

2015 Market Rate Tuition Proposals Overview

Board Regulation 7.001(15) allows for a university board of trustees to submit a proposal for market tuition for graduate-level courses offered online or through the university's continuing education unit when such courses constitute an approved degree program or college credit certificate program. Currently, the Board of Governors has approved 81 market rate programs since 2011. This year, the Board has been asked to consider 10 programs from four universities (FIU, UCF, UF and USF). Board of Governors staff has reviewed the proposals and has the following observations:

Florida International University (3 proposals): Proposals to establish market rate for the Online Masters of Science in Engineering Management, the Online Masters of Science in Computer Engineering, and Master of Arts in Disaster Management. These proposals were approved by the board of trustees in June of 2015.

- The Online Master of Science in Engineering Management is a 30 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$35,000 (\$1,166.67 per credit hour). This program is currently offered as E&G. This online program has been customized for the working adult by providing high quality instruction with a flexible schedule and shorter completion time.
- The Online Masters of Science in Computer Engineering is a 30 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$25,000 (\$833.33 per credit hour). This program is currently offered as E&G. This online program has been customized for the working adult by providing high quality instruction with flexible schedule and shorter completion time.
- The Master of Arts in Disaster Management is a 30 credit-hour program offered face-to-face. The tuition for in-state and out-of-state students will remain at \$24,995 (\$833.16 per credit hour). This program is not currently offered as E&G. This program will target professionals from the fire, police, EMS and healthcare industry that have expressed an interest in this field. Graduates from this program will gain employment with local government emergency management agencies, health care providers, law enforcement, EMS organizations, Federal Emergency Management, etc.

University of Central Florida (2 proposals): Proposals to establish market rate for the Executive Master of Science in Health Services Administration, and Industrial Engineering M.S. (Healthcare Systems Engineering Track). These proposals were approved by the board of trustees on September 24, 2015.

- The Executive Master of Science in Health Services Administration is a 44 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$36,653 (\$833 per credit hour). This program is not currently offered as E&G. This program is designed for self-motivated, experienced health services professionals with a minimum of three years of relevant professional experience, including managers, mid-career professionals, and clinicians. Students graduating from the executive HSA program will be equipped to be leaders in the health care industry which will benefit the community. Moreover, obtaining an executive HSA degree will allow students to grow professionally and to move vertically in their career ladder.
- The Industrial Engineering M.S. (Healthcare Systems Engineering Track) is a 30 credit-hour program offered online through continuing education. The tuition for in-state students and out-of-state students will be \$36,000 (\$1,200 per credit hour). This is a new track created within Industrial Engineering. This program is offered as an E&G program at \$288 per credit hour and currently has no student enrollment. Most of the candidate students who are likely to enroll in this program are expected to be working professionals already active in healthcare or related field. Graduates of this program could earn a projected \$20,000 increase in income as much as 10 years earlier than expected to achieve without earning a master's degree.

University of Florida (4 proposals): Proposals to establish market rate for the Master of Science in Family, Youth and Community Sciences, the Master of Science Forest Resources and Conservation Concentration Natural Resource Policy and Administration, the MAMC Public Relations and Communication Management, and the Master of Science in Sport Management. These proposals were approved by the board of trustees on October 1, 2015.

- The Master of Science in Family, Youth and Community Sciences is a 30 credit-hour program offered online. The tuition for in-state and out-of-state students will be remain at \$15,750 (\$525 per credit hour). This program is currently offered as E&G. This program is an interdisciplinary applied social sciences degree that prepares students for careers in areas such as family and youth

services, extension, community-based education, and community development and nonprofit leadership.

- The Master of Science Forest Resources and Conservation Concentration Natural Resource Policy and Administration is a 30 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$16,950 (\$565 per credit hour). This program is currently offered as E&G. Graduates of this program will be well-equipped for careers focused in biology, statistics, ecology, geology, and other sciences.
- MAMC Public Relations and Communication Management is a 33 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$18,150 (\$550 per credit hour). This program has not yet launched as E&G. It will be the first program approved by University of Florida's Graduate Council to be offered in both English and Spanish. The Spanish-language version will establish a leading role for the university in professionalizing public relations practice in Latin and South American.
- Master of Science in Sport Management is a 36 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$19,800 (\$550 per credit hour). This program is currently offered as E&G. The program offers advanced education in sport management with a comprehensive curriculum applying business fundamentals to the field of sport, including management, marketing, finance, and legal aspects. The program also provides students credit for practical experience in the field through practicum, and/or internship credits and students will be required to create a portfolio and career entry/transition plan as part of the capstone project in their final semester.

University of South Florida (1 proposal): Proposal to establish market rate for the Doctorate of Business Administration. This proposal was approved by the board of trustees on September 16, 2015.

- The Doctorate of Business Administration is a 72 credit-hour program offered online. The tuition for in-state and out-of-state students will remain at \$90,000 (\$1,250 per credit hour). This program is currently offered as E&G. This program will be targeted to managers and professionals with extensive business experience and normally holding a Master's degree. The DBA program is based on engaged, interdisciplinary scholarship that provides graduates with the knowledge and skills to analyze and creatively address the complex issues that characterize global management by employing rigorous research methods. This program is designed to help executives in their business and career development

while also providing them with the credentials to also teach at the university level, if desired.