

# Program Change Request

## New Program Proposal

Date Submitted: 08/13/19 12:33 pm

Viewing: **CERT-BUSI : Business - Certificate**

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Changes proposed by: sknight

Contact(s)

Name	E-mail	Phone
Shannon Deer	sknight@tamu.edu	979-845-4714

Academic level Graduate  
 Effective Term 2020-2021  
 Department College of Business  
 College Mays Business School  
 Program type Certificate  
 Associated Program Not Applicable  
 With a certificate in Business

Catalog Program Title  
 Business - Certificate

CIP and Fund code 52020100

Rationale for Proposal

A certificate in business provides non-business graduate students a base understanding of the four major functional areas of business: management, marketing, finance, and accounting; exposure to companies' financial statements, hiring decisions, change management, strategy, market segmentation, valuing projects, and financial decision making. This certificate is open to any graduate student at Texas A&M University.

Program hours 12

Is this program eligible for financial aid?

Certificate type  
 Degree-dependent

Program delivery mode  
 On-campus  
 Distance Education/Internet

% of Program a student can take off-campus or through Distance Education 100%  
 80%

### Catalog Program Requirements

### In Workflow

1. CLBA Department Head GR
2. Curricular Services Review
3. BA Committee Preparer GR
4. BA Committee Chair GR
5. BA College Dean GR
6. Provost
7. GC Preparer
8. GC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. Curricular Services

### Approval Path

1. 08/01/19 2:17 pm  
 Shannon Deer (sknight): Approved for CLBA Department Head GR
2. 08/02/19 2:06 pm  
 Angel Mario Carrizales (carri1214): Rollback to Initiator
3. 08/13/19 3:47 pm  
 Shannon Deer (sknight): Approved for CLBA Department Head GR
4. 08/15/19 1:33 pm  
 Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
5. 08/15/19 1:52 pm  
 Karen Hentschel (khentschel): Approved for BA Committee Preparer GR
6. 08/19/19 8:44 am  
 Michael Shaub (mshaub): Approved for BA Committee Chair GR
7. 08/19/19 11:53 am  
 Shannon Deer (sknight): Approved for BA College Dean GR
8. 08/21/19 1:56 pm  
 Deena McConnell (djm): Approved for Provost
9. 08/27/19 9:34 am  
 LaRhesa Johnson (lrjohnson): Approved

for GC Preparer  
 10. 09/05/19 3:25 pm  
 LaRhesa Johnson  
 (lrjohnson): Approved  
 for GC Chair

Course List		
Code	Title	Semester Credit Hours
<a href="#">ACCT 640</a>	Accounting Concepts and Procedures I	3
<a href="#">FINC 635</a>	Survey of Finance	3
<a href="#">MGMT 655</a>	Survey of Management	3
<a href="#">MKTG 621</a>	Survey of Marketing	3
Total Semester Credit Hours		12

Additional Requirements

Additional information	Currently, the program is not fully online. Three of the four required courses are currently offered online. We are looking to make the courses fully online to meet students' needs for flexibility. See the distance education documents attached.
Required Proposal Forms	<a href="#">Certificate_Programs_Form.docx</a> <a href="#">OnlineDelProposal.docx</a> <a href="#">DEFormElecToIndAppForm.pdf</a> <a href="#">THECBCertForm.docx</a>
Reviewer Comments	<p><b>Angel Mario Carrizales (carri1214) (08/02/19 2:06 pm):</b> Rollback: Please address the following and resubmit. 1) Required distance education forms are not attached. The required forms can be found on the Curricular Services website (<a href="http://registrar.tamu.edu/Our-Services/Curricular-Services/Curricular-Approvals/Program-Approvals#1-DistanceEducationDegreePrograms">http://registrar.tamu.edu/Our-Services/Curricular-Services/Curricular-Approvals/Program-Approvals#1-DistanceEducationDegreePrograms</a>). They are listed under degree programs, but the same requirements are applicable to certificate programs. The required forms will depend on the method of distance delivery (online, off-campus face-to-face, or electronic to group). 2) The "Additional information field provides a list of substitution for the program requirements. Please note that substitutions are handled on a student by student basis as adjustment. Listing them in the additional information will not make them part of the program requirements. If students can choose from the available courses, then they should be listed as requirements on the courselist table. For example Select one of the following: MKTG 621 MKTG 650 MKTG 656</p> <p><b>Angel Mario Carrizales (carri1214) (08/15/19 1:30 pm):</b> Initial curricular services concerns have been addressed.</p> <p><b>Angel Mario Carrizales (carri1214) (08/15/19 1:33 pm):</b> Workflow has been adjusted to remove the External Approval role. Proposed program SCH does not exceed the THECB reporting threshold for certificates.</p> <p><b>Mike Stephenson (mstephenson) (08/19/19 1:20 pm):</b> An assessment plan must be on file upon approval.</p>

