

UNIVERSITY: The University of Arizona

SPECIAL PROGRAM FEES REQUEST

College/School: College of Agriculture and Life Sciences
Department: The Norton School of Family and Consumer Sciences
Program: Retailing and Consumer Sciences (RCSC)

Is this a graduate or an undergraduate program fee?

UNDERGRADUATE PROGRAM

Is this a new fee or an increase to an existing fee?

NEW FEE Amount requested: **\$500 per academic year for upper division students**

BACKGROUND:

This is a new fee request, which would enhance student hands-on, career preparation and leadership experiences in the Retailing and Consumer Sciences major. The proposed program fee will help us not only continue the current career services but expand those experiences to ensure that our students are top candidates in the national job market for those seeking a job and/or in higher education for those who are seeking a professional or graduate degree. Faculty leadership team, faculty, and student leaders participated in the discussion in developing the proposal.

DISCUSSION:

The proposal includes specific discussion with respect to: the quality of the student experiences, cost of delivering the programs, access and affordability, market pricing, effective date and number of students who will be affected, student consultation and support, increased earnings potential of program graduates, and accountability. We expect that 150-200 students in the RCSC major will be affected by the program fee.

Norton School Overview

Innovative programs, a concern for society, a focus of hands-on experience and cutting-edge research unite the programs in the John and Doris Norton School of Family and Consumer Sciences. Whether students are interested in helping troubled families, teaching parenting skills, or directing international imports for a major retail company, the School offers two critically acclaimed academic programs: Retailing and Consumer Sciences and Family Studies and Human Development. It is our goal that no graduate leaves the Norton School without opportunities for hands-on experience in the field and a head start on a future career. To meet such a goal and to provide excellent student career and leadership experiences, we propose a program fee for both majors, effective AY2010, for those who are in the upper-division standing.

Retailing and Consumer Sciences Major

The Quality of the Student Experiences

Retailing and Consumer Sciences (RCSC) majors examine retail marketing and management principles that are applied across a broad spectrum of U.S. and global retail businesses including store, catalog, internet, and services firms and other businesses that support these diverse retailers and consumer service sectors. Outstanding instructional and research programs delivered by RCSC's energetic and dedicated

faculty are responsible for the program's growing reputation for excellence and its proven track record for career placement of its graduates.

Today's employers are seeking strong academic records, leadership abilities, and tangible evidence of on-the-job skills among their future employees. One of the most important goals of the RCSC major is to prepare our students to be competitive in the job market. They frequently compete for positions against students graduating from business and management colleges both on campus and nationwide. One of our successful strategies has been to offer numerous career and leadership development opportunities for our students throughout the year. For example, an internship offers an in-depth examination of specific retail positions and businesses which significantly enhances a student's competitiveness upon graduation. Through the partnership that Terry J. Lundgren Center for Retailing has with national retail corporation partners (e.g., Macy's, WalMart, Office Depot, Deloitte Consulting, etc.) , most of our junior majors obtain competitive, paid summer internships, which often leads to obtaining a permanent position prior to their graduation. While the need to provide our students with expanded career advising, mentoring and leadership training is ever so increasing, the resources to offer those opportunities are continuously declining. The proposed program fee will help us not only continue the current career services but expand those experiences to ensure that our students are top candidates in the national job market.

Cost of delivering the college/school instructional program

The following programs are not covered by student tuitions and would not be offered unless additional resources are available:

- Networking/internship opportunities with industry contacts during classroom and special info sessions
- Global retailing conference participation (face value of \$400 during their professional phase per year x 2 = \$800)
- Career development seminars provided by the TJL center – such as the GoPro Series
- Individualized career advising
- Professional business card once interviewing begins Jr. year
- Professional Development Senior seminar for students 2 semesters from graduation
- Career connections – resume referral
- Study tours to NYC, San Francisco and Las Vegas
- Leadership opportunities as a Lundgren Center ambassador
- Personalized service from outstanding faculty
- Alumni career panel
- Industry-track certificate programs
- Internship Fair
- Leadership training opportunities (Student Ambassadors, Students In Free Enterprise, Fashion Industry Interest Group, etc.)

