

PROGRAM FEE REQUEST

University: University of Arizona

College/School: College of Agriculture and Life Sciences

Department: Office of Career and Academic Services **Program:** Non-exempt CALS Undergraduate Majors

Graduate **Undergraduate X** Upper Division X Lower Division X

New **\$75.00** **Fall 2016**
 (Proposed) (Effective Date)
 Existing \$____ \$_____
 (Proposed) (Current) (Year Approved)

Proposed fee to be applied as:
X Per Term Per Unit, Total of ____ Units per Program
Proposed fee to be applied:
X Fall X Spring Summer Winter
 Date Submitted: October 30, 2015

Rationale for Request: The program fee will support the new CALS Career Center and enhance career readiness for undergraduates across the diverse majors in CALS. National surveys of employers in the agriculture and life sciences industries reveal growing demand (60,000 job openings per year) for new employees with STEM backgrounds and expertise in food, agriculture, renewable natural resources and the environment. Yet a recent APLU survey of employers in these industries noted great need for advanced career skills among our graduates, specifically effective communication (oral and written) in a business environment, team work, and networking in a cross-disciplinary setting in order for them to make significant contributions as new hires. With hiring opportunities on the rise, we have created the CALS Career Center to offer programs that include one-on-one coaching to produce the most employable graduates in the country for entry into agriculture, bio-sciences, commerce and related careers. Graduates from CALS will be able to use the career center for at least one year after graduating.

Compliance with Board Guidelines: Through the generosity of our external donors, CALS made a \$2.1 million investment in 2014-2015 to lobby to create space for an engaging Career Center and student Advising Center. Revenue from the student program fee will cover annual staffing and operations of the Career Center to host career-skill development programs, arrange networking events for students and employers, and offer one-on-one coaching on resume-building and interview skills specific to our industries. The Center can host both in-person and video-conference interviews. The Center serves as one-stop-shopping for companies, government agencies and non-profits who hire in our economic sector and as a college-wide clearinghouse for information about internships with industry and government agencies. We will focus on employers and career opportunities in agriculture, life-sciences, environmental sciences, natural resources and related fields. A 2015 survey conducted by the National Association of Colleges and Employers found that on-campus career centers were the best conduit for contacting potential employees. These funds will allow us to advance our corporate network, assist students with building career skills and develop a stronger interface with industry and agencies in our arena. Most important, by tailoring services to the majors represented in the college, we will directly help students to acclimate to careers that “put science to work” within these industries. Students in two CALS majors currently have a program fee within their respective departments primarily for career-related advising, corporate engagement and networking. Since 2009 the Norton School has built a career readiness program for their RCSC and FSHD upper-division students, so the proposed program fee will be waived for these majors. To address access and affordability for the remaining students, 14% of the fee revenue will be set aside for students who need financial assistance.

Student Consultation: A survey of CALS undergraduates (all majors) found that 71% of 263 respondents ranked one of the following 3 services as their top choice of 8 potential services that could be offered by a CALS Career Center: job/internship search assistance (40% indicated as top choice), interview preparation (17%), resume/cover letter coaching (14%). Focus group sessions with 32 students representing elected officers of several student clubs found that students see a distinct advantage in career services that are specific to their particular fields and needs. They are acutely aware of the importance of establishing a solid network with industry and/or professional schools, but making these connections is difficult for them. They see great value in having a CALS career center that functions as a bridge between students and industry/agencies. The focus on specific fields and types of employers is what makes the center valuable to them. Students are

willing to pay a fee to support such services, and say they would not change their major out of CALS if such a fee is imposed. Acceptable fees to students were in the \$150 - \$200/semester range with \$200 as the upper limit. They emphasize they are willing to pay only if the services provided are 1) highly effective, and 2) do not duplicate services they pay for elsewhere, reinforcing their message that services tailored to CALS majors are the key deliverable for the Center.

MARKET PRICING (~200)

The table below displays comparative data for tuition and mandatory fees for UA peer institutions that are also land-grant universities. With the new program fee does UA's ranking remains the same.

	Resident Tuition & Mandatory Fees	Program Fee	Total Resident Tuition, Mandatory Fee & Program Fee	Non-Res. Tuition & Mandatory Fees	Program Fee	Total Non-Resident Tuition, Mandatory Fees & Program Fee
Pennsylvania State U	17,514		17,514	31,346		31,346
U Illinois-Urbana Champaign	15,626		15,626	30,786		30,786
U California-Davis	13,951		13,951	38,659		38,659
U Minnesota-Twin Cities	13,790		13,790	22,210		22,210
Michigan State U	13,560		13,560	36,360		36,360
U California-Los Angeles	12,763		12,763	37,471		37,471
U Washington-Seattle	11,839		11,839	34,143		34,143
University of Arizona	11,403	150	11,553	32,630	150	32,780
U Wisconsin-Madison	10,416		10,416	29,665		29,665
Ohio State U	10,037		10,037	27,365		27,365
U Maryland-College Park	9,996		9,996	31,144		31,144
U Texas-Austin	9,810		9,810	34,806		34,806
Texas A&M U	9,428		9,428	28,020		28,020
U North Carolina-Chapel Hill	8,591		8,591	33,673		33,673
U Iowa	8,104		8,104	27,890		27,890
U Florida	6,381		6,381	28,658		28,658

ACCOUNTABILITY

Financial Aid Set-Aside Amount: 14%

Proposed Annual Revenue

Annual Program Fee Amount	\$	150
Number of Students Enrolled	#	2,250
Total Annual Revenue	=	\$337,500

Proposed Annual Expenditures

Financial Aid Set Aside (14%)	\$	47,250
Institutional and Advising Personnel	\$	124,500
Support Staff Expense	\$	44,000
Total Operating Expenses + Administrative Charge + Value of Anticipated Waivers	\$	121,750
Total Program Costs	=	337,500