New Certificate

Dean approved concept paper should be submitted and approved by Office of the Provost **PRIOR** to drafting a new certificate proposal.

Proposal

Program proposal for new certificate program are composed of the following parts: 1) program description; 2) assessment plan/learning outcomes; 4) accreditation; 5) impact on existing program and programs external to department; 6) course taken at other institutions; 7) market demand analysis; 8) financial analysis; 9) sunset clause; and 10) if federal financial aid-eligible, Gainful Employment criteria, as found in Section B.

A new certificate program that includes 50% or more new courses may require review by the Higher Learning Commission prior to final approval.

A. Required Reporting for All New Certificate Programs

1. The automated CourseLeaf program will be used for submission of the proposal for a new certificate. The online approval form should be completed by the department submitting the proposal, the proposal and other supporting documentation should be attached to the online approval form. The online approval form and the documentation are submitted via the automated review/approval process.

2. Executive Summary
   1-2 pages providing brief overview of program, highlighting reason for program and program goals.

3. Program Description
   A program description should consist of the following elements:
   - Goals of the proposed program.
   - Rationale for instituting this program.
   - How program change advances mission and strategic goals of university and college or school.
   - Curricular and other requirements student will be expected to meet, include rationale.
   - Indicate how the new program incorporates any aspects of the Jesuit values and educational philosophy (e.g. an ethics component, opportunity for service learning, leadership opportunities for students, etc.).
   - Educational goals.
   - Constituency served.
   - Facilities to be used for delivery.
   - Required library resources.
   - Time line and scheduling for the new program initiation.
   - Impact on existing curriculum, accreditation.
   - List of courses to be offered in the program, indicating which currently exist and which are new.

9. Courses Taught Off-Campus
   - Any courses associated with proposed certificate that will be taught off-campus need additional approval prior to holding the course off campus. The academic policy delineating the approval process is: [Alternate (Off-Campus) Location for Teaching Courses.](#)

   - Portion of Academic Program Taken at Another Institution
        Does this program include an arrangement whereby students can take some portion of the academic program at another institution or entity?

Net Tuition Revenue: An estimate of the Net Tuition Revenue including a description of the revenue assumptions basis should be made using the following information:

Enrollment Projections: estimate the number of <u>new</u> full-time and continuing students and advanced standing students. Full-time Undergraduate, Law and Dental students are defined as students taking more than 12 credits per semester. For all Graduate students, Part-time Undergraduate, Law and Dental estimate total number of credit hours.

Tuition Revenue: If existing tuition rates are being proposed, calculate the tuition revenue by multiplying the estimated number of students/credits times the appropriate current year tuition rate (please refer to the Bursar Home Page titled "Master Fee Schedule"). Please contact the Budget Office for the current assumptions on future tuition rate increases. For each successive fiscal year projection use the appropriate tuition with the designated increase. For programs with new rates, calculate the tuition revenue by multiplying the estimated number of students/credits times the proposed new rate. A designated tuition increase should be used for each successive fiscal year projection.

Fee Revenue: If a new fee is being proposed calculate the fee revenue by multiplying the estimated number of students/credits times the proposed fee.

Unfunded Tuition Discount: unfunded discounts are all non-endowed, unrestricted scholarships, grants, stipends, and assistantships. For estimates of discount for Undergraduate, Graduate, Law and Dental contact the Director of Financial Aid.

Funded Discount: attach documentation outlining each source of funded discount. For spendable income estimates using endowed and restricted scholarships please contact the Budget Office.

Contributions: estimate the total expected gift revenues and identify the source.

Grants: estimate the total expected grants revenue and identify the source.

Other Income: estimate the total expected revenue and identify the source.

B. <u>Personnel Expenses:</u>
Faculty Salaries: Please provide an estimate of full-time faculty salaries. Attach documentation listing the number of faculty, rank and status (tenure, non-tenure).

Administrator Salaries: Please provide an estimate of full-time administrator salaries. Attach documentation listing the number of administrators and titles.

Support Staff: Please provide an estimate of full-time support staff salaries. Attach documentation listing the number of support staff and classification.

Part-time personnel: Please provide an estimate of part-time personnel, including faculty, administrators, support staff, student and graduate assistants. Attach documentation listing the number of employees and classification.

Fringe Benefits: Estimate fringe benefits using designated rates for all full-time personnel and part-time personnel. Please contact the Budget Office for your college/department average fringe benefit rate.

Direct Expenses: Estimate all expenses including office supplies, advertising, promotion, travel, postage, etc.

C. Direct Expenses:
Identify each category of expenses (i.e. office supplies, Telephone, Advertising and public relations, Administrative expenses, travel and entertainment, copying, professional fees, accreditation fees, software fees periodical, journals and electronic serial fees, and marketing cost) in writing as to the need and also on the five-year budget projection worksheet. Direct expenses in subsequent year are held at a flat rate.

D. Indirect Expenses:
Occupancy and other indirect expenses will be determined by Office of Finance.

E. Capital Expenses:
Capital Equipment: Capital equipment, furniture, or fixtures is defined as any individual item costing $5,000 or more and having a useful life of at least one year.

Construction Renovation: A remodeling or renovation project is determined to be a capital project if it improves on the "status quo" of the facility, adds to the life of the facility, and costs over $25,000. The following remodeling and renovation costs are not capital costs but rather treated as direct expenses: painting, MU travel related to the project, fixtures and furniture with a unit cost of less than $5,000, carpeting, and minor renovations under $25,000 in total.

