

University of South Florida System
Market Tuition Graduate Programs
Criteria for Selecting Market Tuition Proposals

1. The program aligns with the mission of the USF System and the BOT/BOG strategic plans.
2. The program is already in existence or will be approved by the Nov. 2011 BOG meeting.
3. A market analysis demonstrates sustained demand.
4. The proposed program has a plan to meet demand and facilitate degree completion.
5. The price point, based on a market analysis, is competitive, covers costs, and will generate residual revenue.
6. The program does not compete with an existing USF program.
7. There are no other offerings in the SUS. Or the proposal demonstrates how the program is different than similarly titled programs that already exist in the SUS, and as a result, is marketable.
8. The proposal includes outcome and accountability measures to monitor the success of the policy; specific metrics are provided.
9. The Department Chair/College Dean/Regional Chancellor have certified that the proposed program meets all State, local, and accreditation requirements for the proposed market tuition program.