Key: 958

# New Program Request Form for Certificate Programs

**Directions:** An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

## Administrative Information

1. Institution:

Texas A&M University

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Certificate in Business

3. Proposed CIP Code:

52.0201.00

4. Brief Program Description – Describe the program and the educational objectives:

A certificate in business provides non-business graduate students a base understanding of the four major functional areas of business: management, marketing, finance, and accounting; exposure to companies' financial statements, hiring decisions, change management, strategy, market segmentation, valuing projects, and financial decision making. This certificate is open to any graduate student at Texas A&M University.

Number of Semester Credit Hours Required

12 credit hours.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

Graduate Programs Office/MBA Programs – Mays Business School

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:

Fall 2020

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Shannon Deer

Title: Assistant Dean for Graduate Programs

E-mail: sknight@tamu.edu

Phone: 979-845-4714

## Program Information

### I. Need

*Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.*

A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.

The job market demands the combination of hard and soft sciences with business, particularly for students with a graduate degree looking to move into leadership roles/management. With exposure to business and adoption of business lingo, students can better communicate with company executives. They can understand how decisions are made from a financial perspective and the impact on financial statements. A student may be considering pursuing an MBA longer term, but in the short-term wants to gain exposure to business. The certificate program provides them with a low cost way to gain exposure to business, which can benefit them in the workplace, while they are here for another degree.

B. Student Demand – Provide short- and long-term evidence of demand for the program.

There has been a long-standing demand from graduate students across Texas A&M for a certificate program in business. The business school offered the certificate in the past, but Mays never converted to a university-sanctioned certificate. This process is intended to bring the certificate into compliance, while meeting student demand for the program. The courses in the certificate program are taken by students from across campus. For example, across one year, 147 non-business students from the following majors took ACCT 640: Econ (50), AGBU (19), CVEN (18), BIOT (8), INEN (6), CHEN (6), PETE (5), ENSM (4), MEEN (3), GENE (3), ELEN (3), and 2 or fewer students from 13 other non-business majors.

- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

<b>YEAR</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Headcount</b>	20	25	35	45	55
<b>FTSE</b>					

## II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

<b>Category</b>	<b>Semester Credit Hours</b>
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses	12
Prescribed Electives	
Free Electives	
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
<b>TOTAL</b>	

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (\*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

<b>Prefix and Number</b>	<b>Required Courses</b>	<b>SCH</b>
ACCT 640	Accounting Concepts and Procedures I	
FINC 635	Survey of Finance	3
MGMT 655	Survey of Management	3
MKTG 621	Survey of Marketing	3

<b>Prefix and Number</b>	<b>Prescribed Elective Courses</b>	<b>SCH</b>
	<b>TOTAL SCH</b>	<b>12</b>

Substitutions for these courses are allowed as follows, if a student took an equivalent course as an undergraduate or if a course is not being offered:

COURSE	SUBSTITUTES
ACCT 640	No substitutes currently offered
FINC 635	FINC 629, 632, 642, 645
MGMT 655	MGMT 630
MKTG 621	MKTG 650, 656

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (\*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

<b>Name of <u>Core</u> Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Courtney Foster, Lecturer	MS in Marketing Texas A&M University	ACCT 640	75%
Liesel Wesson, Senior Lecturer	MS in Human Resource Management Texas A&M University	MGMT 655	50%
William Pride, Professor	PhD in Marketing Louisiana State University	MKTG 621	100%
Lanny Martindale, Senior Lecturer	Masters of Business Administration Texas A&M University	FINC 635	50%

<b>Name of <u>Support</u> Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>

- D. Students – Describe general recruitment efforts and admission requirements. How will students be accepted into the program? In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

We will recruit into the certificate program through advisors in graduate programs across the departments most interested in the program. Due to the current demand for the program no additional efforts are deemed necessary.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

No additional resources necessary.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

The current facilities and equipment in place are adequate to support the certificate program.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

N/A

H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

We have assessed the certificate for two years now as part of our Mays wide assessment process. Assessment will be in line with all Mays assessment

I. Administration of Program – Describe how the program will be administered. Where will the program be administered (i.e., department, college)?

