INTEROFFICE MEMO

FROM: Russ College of Engineering and Technology
                     Department of Engineering Technology and Management
                     (Contacts: Todd Myers, Deb McAvoy)
DATE   1.20.19
TO: UCC – Programs Committee
SUBJECT: **Program Exemption Request: Standalone Undergraduate Certificates ETM**

The purpose of this memo is to request an exemption to a UCC program requirement. Specifically, the Russ College of Engineering seeks to offer two existing undergraduate certificate programs – Technical Project Management CTTPMC and Lean Six Sigma Methods CTLSSM – to non-degree seeking students as standalone credentials.

The certificates are currently offered through the Russ College to degree-seeking students and are described in the 2018-19 Undergraduate Catalog. Please refer to the *Appendix* for descriptions.

Rationale

Standalone certificates provide opportunities to complete a university credential without requiring enrollment in a major at OHIO University. The goal is to target working adult learners who may not have the time, resources, and motivation to seek a university degree. These certificates are currently offered online through eCampus and awarded when the student completes their bachelor degree.

According to Ruffalo Noel Levitz (2015), adult learners (those aged 25 and older) have become one of the fastest growing college student populations. Between 2000 and 2011, enrollment for this market segment increased by 41 percent and is expected to increase another 14 percent through 2021.

This population approaches higher education differently than traditional students. The profile of a non-traditional student seeking a degree completion program is someone over 24 years of age who is working full-time and is likely under-employed or seeking an education level needed for promotion or increased career and job opportunities. Many will have family responsibilities as well; a high percentage of non-traditional students will be working while seeking additional education. It also means that a majority of these students may only be able take one or two courses per semester.

In the state of Ohio alone, enrollment in associate degrees has grown from 2006 from 160,000 students to more than 300,000 student currently in Ohio's community college system in 2018 per Ohio Association of Community Colleges.[1] Per the 2015 state of Ohio report found at has over 600,000 residence who have attained an associate degree and over 1.2 M who have attained at bachelor degree.[2] These are among the constituency groups that these standalone certificates hopes to serve.

UCC Consideration for Exemption from Program Requirements

The following addresses the UCC considerations for exemption from program requirements.

Consideration 1: Identified risks and mitigation strategies (especially, but not solely, as related to student risk and accreditation concerns)
A meeting was held on January 7, 2019, with the following individuals representing the key constituency groups who could identify the risks associated with offering undergraduate level standalone certificates. In attendance:

[1]Source: Ohio Association of Community Colleges. Retrieved from http://ohiocommunitycolleges.org
[2]Source: Education Attainment: Ohio by the Numbers (2015). Retrieved from https://development.ohio.gov/files/research/P7006.pdf

- o Elizabeth Sayrs, Senior Vice Provost for Undergraduate Education and Student Success and Dean of University College
- o Bradley Cohen, Senior Vice Provost for Instructional Innovation
- o Craig Cornell, Senior Vice Provost for Strategic Enrollment Management
- o Candace Boeninger, Associate Vice Provost for Strategic Enrollment Management and Director of Undergraduate Admissions
- o Debra Benton, University Registrar
- o Loralyn Taylor, Interim Associate Provost for Institutional Research
- o Valerie Miller, Director of Student Financial Aid and Scholarships
- o Sara Helfrich, Chair of University Curriculum Council
- o Connie Patterson, Chair of UCC Programs Committee
- o Katie Hartman, Chair of the UCC General Education Committee
- o Todd Myers, Chair Dept. of Engineering Technology and Management

Risks and mitigation strategies identified during the meeting are as follows:

Risk 1: Gainful Employment Data. Generally, in order to be eligible for funding under the Higher Education Act Title IV student assistance programs, an educational program must lead to a degree at a non-profit or public institution, or it must prepare students for "gainful employment in a recognized occupation" (US Department of Education, 2018). As such, gainful employment (GE) must be reported by the office of Student Financial Aid for each standalone certificate.
- *Mitigation Strategy*. Departments or colleges must collect required data by conducting online surveys of graduates from the certificate programs and report results to the office of Student Financial aid yearly.

Risk 2: Gainful Employment Debt-to-Earnings. According to the US Department of Education (2018), a program leads to GE if the debt to earnings ratio is no more than 8% of average annual income or 20% of average discretionary income for a 2-year cohort or 4-year cohort.
- *Mitigation Strategy*. Departments or colleges will not charge tuition or fees exceeding acceptable University practices for undergraduate programs.

Risk 3: Credit Hours and Degree Expectations. New GE programs are subject to minimum requirements including accrediting agency approval, state approval, and minimum program length and credit hours hour. With respect to minimum length and credit hours, new GE undergraduate certificate programs can must be either (1) at least 15 weeks and require at least 16 semester hours if an associate degree is not required or (2) at least 10 weeks and require at least 8 semester hours if an associate degree is required.
- *Mitigation Strategy*. Incoming students to the program(s) must have earned at least an associate degree. This will help to avoid additional admissions administrative burden, to ease university entrance requirements process, and to ensure compliance with the minimum program length and credit hours.

