

## INTEROFFICE MEMO

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FROM: OHIO College of Business  
DATE: January 21, 2019  
TO: UCC – Programs Committee  
SUBJECT: Program Exemption Request: Standalone Undergraduate Certificates

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The purpose of this memo is to request an exemption to a UCC program requirement. Specifically, the College of Business seeks to offer four existing undergraduate certificate programs<sup>1</sup> (Financial Planning, Human Resource Management, Sales, and Supply Chain Management) to non-degree seeking students as standalone credentials.

The four certificates are currently offered through the College of Business 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.

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, which means 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 to take two or three 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 students currently in Ohio's community college system in 2018.<sup>2</sup> In 2015, Ohio had over 600,000 residents who have attained an associate degree and over 1.2 M who have attained a bachelor degree.<sup>3</sup> These numbers are part of the constituency groups that these standalone certificates hope 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)

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<sup>1</sup> If approved, we would also like to offer another undergraduate certificate program (Festivals, Entertainment, and Event Management) as standalone. This is certificate is currently under review at UCC.

<sup>2</sup> Source: Ohio Association of Community Colleges. Retrieved from <http://ohiocommunitycolleges.org>

<sup>3</sup> Source: Education Attainment: Ohio by the Numbers (2015). Retrieved from <https://development.ohio.gov/files/research/P7006.pdf>

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:

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

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 program(s) is 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	

**Signatures**

**Dean Approval**

The College Dean or Dean’s designee accepts the risks associated with the 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: Dean Hugh Sherman Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Department Approval**

Department Chairs / Center Directors have identified all units they have approached in regard to potential risks associated with this program and has listed risk and if possible, the likelihood of its occurrence.

Print Name: Andy Fodor Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: Adam Rapp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

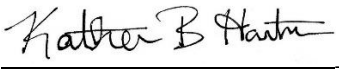
Print Name: Luke Pittaway Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: Heather Lawrence-Benedict Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: Katie Hartman Date: January 21, 2019

Signature: 

**Provost Approval**

Provost's or Provost's designee accepts the risks associated with the violation of the 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: \_\_\_\_\_

**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: Financial Planning

*Code:* CTFIPL

*Overview:* This program prepares students for a career in personal financial planning. Students completing this program will be eligible to sit for the national CFP® Certification Examination administered by the CFP Board.

*Course Requirements:* 27 credit hours

1. ACCT 1020 - Decision Making with Accounting
2. ACCT 3400 - Introduction to Federal Income Tax Planning
3. BUSL 2000 - Law and Society
4. FIN 3310 - Risk and Insurance
5. FIN 3410 - Investments
6. FIN 4100 - Personal Financial Planning
7. FIN 4110 - Retirement Planning Credit
8. FIN 4120 - Estate Planning Credit Hours
9. FIN 4140 - Cases in Financial Planning

### Certificate 2: Human Resource Management

*Code:* CTHRMU

*Overview:* The Human Resource Management Certificate focuses on developing applied skills and readiness for entry-level human resource professional employment. Certificate graduates will understand business strategy, be equipped to determine appropriate human resource management strategies and practices to deliver results and be capable of improving organizational health and longevity. Students will also learn how to work effectively on project teams, succeed in complex assignments, and meet strategic and operational objectives.

*Course Requirements:* 15 credit hours

1. MGT 3300 - Human Resource Management
2. MGT 3400 - Organizational Behavior
3. MGT 4300 - Managing Employee Relations
4. MGT 4370 - Strategic Talent Management
5. One 3-credit hour elective from:
  - COMS 2040 - Principles and Techniques of Interviewing
  - COMS 2050 - Techniques of Group Discussion
  - COMS 2500 - Organization Communication for Nonmajors or COMS 3500 - Introduction to Organizational Communication (for communication majors)
  - PSY 3610 - Survey of Industrial and Organizational Psychology

### Certificate 3: Sales

*Code:* CTSALE

*Overview:* The sales certificate program is for undergraduates in any major who want to develop knowledge and skill in professional selling.

*Course Requirements:* 18 credit hours

1. MKT 3580 - Foundations of Professional Sales
2. MKT 4680 - Consultative Sales
3. MKT 4780 - Sales Strategy & Technology
4. MKT 4910 - Sales Internship (1-3 credit hours)
5. One of the following courses:

- MKT 4250 - Business to Business Marketing
  - MKT 4580 - Sales Management
6. One of the following courses:
- COMS 1030 - Fundamentals of Public Speaking
  - COMS 2060 - Communication in Interpersonal Relationships
  - COMS 2150 - Argumentative Analysis and Advocacy
  - COMS 2020 - Communication and Persuasion
  - ET 2800 - Engineering and Technology – Overview
  - FIN 3000 - Introduction to Corporate Finance
  - JOUR 2500 - Introduction to Advertising and Public Relations
  - PHIL 1300 - Introduction to Ethics
  - SASM 4350 - Sport Promotion and Sales Management

#### Certificate 4: Supply Chain Management

*Code:* CTSCMU

*Overview:* The Supply Chain Management Certificate will provide business and non-business students at Ohio University the opportunity to demonstrate the comprehension of key supply chain theories and practices and the development of skills needed to participate in various supply chain career paths.

*Course Requirements:* 15 credit hours

1. MGT 3000 - Principles of Operations OR MGT 3200 - Operations Management
2. MIS 2200 - Systems Analysis and Design
3. MKT 4040 - Logistics and Supply Chain Management
4. Two of the following courses for a minimum of six hours:
  - ETM 1100 - Introduction to Manufacturing Processes
  - ISE 4170 - Lean Manufacturing and Service Systems
  - ISE 4360 - Facility Planning and Design
  - ISE 4370 - Manufacturing Systems
  - ISE 4490 - Project Management (Credit Hours: 2)
  - ISE 4900 - Special Topics (Credit Hours: 1-4)
  - MGT 3250 - Project Management
  - MIS 3800 - Enterprise Systems Implementation
  - MKT 4100 - Sustainability Marketing