The program will be administered by Dr. Shannon Deer, Assistant Dean for Graduate Programs with support from the MBA programs office staff.

### III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

There are no incremental costs associated with offering this program.

Five-Year Costs		Five-Year Funding	
Personnel <sup>1</sup>	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding <sup>3</sup>	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other <sup>2</sup>	\$0	Other <sup>4</sup>	\$0
<b>Total Costs</b>	<b>\$0</b>	<b>Total Funding</b>	<b>\$0</b>

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, “likely” future grants, and designated tuition and fees can be included.

### Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:



*I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.*

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

*On behalf of the Board of Regents, I approve the program.*

\_\_\_\_\_  
Board of Regents (Designee)

\_\_\_\_\_  
Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

*On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).*

\_\_\_\_\_  
Board of Regents (Designee)

\_\_\_\_\_  
Date

**DISTANCE EDUCATION  
ELECTRONIC TO INDIVIDUALS (ONLINE DELIVERY) APPROVAL FORM**

**Submitted by:**

Texas A&M University  
(Galveston, HSC, Qatar, School of Law)  
Texas A&M University- Central Texas  
Texas A&M University-Commerce  
Texas A&M University-Corpus Christi  
Texas A&M University-Kingsville  
Texas A&M University-San Antonio

Texas A&M University-Texarkana  
Texas A&M International University  
Prairie View A&M University  
Tarleton State University  
West Texas A&M University

**Distance Education: Electronic to Individuals (Online Delivery) Authorization Request**

**Please list the proposed degree and CIP code:**

Degree: \_\_\_\_\_

CIP Code: \_\_\_\_\_

**Type of Delivery:**

100% Online

Fully Online (86-99%)

Hybrid/Blended (50-85%)

**When is the effective date of the proposed program?**

Effective Date: \_\_\_\_\_

**\*\*\*Please note:** This proposed program cannot be advertised as an online delivered degree program until the A&M System Office of Academic Affairs has approved it and the Texas Higher Education Coordinating Board has been notified.

**Summary of Proposal (Include Background Information and Rationale for the change.)**

## Financial Implications:

## University: Request for Authorization

I recommend adoption of the following program:

**“Having complied with all of the requirements of the Texas Higher Education Coordinating Board, \_\_\_\_\_ (University name) is hereby authorized to offer the \_\_\_\_\_(Degree) program by distance education, online (electronic to individuals) effective \_\_\_\_\_.**

**The Texas A&M University System Office of Academic Affairs finds that the program offering aforementioned is within the role and scope and capacity of the institution and will benefit students.**

**\_\_\_\_\_ (University name) certifies that the proposed distance delivery of the aforementioned program meets the criteria under Texas Administrative Code Chapter 4 Subchapter P regarding quality of the curriculum and courses; delivery of instruction; evaluation, training, supervision, and support of faculty; financial resources; and admission of and support services for students. The program is within the role and mission of the institution and in the Table of Programs. The institution will comply with the standards and criteria of the Commission on Colleges of the Southern Association of Colleges and Schools and will adhere to criteria outlined in *Principles of Good Practice for Degree and Certificate Programs and Courses Offered Through Distance Education.*”**

### Approval – University:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

University President: \_\_\_\_\_  
Print name of President

## Authorization: System

### Approval – Texas A&M University System:

\_\_\_\_\_  
James R. Hallmark, Ph.D.  
Vice Chancellor for Academic Affairs

\_\_\_\_\_  
Date



**THE TEXAS A&M UNIVERSITY SYSTEM  
DISTANCE EDUCATION PROGRAM PROPOSAL:  
ELECTRONIC TO INDIVIDUALS (ONLINE) DELIVERY**

**(BACHELORS OR MASTERS PROGRAMS ONLY)**

Directions: An institution shall use this form to propose an “existing” bachelor’s or master’s degree program they wish to be offered via electronic to individual (online) delivery.

This form must be completed and signed by the university president or chief academic officer.

