

University of Central Florida
Market Tuition Proposals
November, 2011

- a. Professional Master of Science in Health Care Informatics

**State University System
Market Tuition Proposals**

University of Central Florida		Proposal 1
1	Degree Program	Professional Master of Science in Health Care Informatics - CIP 51.0706
2	Has the program been approved pursuant to Regulation 8.011?	Yes
3	Does the program lead to initial licensing or certification?	No
4	Is the program identified as a state critical workforce need?	No
5	Are the program's admission & graduation requirements the same as other programs?	Yes
6	Current Tuition Rate (same for residents & non-residents)	\$29,466
7	Proposed Market Tuition Rate	\$29,466
8	5 Other Public/Private Rates for Similar Program:	
9	Nova Southeastern University	\$17,480
10	University of Illinois at Chicago	\$33,300 - \$35,520
11	University of Alabama at Birmingham	\$26,175
12	Northwestern University	\$37,785
13		
14	Length of Program (SCH)	36
15	Student Enrollment (Headcount): Fall 2010	
16	Resident	61
17	Non-Resident	5
18	Total	66
19	Similar Program at other SUS Institutions (if yes, provide university and program name)	No
20	University and program name:	
21	University and program name:	
22	University and program name:	
23	University and program name:	
24	Different Rate for Resident vs. Non-Resident (NR)?	No

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Request to Establish Market Tuition Rates - Regulation 7.001(15)**

**University of Central Florida
Professional Master of Science in Health Care Informatics - CIP 51.0706**

Date	
University Board of Trustees approval date:	September 28, 2011
Proposed Implementation Date (month/year):	January 2012

Market Tuition Rate Process

Explain the process used to determine market tuition.

The tuition for this program was determined by a systematic evaluation of five direct competitors, comparing their tuition costs as well as their curriculum and online availability. The average tuition cost for these five programs is approximately \$29,240, which is slightly less than the UCF rate of \$29,466. This rate positions UCF in the middle of the market and aligns the program with our closest curricular counterpart, the University of Alabama at Birmingham. The tuition at UAB is slightly less than the UCF proposed market tuition rate; however, students at UAB are required to visit Birmingham at least four times during the program for a total of 16 days. This travel is at the student's expense and adds to the cost of the program. The health care informatics degree program at UCF has alleviated the need for on-campus visits by employing technology to facilitate group interactions.

Mission Alignment

Describe how offering the proposed program at market tuition aligns with the mission of the university and the Board strategic plan:

The mission statement for UCF is as follows: The University of Central Florida is a public multi-campus, metropolitan research university that stands for opportunity. The university anchors the central Florida city-state in meeting its economic, cultural, intellectual, environmental and societal needs by providing high-quality, broad-based education and experienced-based learning; pioneering scholarship and impactful research; enriched student development and leadership growth; and highly relevant continuing education and public service initiatives that address pressing local, state, national, and international issues in support of the global community.

Delivery of the health care informatics degree program supports the mission of the university and the Board of Governors in that it represents high-quality, broad-based education and experienced-based learning. In addition, the program offers highly relevant continuing education by meeting a critical workforce need for the State of Florida.

These statements address the Board of Governors' goals adopted from the State University System of Florida's Strategic Plan.

Goal 1: Access to and production of degrees. Since its inception in Fall 2009, the health care informatics degree program has enrolled approximately 150 students, providing access to a highly

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specialized degree that is not offered at any other SUS University. The program is completely online, and it allows students from all over the state access to higher education.

Goal 2: Meeting statewide professional and workforce needs. As mentioned earlier, health care informatics is one of the state’s critical workforce areas. In addition, the program has received tremendous response from employers in the area that are requesting students with the knowledge, skills, and abilities taught in the health care informatics degree program.

Goal 3: Building world-class academic programs and research capacity. The health care informatics program is establishing itself as an innovator in health care informatics education, and it is positioned to be a leader in this field. In 2013, the program will begin the Commission on Accreditation for Health Informatics and Information Management Education accreditation process and, when successful, will make the UCF health care informatics degree program one of only two accredited health care informatics programs in the country. The program supports a health care informatics research lab that facilitates faculty and student research.