Risk 4: Federal Notification. GE regulations require an institution to notify the Secretary when it intends to add a new GE Program. The notification must describe the institution's determination that the new program will meet the employment market needs. It must describe how the program was reviewed or approved by, or developed in conjunction with, external groups and its accrediting agency. The notification must also include the date classes will start for that program. The Office of Student Financial Aid would submit the request via the federal online application (eApp), which is our program participation agreement for federal student aid programs with the US Department of Education.
- *Mitigation Strategy*. OHIO's Office of Financial Aid and Scholarships will notify the Secretary of OHIO's intention to offer standalone undergraduate certificates after approvals have been granted.

Risk 5: Marketing and Communications. Marketing and communications about the program should clearly communicate minimum admission requirements as well as the need for gainful employment data.

- *Mitigation Strategy*. Departments or colleges will work with admissions, financial aid, and the registrar to create messages that clearly communicate expectations and requirements.

Risk 6: Student Success. Given the potential differences in needs, circumstances, and goals between students seeking degrees and students seeking certificates, certificate-seeking students may have different student services needs including (but not limited to) academic advising, registration, financial aid, and career advising.

- *Mitigation Strategy*. The department or college will work with relevant college student services to provide adequate support necessary for student success. For these two certificates the ETM Department will contract with eLearning for full-time academic advisors to provide academic advising and graduation planning. The Russ College Department of Professional Experiences will provide career resources and advising.

Consideration 2: Financial/resource impact on the university (e.g., reporting, staff effort to work around administrative system limitations) and anticipated revenue.

Program(s) will have costs for the University. Specifically, costs may be incurred by admissions, registrar, and financial aid given that the University will need to make accommodations in University systems to allow for certificate student admission, registration, tracking, financial aid reporting, and official certificate completion transcript. Furthermore, departments or college will need to track gainful employment data. All groups in meeting reported the ability to handle this exception request.

Anticipated revenue is unknown. However, the goal of the programs are to target working adult learners who may not have the time, resources, and motivation to seek a university degree. This target market currently has limited opportunities to achieve a credential through Ohio University. As such, any anticipated revenue is likely to be achieved through a new market and, as such, is unlikely to cannibalize existing revenue sources.

Consideration 3: Requested duration of pilot necessary to deliver informative results (with an upper limit of 3 years), with a suggested expiration date to be agreed upon by PC and UCC

The pilot program is requesting a three-year limit. The term of the program will begin with the start with first class registration for the standalone certificate(s).

Consideration 4: A plan for students enrolled in the pilot to reasonably complete the program without loss of academic progress or increases in costs in the event that the program expires.

These certificates and courses already exist and are being delivered in the traditional undergraduate certificate mode at graduation with an OHIO bachelor's degree. This exemption is to allow students to receive only the certificate upon completion of required certificate course work. A student in the standalone certificate would be able to complete their certificate as the traditional certificates and courses would continue to be offered.

HLC Questions

Below are the current / expected answers to certificate approval questions from HLC.

	YES	NO
Is the certificate program being offered solely at an HLC approved location(s)?	X	
Is a portion of the certificate outsourced to provide goods or services by an entity not accredited by an agency recognized by the U.S. Department of Education?		X
Are you partnering with any entities accredited by an agency recognized by the U.S. Department of Education to deliver courses (content or platform) or to outsource certain aspects of an educational program?		X
Is the certificate a Competency Based Education program?		X
Is the certificate Title IV eligible?	X	
Are the courses in the certificate program credit bearing?	X	
Does the certificate program consist of 50% or more of new courses developed specifically for the requested program (i.e., the certificate is NOT a subset of courses for an existing degree program)?		X
Does the certificate program have appropriate and completed approval from internal sources (i.e., department, curriculum committees, etc.) and external sources (i.e., state coordinating board, etc.)?	X	

Provost's or Provost's designee accepts the risks associated with violation of current university policy and confirms that any risks associated with the program will be monitored and the resources are available to do so.

Print Name:_____   Date:_____

Signature:_____

The college Dean or Dean's designee accepts the risks associated with violation of current policy and confirms that any risks associated with the program will be monitored and that the resources are available to so.

Print: Name: Dennis Irwin   Date:_____

Signature:_____

The department chair has identify all units they have approached in regards to potential risks associated with this program and has listed risk and if possible, the likelihood of its occurrence.