Upon completion, attach the “Approval Form” and submit it to the A&M System Office of Academic Affairs at [AA-AgendaItems@tamus.edu](mailto:AA-AgendaItems@tamus.edu)

**Administrative Information**

1. Institution:

Texas A&M University

2. Program to be Offered (Include CIP code):

52.0201.00

3. Online Program Description – Describe the program and the educational objectives. Include the Type of Online Delivery: 100% Online, Fully Online (86%-99%) or Hybrid/Blended 50% - 85%)

A certificate in business provides non-business graduate students a base understanding of the four major functional areas of business: management, marketing, finance, and accounting; exposure to companies’ financial statements, hiring decisions, change management, strategy, market segmentation, valuing projects, and financial decision making. This certificate is open to any graduate student at Texas A&M University.

Currently, three of the four required courses are online, making the program hybrid/blended. We have a goal of moving the program to 100% online delivery.

4. Administrative Unit – Identify where the program would fit within the organizational structure of the institution (*e.g., The Department of Electrical Engineering within the College of Engineering*).

Graduate Programs Office/MBA Programs – Mays Business School

5. Proposed Implementation Date – Report the first semester and year that students would enter the program.

Fall 2020

6. Contact Person – Provide contact information for the person who can answer specific questions about the program.

Name: Dr. Shannon Deer

Title: Assistant Dean for Graduate Programs

E-mail: sknight@tamu.edu

Phone: 979-845-4714

### **Format for Existing Bachelors or Masters Degree Program Electronic to Individual (Online Delivery) Request**

**Step One:** For each of the following questions, include the requested information:

- What previously approved programs does your university offer, that are closely related to the new program and how are they related?  
**The closest related program is a business minor at the undergraduate level. Some of the business minor courses are offered partially/fully online. The courses are similar in content to the courses included in this certificate. However, there is a clear distinction between the undergraduate courses used for a business minor and the graduate level courses used for this certificate.**
- (List the programs within your college/department that are already approved for online delivery.)  
**MS Analytics**
- Will significant additional equipment or facilities be needed? If yes, explain.  
**No additional equipment will be needed. Three of the four courses required for the certificate currently taught online.**
- Will significant additional financial resources be needed? If yes, explain.  
**No additional financial resources will be needed. Three of the four courses required for the certificate currently taught online.**
- Will a significant number of new courses be required? If yes, explain.  
**No new courses will be needed. Three of the four courses required for the certificate currently taught online.**
- Will a significant number of new faculty members be required? If yes, explain.

**No new faculty will be needed. Three of the four courses required for the certificate currently taught online.**

- Will significant additional library/learning resources be needed? If yes, explain.  
**No additional library/learning resources will be needed. Three of the four courses required for the certificate currently taught online.**
- What processes do you have in place that secures that a student registered for a distance education course is the same student who completes and receives credit for it? Explain.  
**We currently use ProctorU and eCampus to authenticate students. We would continue to do so. ProctorU requires students to show their ID and matches names to IDs.**

**Step Two:** For each of the following questions, include the requested information:

1. Program Administrative Oversight and Structure:

- Identify the person and office directly responsible for the overall management of the offering.

**Name: Dr. Shannon Deer**

**Title: Assistant Dean for Graduate Programs**

**Office: Graduate Programs Office/MBA Programs**

2. Faculty Resources:

- If the online program will result in additional students, how will faculty resources be provided, that is, hiring additional faculty, reallocating faculty resources from other programs, etc.?

**The program will not result in additional students.**

3. Evaluation:

- How will your institution monitor the quality of the program and student learning outcomes?

We have assessed learning outcomes for the certificate for two years now as part of our Mays wide assessment process. Assessment will be in line with all Mays assessment.

- Describe procedures for evaluation of the program and its effectiveness in the first five years of the program, including admission and retention rates, program outcomes assessments, placement of graduates, changes of job market need/demand, ex-student/graduate surveys, or other procedures.

We will monitor students enrolled in the courses through assessment. We will also track students who have declared the certificate to ensure they are making progress toward completion. The certificate is not a degree program like others. We will survey students after completion of the certificate as to their satisfaction.

- How would evaluations be carried out?

The Graduate Programs Office assesses 6 programs annually. The office would continue to assess this program as well.

**Step Three:** Complete, sign and submit with proposal the “Texas Higher Education Coordinating Board Certification Form for Electronically Delivered Programs.”

