

## PROGRAM FEE REQUEST

University: University of Arizona  
Department: Eller Undergraduate

College/School: Eller College of Management  
Program: Pre-Business

Circle one: Graduate

Undergraduate

Circle one: Upper Division

Lower Division

New \$ \_\_\_\_\_ \$ Fall 2015  
(Proposed) (Effective Date)

Existing \$350 /semester \$150 /semester Fall 2013  
(Proposed) (Current) (Year Approved)

Program will be offered through:  Main Campus  Outreach College  Both

Proposed fee to be applied as:  Per Term  Per Unit--Total \_\_\_Units/Program

Proposed fee to be applied:  Fall  Spring  Summer  Winter

Date Submitted: March 26, 2015

### Rationale for Request

In 2011-2012 Dean Len Jessup formed an Undergraduate Program Task Force to develop strategies for improving the Eller Undergraduate Program. The Task Force believed that Eller should be responsible for a “seed to shelf” model for placement. This meant developing skills, knowledge, and leadership beginning with pre-business majors. The plan was launched with the original fee, which funded career coaches, a professional development course, interactions with employers and alumni, and special programs in preparation for elite careers (investment banking, advertising, consulting). To expand the success of the plan, we need to provide additional components, which will enhance the pre-business experience. These include additional skill based lower division courses as employers and business partners are asking for a significant improvement in skills such as Excel, writing, and applied analytics. To facilitate development in these areas, we will add skill based projects and labs to existing pre-business courses (for example, MIS 111, BNAD 277) and a new business writing course (BNAD 214). The students’ return on investment for this fee will include higher preparedness for employment and better learning outcomes overall. Starting with the freshman year, students develop a future vision including knowledge, better skills, and experiences necessary for specific careers. Every subsequent year students will receive follow up coaching to help them succeed in internships and graduation placement. Depending on demand for these services in summer and winter sessions in future years, Eller pre-business students taking courses in the summer may be charged a pro-rated, per-unit program fee that will be less than the fee charged in the fall and spring.

### Compliance with Board Guidelines

**Quality of the student experience and earnings potential:** The quality of student experience will be enhanced as noted above, and will assist students in their development of a vision of their future, which will provide meaningful context for the academic topics covered in their undergraduate degree and provide direction for their seeking of internships and employment. In addition, students will receive follow up coaching in subsequent years to help them succeed in internships and graduation placement. Well prepared students have a higher likelihood of job placement and of higher earnings.

**Access and affordability** will be enhanced as fourteen percent (14%) of the program fee will be set aside to assist students with financial need. The program fee will be charged to students who are declared as pre-business majors only. It will not be charged to students who are professionally admitted to the Eller College. The fee is not included in base tuition.

**Support:** The program is the result of the Undergraduate Program Task Force and the need for the fee is supported by both faculty and students.

### Student Consultation

On November 12, 2014, Associate Dean Pam Perry attended the Eller Student Council executive board meeting. There were 15 students at the meeting representing all grade levels and a diverse set of majors. She reviewed the ROI on the professional development center pre-business fee and talked about the College’s interest in improving skill building across the curriculum. The students were very supportive of a new lower division writing course as the current junior level course results in a high number of failures for the writing proficiency exam administered in the course. The students believe a sophomore level writing requirement will be well received by students and employers. They further explored feedback from Eller’s employer board and recent summer interns about the need for more robust Excel and data analytics training. The students admitted to learning Excel in MIS 111 but forgetting it for lack of practice and application throughout the curriculum. Overall the students were supportive of increasing the lower division fee with the expectation that the skill-building curriculum for workforce readiness would be improved.

**MARKET PRICING**

Following are comparative data for peer programs based on institutional websites, updated as of 2/20/2015.

University	Resident				Non-Resident			
	Tuition & Mandatory Fees	FY 2016 Projected @ 2%	Fee	Total	Tuition & Mandatory Fees	FY 2016 Projected @ 2%	Fee	Total
U Illinois-Urbana Champaign	15,602	15,914	5,004	20,918	30,228	30,833	5,004	35,837
Pennsylvania State U	17,502	17,852	-	17,852	30,452	31,061		31,061
U Minnesota-Twin Cities	13,560	13,831	1,500	15,331	20,810	21,226	1,500	22,726
<b>University of Arizona</b>	<b>10,600</b>	<b>10,812</b>	<b>700</b>	<b>11,512</b>	<b>23,844</b>	<b>24,321</b>	<b>700</b>	<b>25,021</b>
Ohio State U	10,037	10,238	-	10,238	26,537	27,068	-	27,068
U Texas-Austin	9,798	9,994	-	9,994	34,722	35,416	-	35,416
U North Carolina-Chapel Hill	8,346	8,513	-	8,513	33,428	34,097	-	34,097

**ACCOUNTABILITY**

**Financial Aid Set-Aside Amount: 14%**

**Proposed Annual Revenue**

Program Fee (\$350 / semester, \$700 annual)	\$	\$ 700
Number of Students	#	3,200
<b>Total Revenue</b>	=	<b>\$ 2,240,000</b>

**Proposed Annual Expenditures**

Financial Aid Set Aside (14%)	\$	\$ 313,600
Administrative Charge (10%)	\$	224,000
Instructional and Advising Personnel	\$	1,259,380
Support Staff Expense	\$	68,100
Operating Expenses	\$	374,920
<b>Total Program Costs</b>	=	<b>\$ 2,240,000</b>