

The University of North Carolina at Greensboro
Board of Trustees
December 7, 2017

Action Item

BOT-5 Proposals for Tuition Differentials for 2018-19

Background Information

In February 2003, the Board of Governors adopted a new tuition and fee policy permitting differential tuition assessments for graduate programs, with rates established consistent with each program's unique market and academic requirements. At UNCG, academic leaders have generally considered tuition differentials only for graduate programs with high demand and high instructional costs. Proposed tuition differentials that are consistent with the Board of Governors' policy on establishing tuition & fees and recommended by an institution's Chancellor, the institutional Board of Trustees, and the President, will be presented to the Board's Committee on Budget and Finance and then, if recommended, to the full Board.

Differential tuition proposals submitted by UNCG's School of Health and Human Sciences (for the Department of Kinesiology, Applied Sport and Exercise Psychology Program, and for the Department of Nutrition, Post-Baccalaureate Certificate-Dietetic Internship Program), School of Education (for the Department of Library and Information Studies, Master of Library and Information Studies Program), and Bryan School of Business and Economics (for the Department of Management, Master of Science in International Business Program) are recommended by Chancellor Gilliam. Summaries of these four requests are presented here.

Department of Kinesiology (New Program: Applied Sport and Exercise Psychology)

Sport and Exercise Psychology (SEP) integrates theory, research, and practice, and includes the study of cognitive, emotional, psychophysiological, and social factors that influence sport and exercise behaviors as well as the effects of physical activity on psychological factors. Applied SEP opportunities have expanded beyond athletics to youth programs, health promotion, military training, and performing arts programs. As such, both the American Psychological Association (APA) and the Association for Applied Sport Psychology (AASP) have established proficiencies or certifications for Applied SEP that require graduate-level training in kinesiology and supervised practical experiences. Given the high demand for well-trained graduates to meet these professional needs, our well-established reputation, and the fact that we currently offer one of only two graduate SEP programs in the state (the other is at East Carolina University), we have an excellent opportunity to expand graduate studies into this applied area. Graduate student interest in Applied SEP at UNCG has remained strong, as evidenced by the more than 15 graduate applications we receive each year.

The Department of Kinesiology is requesting approval for tuition differential for the new Sports and Exercise Psychology concentration in the Master of Science in Kinesiology program of \$200.00 per SCH for courses specifically related to the clinically applied course work, beginning Fall 2018. With full enrollment, the maximum revenue generated from differential tuition is \$24,000.00. Revenue will be used for specialized educational resources, professional development, travel reimbursement to clinical sites, support of enrolled graduate students assisting with program coordination and supervision, and to support the unusually heavy administrative workload associated with the program's supervised practical experiences.

Department of Nutrition (PBC-Dietetic Internship Program)

Established in 1980, the UNCG Nutrition Department's supervised dietetics practice program has provided clinical education for >350 students pursuing the Registered Dietitian Nutritionist (RDN) credential. The UNCG PBC-DI program is one of 6 traditional, university-based accredited dietetic internship programs in North Carolina. The mission of the PBC-DI program is to prepare competent entry-level registered dietitian nutritionists for positions in clinical, foodservice, and community nutrition to improve health and enhance quality of life of individuals, families and communities.

The Post-Baccalaureate Certificate-Dietetic Internship Program (PBC-DI) in the Department of Nutrition (NTR) is requesting approval for tuition differential of \$200.00 per SCH for all NTR courses (15 student credit hours) in the PBC-DI program. If approved, this program-based differential tuition would be implemented for students who enter the program in Fall 2018. Projected annual revenue of \$36,000.00 will be used for program accreditation fees, support of qualified program faculty and preceptors, graduate student development and support, and program administration. These resources are needed to address the increasing costs of providing specialized instruction in the complex field of dietetics.

Department of Library and Information Studies

The Department of Library and Information Studies (LIS) is the oldest LIS program in the state of North Carolina. It is highly respected in the state and ranked 22nd in the nation by *U.S. News and World Report*. In 2017, it was ranked as the number one online MLIS program in North Carolina and 14th in the U.S. by SR Education Group. Program enrollment has more than doubled from 150 students in 2012 to 347 students in Fall 2017. This is an initial request for differential tuition for the LIS program that is needed due to both the lack of technology available to distance learners through the University and the increasing cost of providing high-tech training to LIS students. LIS education requires extensive hands-on training in emerging information technologies as mandated by national accreditation standards, which requires both off-campus access to the technologies and support for their acquisition, administration, and use. This request is for a \$20.00 per SCH increase, which will cost students a total \$720.00 for the

36-hour degree. Projected annual revenue of \$108,000 will be used to purchase technology licenses, hire technology support personnel to support faculty and online students, and support online student retention and success initiatives, including graduate student stipends.

Department of Management (New Program: M.S. in International Business)

The Master of Science in International Business (MSIB) program is a new online degree program targeted to North Carolina resident students and students outside of the United States. This innovative program is designed to teach students the knowledge and skills needed to excel in the international business arena, including working in global virtual teams. Students are expected to develop intercultural skills and teamwork skills required to work on global projects involving diverse teams located throughout the world. We request a \$200 per SCH increase for program tuition, starting in Fall 2018. The need to provide critical support services and staff make the implementation of the tuition differential crucial for the success of the program. The \$200 per SCH tuition differential is the same level approved and charged for our three similar professional business master's degree programs, the Master of Business Administration, Master of Science in Accounting, and Master of Science in Information Technology and Management. Projected annual revenue of \$135,000 will be used to support crucial services and staffing expected in graduate business programs and to provide the additional technology and support needed for an online program.

Attached Documents:

- BOT 5.1 Department of Kinesiology Tuition Differential Proposal
- BOT 5.2 Department of Nutrition Tuition Differential Proposal
- BOT 5.3 Department of Library and Information Studies Tuition Differential Proposal
- BOT 5.4 Department of Management Tuition Differential Proposal

Recommended Action

That the Board of Trustees of The University of North Carolina at Greensboro approves new tuition differential charges for 2018-19 in the Sport and Exercise Psychology program, the Post-Baccalaureate Certificate-Dietetic Internship program, the Master of Library and Information Science program, and the Master of Science in International Business program, as described below:

Program	Current	Proposed	
	2017-18	2018-19	
Applied Sport and Exercise Psychology, per SCH	\$0	\$200	
PBC-Dietetic Internship Program, per SCH	\$0	\$200	

Master of Library and Information Studies, per SCH	\$0	\$20	
Master of Science in International Business, per SCH	\$0	\$200	



Charles Maimone, Vice Chancellor for Business Affairs



Dana Dunn, Provost and Executive Vice Chancellor