and communication.

Because our initial cohort began in summer, we do not have assessment data yet, but our plan for assessment is listed below to evaluate the student learning outcomes.

Student Learning Outcomes Assessment 2012-2013

Academic Unit: Mass Communication

Degree Program: Master’s Degree

Delivery Method (on-campus, distance): Distance

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
<p>Knowledge:</p> <p>Development of a thorough understanding of mass communication theory and an expertise in research methods, aiding in a synthesized perspective for evaluating and addressing current practitioner or theoretical problems.</p>	<p><i>Procedures:</i></p> <p><i>How will it be measured?</i> Post-program in-depth interviews</p> <p><i>What is the desired level of achievement?</i> All students completing program will demonstrate a thorough understanding and synthesis of ideas</p>	<p>All students successfully completing the program will demonstrate a thorough understanding of the subject matter as demonstrated in post-program in-depth interviews.</p>

	<p>and concepts covered in classes.</p> <p>Who will measure? A combination of an independent faculty committee and third-party vendor.</p>	
Use of Results for Improving Student Learning		
Curriculum modification, development of new courses, ongoing refinement of delivery methods used for instruction		

University of Florida Graduate Programs

Student Learning Outcomes Assessment 2012-2013

Academic Unit: Mass Communication

Degree Program: Master's Degree

Delivery Method (on-campus, distance): Distance

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
<p>Skills:</p> <p>Demonstrate a thorough understanding of communication subject matter and issues through a synthesis of subjects, theories and methodologies.</p> <p>Oral and written communication skills</p>	<p>Procedures:</p> <p>How will it be measured? Post-program in-depth interviews Monitor enrollment of students into advanced degree programs Track job placement data</p> <p>What is the desired level of achievement? All students completing program will demonstrate competency by applying, analyzing, and synthesizing content knowledge of global</p>	<p>All students completing the program will possess these skills</p>

	<p>strategic communication, internationalization, and research methods.</p> <p><i>Who will measure?</i> A combination of an independent faculty committee and third-party vendor.</p>	
Use of Results for Improving Student Learning		
Curriculum modification, development of new courses, student advising		

University of Florida Graduate Programs

Student Learning Outcomes Assessment 2012-2013

Academic Unit: Mass Communication

Degree Program: Master's Degree

Delivery Method (on-campus, distance): Distance

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
<p>Professional Behavior:</p> <p>Display of ethical behaviors, teamwork, cultural sensitivity/appreciation for diverse viewpoints, and an understanding of professional standards for effective and ethical decision making</p>	<p><i>Procedures:</i></p> <p><i>How will it be measured? What is the desired level of achievement? Who will measure?</i></p> <p>These behaviors are incorporated into at least two of our core courses. A satisfactory grade in these classes must be achieved to reach this competency as measured by the graduate faculty.</p>	<p>All students successfully completing our program will demonstrate these behaviors.</p>
Use of Results for Improving Student Learning		
Curriculum modification, development of new courses to address deficiencies, recruitment of		

diverse guest speakers

University of South Florida
Annual Status Report on Market Rate Tuition Programs
October 2012

**State University System
Annual Status Report on Market Tuition**

UNIVERSITY: University of South Florida		Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
1	Degree Program and CIP Code	Master of Science in Management Information Systems (11.0501)	Master of Science in Entrepreneurship (52.0701)	Professional Master of Science in Electrical Engineering (14.1001)	Master of Public Administration (44.0401)	Master of Science in Nurse Anesthesia (51.1601)
2	Date the program was approved to charge market tuition.	11/10/2011	11/10/2011	11/10/2011	11/10/2011	11/10/2011
3	Tuition prior to market tuition rate approval.	Resident: \$466.76/credit (\$15,403/program) Non-Resident: \$891.28/credit (\$29,412/program) 33 credits/program	Resident: \$466.76/credit (\$15,403/program) Non-Resident: \$891.28/credit (\$29,412/program) 33 credits/program	Resident: \$466.76/credit (\$14,002/program) Non-Resident: \$891.28/credit (\$26,738/program) 30 credits/program	Resident: \$430.85/credit (\$15,511/program) Non-Resident: \$855.37/credit (\$30,793/program) 36 credits/program	Resident: \$474.17/credit (\$34,140/program) Non-Resident: \$898.69/credit (\$64,704/program) 72 credits/program
4	Current tuition. (market tuition rate)	\$800/credit (\$26,400/program) 33 credits/program	\$1250/credit (\$41,250/program) 33 credits/program	\$1000/credit (\$30,000/blended program) \$1150/credit (\$34,500/fully online) 30 credits/program	\$825/credit (\$29,700/program) 36 credits/program	\$800/credit (\$57,600/program) 72 credits/program
5	Changes in tuition planned for the coming year.	No proposed changes	No proposed changes	No proposed changes	No proposed changes	No proposed changes
6	Student enrollment in similar state funded programs prior to implementing market tuition					
7	Resident	56	72	30	62	28
8	Non-Resident	31	18	28	5	2
9	Total	87	90	58	67	30
10	Student enrollment in similar state funded programs after implementing market tuition (Headcount):	projected implementation: 2012	projected implementation: 2012	projected implementation: 2012	projected implementation: 2012	
11	Resident					28
12	Non-Resident					2
13	Total					30
14	Student Enrollment in market tuition cohort(s) (Headcount):	projected implementation: 2012	projected implementation: 2012	projected implementation: 2012	projected implementation: 2012	
15	Resident					25
16	Non-Resident					5
17	Total					30
18	In a separate document, using the metrics in the initial proposal, assess the results of the market tuition implementation. Provide any programmatic/student feedback related to the implementation.					See attached

State University System

University of South Florida - September 2012

Block Tuition Proposals

The University of South Florida does not have plans to request block tuition this year.

Market Tuition Status Report

Master of Science in Nurse Anesthesia (CRNA) CIP 51.1601

The College of Nursing CRNA Market Based Tuition Program was approved in November 2011 with three accountability measures. The first cohort was admitted and enrolled in fall 2012 and will graduate in December 2014.

Data on the following measures will be collected during the life of, and at the end of, the program:

- Measure 1 - Student Quality - will be measured against student pass rates of the National Certifying Exam (NCE) and engagement in productive anesthesia practice with ongoing employer evaluations.
- Measure 2 - Student Satisfaction - will be measured using EBI alumni survey tools and are sent one to two years post-graduation.

The report on the third measure, faculty and clinical excellence as indicated by licensure and clinical practice, follows:

- Measure 3 - All College of Nursing faculty members who supervise clinical students are Advanced Registered Nurse Practitioners and maintain a clinical practice to ensure competency in practice.
- The nurse anesthesia faculty brings a wide range of practice experience and expertise to the program with current clinical practice positions at the James A. Haley Veteran's Hospital, Bayfront Medical Center, and in private practice. These faculty deliver the NA market-based tuition program.

Report: At the beginning of the fall 2012 semester, the CRNA program has 5 faculty positions and 2 adjunct positions. All faculty are Advanced Registered Nurse Practitioners or Medical Doctors in the field of anesthesia. Each faculty member maintains an outside practice to ensure competency in skills and expertise at a variety of clinical locations, including the James A. Haley Veteran's Hospital, Bayfront Medical Center and private practices.