

University The University of Arizona

College/School Zuckerman College of Public Health

Department _____

Program Public Health Graduate Certificates

Graduate	Undergraduate	Upper Division
		Lower Division

New	\$ <u>250/per unit</u> (Proposed)	<u>Fall 2012</u> (Effective Date)	
Existing	\$ _____ (Current)	\$ _____ (Proposed)	_____ (Year Approved)

Rationale for Request (~100 words)

The Zuckerman College of Public Health (COPH) has four graduate certificate programs: Arizona Clinical & Translational Research (ACTR), Global Health & Development (GHD), Public Health, and Maternal & Child Health Epidemiology (MCH-Epi). The certificate courses are all offered on-line. There are significant costs that are required to make these courses available to non-traditional and distance learners, including on-line course maintenance, salary for support staff, and faculty FTE needed to provide on-line assistance to students who may not be familiar with distance learning. We also need funds to support specific certificate program costs, e.g., the ACTR certificate includes research ethics workshops and mentoring.

Compliance with Board Guidelines (~250 words)

The certificate programs are on-line to increase the accessibility of the graduate certificates since the target audience includes non-traditional and distance students who have limited time and access for campus-based courses. Completion of the certificates allows students to pursue additional job opportunities within their professional environment and position themselves to be more competitive when seeking out new positions. In addition, students from across the University campus benefit from the certificate programs since new courses are being designed and offered to fill the existing and emerging curriculum needs in health and development, including translational research, global health, and cultural-specific health needs.

There are significant costs that are required to make these courses available to distance learners, including on-line course maintenance, salary for support staff, and faculty FTE needed to provide on-line assistance to students who may not be familiar with distance learning. These costs are the basis for requesting a special program fee. We also need funds to support specific certificate program costs, e.g., the ACTR certificate includes research ethics workshops and mentoring.

The cost of the graduate certificate is reasonable for certificate programs in this field. Even with the proposed program fee, the MEZCOPH graduate certificate costs less than similar certificates at several peer institutions. In addition, we will set aside funds for need based financial aid at a rate of 17% for those students who demonstrate a need for financial aid.

Student Consultation (~100 words)

Currently, 82 students are enrolled in the COPH graduate certificates. These students would be exempt from paying the program fee. Only new students enrolling in the Fall 2012 semester and beyond will be asked to pay the program fee. We anticipate 20 students will apply and be admitted to the certificate programs for the 2012-13 academic year. Distance students recognize that these programs are cost-intensive and we expect that they will support the additional fee. In addition, the COPH has communicated and consulted with the stakeholders in the different certificate programs and they support the differential tuition costs. For example, the ACTR Advisory Committee, which includes seven faculty members from seven different academic, clinical, and training programs at the University of Arizona Medical Center was the group that first recommended the program fee.

MARKET PRICING

MEZCOPH wants to ensure that the students have access to an affordable education. The cost of the graduate certificate is reasonable for graduate level certificate programs in this field. Even with the proposed program fee, the certificate costs less than similar certificates at several peer institutions. For example, this table compares the certificate program to comparable programs at peer institutions.

<i>University</i>	<i>Name of Certificate</i>	<i>Cost per unit</i>	<i>Number of units</i>	<i>Total Cost</i>
University of Arizona Zuckerman College of Public Health	Public Health Graduate Certificates	\$ 902 / unit Plus \$250 program fee	12	\$13,824
Drexel University	Certificate of Study in Clinical Research	\$ 1,005 / unit	15	\$15,075
Johns Hopkins Bloomberg School of Public Health	Global Health Certificate Program	\$ 892 / unit	18	\$16,056

ACCOUNTABILITY

Financial Aid Set Aside Amount: 17 %

Proposed Annual Revenue

Program fee per unit	\$	250
# of units that a student takes per year (on avg)	#	12
# of students	#	20
Total Revenue	=	60,000

Proposed Annual Expenditures

Financial Aid Set Aside	\$	10,200
Institutional and Advising Personnel	\$	13,800
Support Staff	\$	16,000
Operating Expenses	\$	20,000
Total Program Costs	=	60,000