

PROGRAM FEE REQUEST

University University of Arizona College/School College of Architecture & Landscape Architecture (CALA)

Department _____ Program Graduate Certificate in Heritage Conservation

Graduate		Undergraduate		Upper Division	
				Lower Division	
New	\$ <u>200/unit</u> (Proposed)		<u>Fall 2012</u> (Effective Date)		
Existing	\$ _____ (Current)	\$ _____ (Proposed)		_____	(Year Approved)

Rationale for Request (~100 words)

The interdisciplinary graduate Certificate in Heritage Conservation (CHC) program, based in CALA, admitted its first students in Fall 2011 but does not benefit from the existing CALA program fees assigned to its other graduate curricular programs. This CHC program fee is consistent with CALA’s previously approved requests for program fees as part of its uniform system of professional program fees for all graduate students. The rationale behind this unified system of graduate program fees is based on CHC’s goals of strategic excellence internationally and the development of a high quality learning experience as long-term recruitment tools, as well as the higher cost of graduate course delivery.

Compliance with Board Guidelines (~250 words)

The following text is organized per Board Guidelines protocol:

A.1: The quality of the student experience will be enhanced through the addition of nationally recognized experts providing course content modules, access to fee-based specialized software/facilities, travel to conferences, and publications funding.

A.2: Certificate programs are inherently more affordable than full degrees and allow its graduates to develop specialized skills suited directly for the workplace.

A.3: The CHC program fees are commensurate with existing CALA graduate program fees but priced on a per unit basis given the target audience of working professionals who take longer to finish the program.

A.4: While most graduate degree programs at peer public universities with heritage conservation focus have fees commensurate with the CALA graduate program fees, certificate programs at peer public universities with heritage conservation focus do not. As certificate programs are on the rise due to the market demand for specialized, short-term professional training, the trend for program fees will also rise. Heritage Conservation expertise is in great demand as it is increasingly integrated with regional economic development.

A.5: See Student Consultation below.

B: Specialized professionally-oriented certificate programs are a proven tool for enhancement of existing professional degrees and continuing professional education, both target audiences of this program.

Student Consultation (~100 words)

Per CALA policy, regular student consultation on fees use is ongoing. CHC student input consisted of one meeting of its current cohort with consensus of the increased value provided by the program fee.

MARKET PRICING

As stated above, while most graduate degree programs at peer public universities with heritage conservation focus have fees commensurate with the CALA graduate program fees, certificate programs at peer public universities with heritage conservation focus do not. As certificate programs are on the rise due to the market demand for specialized, short-term professional training, the trend for program fees will also rise. Program fees for certificate programs at the University of Arizona range from \$450/unit to \$825/unit.

In the approved 2010-11 Program Fee Increase Request, the CALA proposal outlined an extensive market analysis that determined current CALA graduate program fees of \$3000/yr based on the median program fee compared against peer public institutions. The goal of this CALA program fee proposal was to create a uniform system of professional program fees for all graduate students that averaged \$6000 per student for the duration of their degree or approximately \$200/unit.

ACCOUNTABILITY

Financial Aid Set Aside Amount: 17 %

Proposed Annual Revenue

Program Fee	\$	200/unit
Number of Students	#	10
Total Revenue (assume average 6 units/student/yr)	=	\$12,000

Proposed Annual Expenditures

Financial Aid Set Aside	\$	2,040
Institutional and Advising Personnel	\$	
Support Staff (adjunct + ERE)	\$	6,372
Operating Expenses (speakers, software, travel, etc.)	\$	3,588
Total Program Costs	=	\$12,000