Print Name: Todd Myers   Date:_____

Signature:_____

PC and UCC approval

PC Chair

Print Name: Connie Patterson   Date:_____

Signature:_____

UCC Chair

Print Name: Sara Helfrich   Date:_____

Signature:_____

Appendix: Certificate Descriptions

Certificate 1: Technical Project Management Certificate Program
Code: CTTPMC

Overview: This certificate will provide the student exposure to the skills that are required to be an effective project manager and will help students to prepare for the Certified Associate in Project Management (CAPM)® offered by the Project Management Institute (PMI).

*Computer Methods*_____
Complete one of the following courses:
CTCH 1250 - Introduction to Computers
CTCH 1250 - Introduction to Computers
ETM 2030 - Advanced Enterprise Computer Methods Credit Hours: 3
BMT 2000 - Introduction to Business Computing Credit Hours: 3
MIS 2010 - Introduction to Information Analysis and Design Credit Hours: 3
MIS 2011 - Introduction to Information Analysis and Design (Nonmajor) Credit Hours: 3

*Accounting*_____
Complete one of the following courses:
ACCT 1005 - Accounting for Business Activities Credit Hours: 3
ACCT 1010 - Foundations of Accounting Credit Hours: 3
ATCH 1030 - Financial Accounting Procedures Credit Hours: 3
SAM 1000 - Entrepreneurial Accounting Credit Hours: 3

Introduction to Management
_____
Complete one of the following courses:
MGT 2000 - Introduction to Management Credit Hours: 3
MGT 2100 - Introduction to Management and Organization Credit Hours: 3
MGT 3050 - Applied Management and Supervision Credit Hours: 3
SAM 3050 - Supervision Management Credit Hours: 3

Project Management
_____
Complete the following course:
ETM 3820 - Technical Project Management Credit Hours: 3

General Management
_____
Complete two of the following courses:
COMS 3060 - Interpersonal Conflict Management Credit Hours: 3
ETM 3625 - Supervision and Leadership in Technical Organizations Credit Hours: 3
ETM 3700J - Professional and Technical Writing Credit Hours: 3
ETM 4420 - Purchasing and Supply Chain Management Credit Hours: 3
MGT 3000 - Principles of Operations Credit Hours: 3
PRCM 3250J - Business Communication Credit Hours: 3
SAM 3010 - Managing Processes and Supply Chains Credit Hours: 3
SAM 3250J - Strategic Managerial Communication Credit Hours: 3

Certificate 2: Lean Six Sigma Methods
Code: CTLSSM

Overview: Lean and Six Sigma were developed as two separate methodologies to remove waste and improve quality in an enterprise. The overlap in the principles, tools and skill sets utilized by both methods has led to a synergy in how they are applied in conjunction with each other in an organization. By completing this certificate, students will gain knowledge to utilize and apply key lean and six sigma tools, techniques and methods. This certificate will include a lean course, a six sigma quality course, a statistical methods course and other complementary courses to provide the students with exposure to the skills that are required to be an effective problem solver. This certificate will help student prepare for the SME/Shingo Lean Bronze Certification and the ASQ and the ASQ Quality Improvement Associate Certification CQIA.

Course Requirements: 15 credit hours

Computer Methods
_____
Complete one of the following courses:

BMT 2000 - Introduction to Business Computing Credit Hours: 3
CTCH 1250 - Introduction to Computers Credit Hours: 3
ETM 2030 - Advanced Enterprise Computer Methods Credit Hours: 3
MIS 2010 - Introduction to Information Analysis and Design Credit Hours: 3
MIS 2011 - Introduction to Information Analysis and Design (Nonmajor) Credit Hours: 3

Introduction to Management Principles
_____
Complete one of the following course:

MGT 2000 - Introduction to Management Credit Hours: 3
MGT 2100 - Introduction to Management and Organization Credit Hours: 3
MGT 3050 - Applied Management and Supervision Credit Hours: 3
SAM 3050 - Supervision Management Credit Hours: 3

Statistical Methods
_____
Complete one of the following courses:

ATCH 2090 - Business Statistics Credit Hours: 3
COMS 3520 - Quantitative Inquiry in Communication Credit Hours: 3
ECON 3810 - Economic Statistics Credit Hours: 3
GEOG 2710 - Introduction to Statistics in Geography Credit Hours: 3
ISE 3040 - Fundamentals of Statistics Credit Hours: 3
ISE 3200 - Engineering Statistics Credit Hours: 3
MATH 2500 - Introduction to Statistics Credit Hours: 4
PSY 1110 - Elementary Statistical Reasoning Credit Hours: 3
PSY 2110 - Statistics for the Behavioral Sciences Credit Hours: 4
QBA 2010 - Introduction to Business Statistics Credit Hours: 4

Six Sigma Methods
Complete the following course:

ETM 3635 - Quality Assurance and Technical Documentation Credit Hours: 3

Lean Systems
_____

Complete the following course:

ETM 4325 - Lean Systems Credit Hours: 3