Goal 4: Meeting community needs and fulfilling unique institutional responsibilities. The American Recovery and Reinvestment Act of 2009, established a mandate that all health care practitioners “meaningfully use” electronic health records to provide quality and cost effective care. This mandate put a tremendous strain on many communities to establish resources for providers attempting to meet the “meaningful use” requirement and to exchange health information. These communities require the skills of an informatician. The UCF health care informatics degree program will help meet these community needs by providing online distance education in health care informatics to students throughout the state while continuing to allow them to work. Further, by providing this education to out-of-state students, the UCF health care informatics degree program can help fill the national void of trained informaticians that can provide the health care community with advanced data mining and management skills as well as providing them with a thorough grounding in the clinical, management, and business aspects of the health care industry.

Declaratory Statement

Provide a declaratory statement that the policy will not increase the state’s fiscal liability or obligation:

The health care informatics degree program will not increase the state’s fiscal liabilities or obligations. Any unforeseen costs will be the responsibility of the College of Health and Public Affairs using non-E&G funds.

Restrictions / Limitations

Identify any proposed restrictions, limitations, or conditions to be placed on the policy:

No restrictions, limitations, or conditions are anticipated beyond those already stipulated by the Board of Governors’ policy on market tuition.

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Accountability Measures

Indicate how the university will monitor the success of the policy. Provide specific metrics that will be used.

Success of market tuition for the health care informatics degree program will be measured using several metrics collected over a three-year review period including:

- number of students enrolled
- compliance with SACS standards for accreditation
- program revenues relative to program costs
- student satisfaction with the program
- employer satisfaction with the program
- number of degrees conferred

Course Availability

Explain how the university will ensure that sufficient courses are available to meet student demand and facilitate completion of each program submitted for consideration.

The health care informatics degree program is a 20-month cohort based degree. As with most other cohort-based programs, classes are limited to students enrolled in the program, and the number of students admitted is tightly controlled. The program director and departmental chair work closely to ensure sufficient staffing for all programs within the department, with priority given to the health care informatics degree program.

Economic Impact

Provide economic impact that this proposal will have on the university and the student, anticipated revenue collection, how the revenue will be spent, whether any private vendors will be used, and which budget entity the funds will be budgeted.

Program Background:

The program is currently being offered through Continuing Education and both residents and non-residents are charged the same tuition rate. Although initially designed as cost recovery, due to increased demand and cost-saving strategies, revenues beyond simple cost-recovery are being achieved. Thus, the program is more appropriately classified as market tuition rate and no immediate increase in tuition rate is required.

Economic impact of proposal on the UCF and on student:

This program is unique to the UCF service area and will impact the economy of the university in two ways.

1) The proposed market tuition rate will generate additional revenues to support the program and the Department of Health Management and Informatics. These revenues will allow the department to make additional investments in faculty development, instructional support, and equipment for research and teaching.

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2) Students graduating from this program are in high demand from industry. According to *US News and World Report* (2008), health care informatics is one of the fastest growing specialties within the area of health care. Further, 100 percent of all graduates from the first cohort have attained full-time employment with starting salaries ranging from \$57,000 to \$84,000.

Thus, not only are graduates of this program in high demand, they also attain starting salaries much higher than the national average. These students will likely be employed not only in the state of Florida but nationwide contributing to the tax base and infrastructure of their local economy.

Anticipated gross revenue:

Cohort 1= \$29,466 x 40 students = \$1,178,640

Cohort 2= \$31,392 x 40 students = \$1,255,680

How revenues will be spent:

The proposed market tuition rate revenues will be used to enhance the health care informatics degree program and the Department of Health Management and Informatics by hiring instructional support, investing in state of the art technologies, recruiting exceptional students, and investing in faculty development.

Will private vendors be used?

Several private vendors will continue to be used, including textbook publishers and wholesalers, food caterers, media outlets for promotion, and software vendors.

What budget entity will be used for the proposed program?

The health care informatics degree program budget will be administered by the Division of Continuing Education in cooperation with the College of Health and Public Affairs budget office, and it will have a designated auxiliary account.

Other Information

See Attached Supplemental Form