# Texas Higher Education Coordinating Board

## Certification Form for Electronically Delivered and Off-Campus Education Programs April 2014

Directions: For all new programs that are to be delivered electronic-to-individuals (i.e., online), electronic-to-groups, or off-campus face-to-face, a signed pdf of this form must accompany email notification of the new program to Dr. Andrew B. Lofters ([andrew.lofters@thehb.state.tx.us](mailto:andrew.lofters@thehb.state.tx.us)). (Institutions offering distance education programs **for the first time** – i.e. have never offered a distance education program, such as newly created institutions -- must complete and submit an [Institutional Plan for Distance Education](#)).

Please fill out the Administrative Information below and then sign and date on page 4.

### Administrative Information

1. Institution:

Texas A&M University

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory [e.g., Master of Arts (MA) in English Literature]:

Certificate in Business

3. Program CIP Code:

52.0201.00

4. Program Delivery – Describe how the program will be delivered: online, off-campus face-to-face or off-campus electronic-to-groups? If off-campus, include information as to where the program will be delivered and be sure to follow the requirements for area notification as outlined in the [Guidelines for Approval of Distance Education](#).

Online

5. Proposed Implementation Date – Report the first semester and year that students would enter the program at the proposed additional site(s).

Fall 2020

6. Contact Person – Provide contact information for the person who can answer specific questions about the program.

Name: Shannon Deer



Title: Assistant Dean for Graduate Programs

E-mail: sknight@tamu.edu

Phone: 979-845-4714

Based on *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

### **CURRICULUM AND INSTRUCTION**

- Each program or course results in learning outcomes appropriate to the rigor and breadth of the degree or certificate awarded.
- A degree or certificate program or course offered electronically is coherent and complete.
- The program or course provides for appropriate interaction between faculty and students and among students.
- Qualified faculty provide appropriate oversight of the program or course that is offered electronically.
- Academic standards for all programs or courses offered electronically will be the same as those for programs or courses delivered by other means at the institution where the program or course originates.
- Student learning in programs or courses delivered electronically should be comparable to student learning in programs offered at the campus where the programs or courses originate.

### **INSTITUTIONAL CONTEXT AND COMMITMENT**

#### Role and Mission

- The program or course is consistent with the institution's role and mission.
- Review and approval processes ensure the appropriateness of the technology being used to meet the objectives of the program or course.

#### Students and Student Services

- Program or course announcements and electronic catalog entries provide appropriate

information.

- Students shall be provided with clear, complete, and timely information on the curriculum, course and degree requirements, nature of faculty/student interaction, assumptions about technological competence and skills, technical equipment requirements, availability of academic support services and financial aid resources, and costs and payment policies.
- Enrolled students have reasonable and adequate access to the range of student services and student rights appropriate to support their learning.
- The institution has admission/acceptance criteria in place to assess the extent to which a student has the background, knowledge and technical skills required to undertake the program or course.
- Advertising, recruiting, and admissions materials clearly and accurately represent the program or course and the services available.

#### Faculty Support

- The program or course provides faculty support services specifically related to teaching via an electronic system.
- The institution assures appropriate training for faculty who teach via the use of technology.
- The institution provides adequate equipment, software, and communications access to faculty to support interaction with students, institutions, and other faculty.

#### Resources for Learning

- The institution ensures that appropriate learning resources are available to students.
- The institution evaluates the adequacy of, and the cost to students for, access to learning resources and documents the use of electronic resources.

#### Commitment to Support

- Policies for faculty evaluation include appropriate recognition of teaching and scholarly activities related to programs or courses offered electronically.
- The institution demonstrates a commitment to ongoing support, both financial and technical, and to continuation of the program or course for a period of time reasonable and sufficient for students to complete the course or program.

### **EVALUATION AND ASSESSMENT**

- The institution evaluates the program's or course's educational effectiveness, including assessments of student learning outcomes, student retention, and student and faculty

satisfaction.

- At the completion of the program or course, the institution provides for assessment and documentation of student achievement in each course.

On behalf of \_\_\_\_\_ (Institution), I assert that the preceding Coordinating Board criteria have been met for all courses associated with this program that will be delivered electronically and off-campus face-to-face.

\_\_\_\_\_  
Chief Academic Officer or President

\_\_\_\_\_  
Date

Name: \_\_\_\_\_

Title: \_\_\_\_\_

THECB 4/2014