

University of Detroit Mercy

Guidelines for New Certificates

The following list is a set of guidelines for submitting a proposal for a new certificate to the Undergraduate Standards Committee or the Graduate Standards and Retention Committee as appropriate. Each listed item should be addressed. The proposal should be well organized, honest and anticipate questions.

A. Summary

1. Provide a one page executive summary of the important aspects of the proposed minor that are detailed below.

B. Description of the Certificate

1. Provide a narrative description of the certificate as it would appear in the catalog.
2. Provide a matrix that shows a typical course sequence, taken by a full-time and/or part-time student.
3. List all courses in the curriculum: catalog number, title, description, academic unit, and units of credit, as they would appear in the catalog. Indicate which courses are new (+) and which are already being offered and in which program (*). Proposals with fewer than 15 credit hours require a separate rationale. Fully developed syllabi should be included in an appendix.
4. Indicate delivery format of new courses e.g. traditional day time classes, night classes, intensive weekends, etc. Indicate whether on-line course delivery is intended immediately or in the future.
5. Describe how the proposed certificate respects academic integrity and intellectual merit.
6. Indicate unusual or unique characteristics of the proposed certificate.
7. Describe how the proposed certificate affects related departments or fields of concentration.
8. Indicate if the certificate is granted on a stand-alone basis or in conjunction with another academic degree.
9. Indicate the level of the certificate: Post-Baccalaureate and above or Baccalaureate and below. There are three types of certificates at the graduate level: 1) Post-Baccalaureate, 2) Post-Master's, or 3) First-Professional. At the undergraduate level, certificates that are granted on a stand-alone basis need to be placed into one of the following three categories for Federal reporting purposes: 1) Less than one academic year (less than 900 contact hours or 30 semester credit hours), 2) At least one but less than two academic years (at least 900 but less than 1800 contact

hours), or 3) At least two but less than four academic years (at least 1800 contact hours).

C. Mission

1. Describe how the proposed certificate fulfills the mission of the University.
2. Describe how the proposed certificate fulfills the mission of the College or School.

D. Objectives, Learning Outcomes and Assessment

1. Indicate the certificate objectives.
2. Indicate the learning outcomes and which courses satisfy those outcomes.
3. Indicate how the Learning Outcomes and the Objectives of the certificate will be assessed.

If the proposed certificate does not require any new courses, faculty, administrators, staff or facilities, then the Market Study can be omitted.

E. Market and Need

1. Provide evidence of student demand, e.g. results of a market study, survey, focus groups, etc. Include a conservative estimate of new student enrollment for a five year period and the estimated number of credit hours per year the student is likely to take.
2. Describe the competition for the certificate. Are there similar certificates at other institutions in Michigan? If yes, list the institutions, briefly describe the similarities and differences to the proposed certificate and indicate the enrollment in the competing certificate.
3. For professional certificates indicate the job market for graduates including national or regional data on jobs available and job growth trends.
4. Describe the market area of the certificate i.e. is it local, regional or national.
5. Identify interest and potential partners in the certificate who can help make it successful e.g. students, alumni, local groups, industry leaders, etc.
6. Describe how the certificate will be unique and attract market share.

F. Students

1. Describe, with appropriate justification, a typical student of the certificate program including whether the student will be full-time or part-time.
2. If the certificate is intended to provide an option for existing students in the University describe the enrollment impact on other programs.
3. If the certificate will attract new students to the University describe who these students are and whether they have special needs or requirements not currently provided by the University.
4. Describe how the certificate will attract a diverse student body.

5. If the proposed certificate is an expansion of existing program, or is new, list the number of majors and degrees in the related program for the past five years.

G. Faculty

1. Provide a list of faculty who will be involved in the new certificate.
2. Indicate, with justification, whether new full-time, part-time, and/or adjunct faculty will be required to operate the certificate program.
3. Describe how the certificate may help the University attract a diverse faculty.
4. Indicate what fields of specialization require new full-time or part-time faculty.

H. Administration and Support

1. Indicate how the certificate will be administered.
2. Indicate, with justification, whether support personnel are required for the certificate including secretarial, information technology and lab support.
3. Indicate whether academic support will be required from existing certificates on campus such as UAS, Co-op, Writing Lab, etc.

I. Library Resources

1. Indicate the University's library resources available in direct support of the proposed certificate: reference and periodical holdings, software, audiovisuals and other instructional materials.
2. If new library resources are needed, collaborate with the Dean of the Library to determine the cost.

J. Facilities

1. List the facilities which are currently available at the University for the certificate program including administrative office space, class room space, and the like.
2. Indicate whether the Registrar has any concerns over provision of class room space for the certificate.
3. Indicate whether any facilities such as laboratories, classroom and office space have to be built, renovated or added to deliver the certificate and what the cost of same would be based upon a review and cost study by the University Facilities Management Department.

K. External Support

1. Describe any accreditation available in the field and recommend whether such accreditation should be sought.
2. If the certificate has been reviewed by an external consultant, professional organization, employers, etc. include a copy of their report in the appendix.

3. Describe any external funding that has been received or can be expected to be received to support the certificate. Include the duration of any grants or any continuing commitments that have future budget implications.
 4. Describe whether any resources are to be reallocated from existing certificates to support this new certificate.
- L. Operating Revenue and Costs
1. Provide a five year projection of revenue and expenses for the certificate utilizing the projected number of students from the market study and the projected credit hours taken per year.
 2. Revenue should include tuition and external support.
 3. Expenses should include scholarships, graduate assistantships or other tuition reduction costs.
 4. The spread sheet of revenue and expenses should follow the format and categories for certificate budgets used throughout the University (see attached spreadsheet format). A narrative of assumptions should define the parameters of the projection.
 5. The difference between revenue and expense should be totaled at the bottom as the Net Margin for the indirect expenses of the University.
 6. The year one projection should include all start up costs and capital expenditures necessary to begin the certificate.
- M. Approval Process
1. Indicate any other University support that has been obtained. Include support letters from internal or external sources.
 2. You are invited to submit anything additional which will help any committee in its decision.
- N. Appendices
1. Include in an appendix any supporting material used to draw conclusions described in the above sections e.g. a market study, course syllable, cost analysis, grants, etc.
 2. Include in an appendix any material which would help support the certificate including the market study, course syllabi, cost studies, grants, etc. used to draw conclusions described above.
 3. Please submit any suggestions for improvement in this proposal document or process (optional).

Approved May 16, 2006