Access and Affordability:

We will set aside 17% of the fee to make it available for students who need financial assistance.

Market Pricing

We propose \$250 per semester at the time of registration. The Eller College of Management would be the closest peer program for the retailing and consumer sciences major. Currently, Eller College charges differential tuition of an additional \$400 per student per semester, and also a course fee for

summer/winter courses (\$20 per unit x 3 units = \$60 per class). Given Eller’s pricing, our pricing of \$250 for individualized coaching and career experience is extremely reasonable and can be sufficiently justified for the individualized career service/advising our students will receive. A program such as our retailing program is rare; most of the peer “merchandising” or “consumer sciences” programs in the college of human ecology may not charge differential tuition or program fees. However, the program fees (or differential tuition) by other business colleges are as follows:

Management and Business School Fees		
Purdue Business School	\$1,070	per semester
UT Austin Business School	\$632	per semester (as compared to Liberal Arts)
Univ of Wisconsin Business	\$500	per semester
UA Eller College	\$400	per semester
UA Ohio State Business School	\$375	per semester (or \$250 per quarter)
UA Retailing Proposal	\$250	per semester

Please note the tables at the end of this request.

Effective Date and Number of Students Who Will Be Affected:

The Retailing and Consumer Sciences Major is a professional program which requires sophomores who meet the qualifications to apply for a professional program. The program fee will be applied to those who are admitted to the professional program. We anticipate a total of 150-200 students (mostly juniors and seniors) who are enrolled in the professional program each year. We request that the program fee be effective Fall AY2010-11.

Benefits to the Entire University:

National competitiveness and career readiness of our graduates in Retailing and Consumer Sciences students are the cornerstones of bringing 70+ retail and consumer product corporate recruiters to the University of Arizona – through both the Internship Fair in spring (which is organized by our student groups) and the Career Fair (which is organized by the UA Career Center) in fall. These companies recruit not only our students in RCSC but also students from all other majors whose interests are careers in business (e.g., accounting, IT, management). For instance, the annual Internship Fair, offered by the RCSC program/student leadership team, brought 70+ companies. More than 500 students from all majors participated in the Fair, seeking internship opportunities.

Student Consultation and Support:

Our faculty advisors met with student ambassadors and leaders to get their feedback on the program fee proposal. The student ambassadors also consulted with their members to get their feedback. Students have demonstrated an enthusiastic support for the proposal (see a letter of support attached).

Increased Earnings Potential of Program Graduates:

When our students are competitive in the job market, their initial and career earning potential can be much higher. Although the economic downturn will undoubtedly affect the job market this year, it is very likely that most companies will return to the UA for recruitment because the UA RCSC program is frequently designated as one of the top 5 schools for recruitment nationwide. Our students typically

graduate with a job in a salary range from mid-\$40,000 to mid-\$50,000. Over the years, we have witnessed that those successful graduates with strong leadership skills tend to be placed on a fast executive track by their employers which allows them to achieve a mid-level executive position in a relatively short time in their career. This opportunity provides our graduates to earn substantially more than their peers without those leadership skill sets. For example, a post-5 year RCSC graduate could earn \$100,000 or more in a mid-level management/executive position.

Financial Impact of the Request on Revenues:

The requested **new fee** will generate **\$75,000 in new revenues** next year that will be used to enrich the educational experience of the students in this program.

Accountability:

Annually, the School Director and academic program leaders in the Norton School will review how the fees are used in support of student experiences, and an audit report will be filed annually.

RECOMMENDATION: *The recommendation should be specific, clear, and concise.*

We recommend that the Arizona Board of Regents approve a \$250 per semester program fee for Retailing and Consumer Sciences upper-division undergraduate students effective AY2010-11.