Information Technology: Costs associated with new computer hardware or software systems include equipment purchases, administrative systems purchases, outside consulting and related costs. Items that are direct expenses include Marquette University travel related to the project and MU labor costs.

F. <u>Start-up Expenses:</u>
Start-up Expenses: estimate the one-time costs associated with the implementation of a new program, major, academic initiative, etc. Examples of one-time costs are as follows: Promotion, Advertising Costs (Television, print, radio, etc.), Publications, Brochures, Applications, Miscellaneous (signs, etc.).

11. Sunset Clause
The certificate proposal must include detailed plan for terminating the program if the revenue and or enrollment targets as identified in the proposal are not achieved by the fall semester of the fourth year or subsequently maintained during periodic program reviews.

12. Once submitted online, the CourseLeaf workflow and digital signature approval process will follow automatically:
- Dean endorses and signs online approval form.
- Registrar concurs with program title and course(s) number and signs approval form.
- Special Assistant to the Provost receives proposal for distribution, as needed.
- The remainder of the approval/review process as delineated in Section 10 of the program

B. Required Reporting for All New Certificate Programs that are Federal Financial Aid Eligible

If the University expects a certificate program to be eligible for federal financial aid, the instructions in this section are mandatory, as per Gainful Employment federal regulations at 34 CFR 600.20(d)(2). Gainful employment means that students in this program are preparing for a recognized occupation that will lead to a monetary advancement in their chosen field.

In addition, please note:

- It is imperative that the data provided show that the new certificate is needed in the Milwaukee area, or nationally, if the certificate is offered online.
- The data must show that there is a pool of applicants waiting to earn this certificate from Marquette.
- The University is obligated to terminate any certificate program that does not have viable applicants within three years of approval.
- No certificate program may be advertised as financial aid eligible or financial aid awarded until the Department of Education approves the certificate. Federal

- Businesses that would likely employ graduates of the program
- For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program. The institution must retain, for review and submission to the Department upon request, copies of meeting minutes, correspondence, proposals, or other documentation to support the development, review, and/or approval of the program.
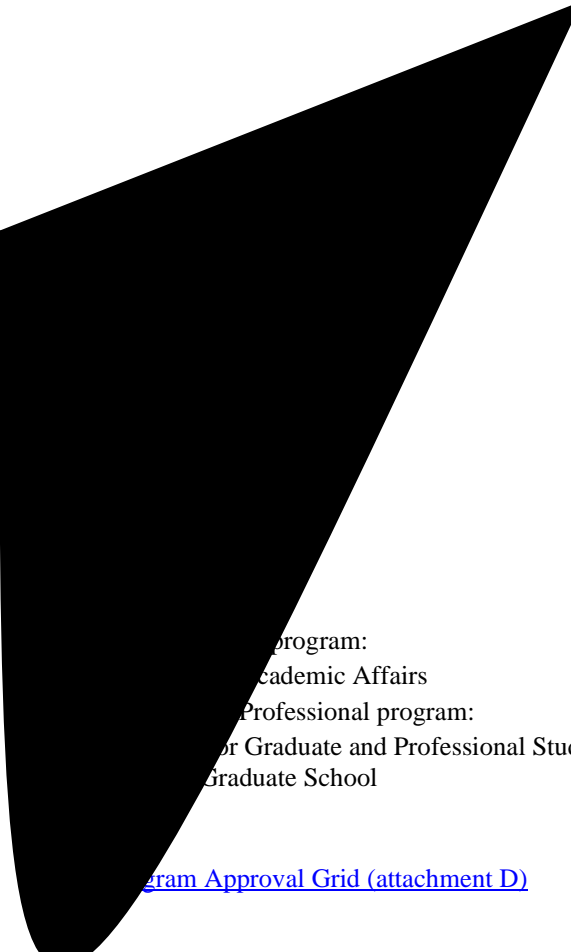
8. Date of the first day of class. Include both:

- The first day the program was or will be offered by the institution, and
- The day you would like to begin disbursing Title IV funds to students enrolled in the program.

Flow Chart for
Academic Program Review/Approval Process
New Certificate

Process will vary based on type of program and extent of resource requirements
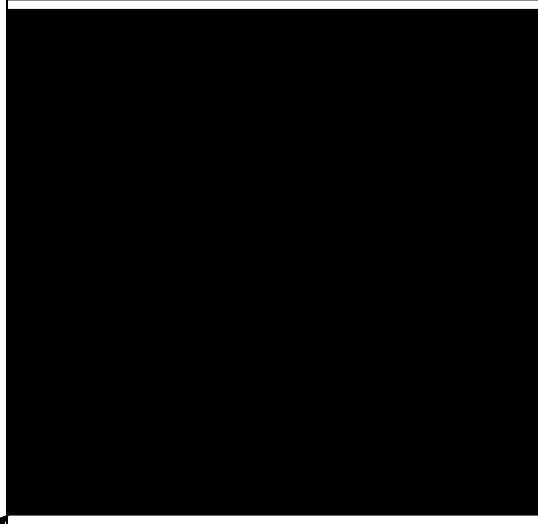
program:
cademic Affairs
Professional program:
r Graduate and Professional Studies and
Graduate School

ram Approval Grid (attachment D)