

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

University: University of South Florida

Date	
University Board of Trustees approval date:	September 2, 2011
Proposed Implementation Date (month/year):	June 2012

Market Tuition Rate Process

Explain the process used to determine market tuition.

The proposed cost per credit hour for the market tuition Professional Master of Science in Electrical Engineering (PMSEE) program is set at \$1,000 for the blended onsite/distance learning format and \$1150 for the fully online format. Currently, the PMSEE is not online.

Proposed market tuition price for the PMSEE 30-credit hour program is \$30,000 – \$34,500. For Academic Year 11-12, cost per credit hour and fees for the traditional MSEE program is \$415.86 (Florida resident) and \$837.29 (Non-resident). The PMSEE program pricing is determined by market forces and due consideration for competition, reputation, and brand identity. Market forces may subsequently result in increases or decreases in cost but, pursuant to BOG requirements, the cost will not increase by more than 15% per year.

It is important to distinguish between programs from regionally accredited institutions and programs from non-accredited institutions. Accreditation is typically based on an examination of student achievement, program improvement, faculty, curricular content, facilities, and institutional commitment. Graduates of accredited institutions are more competitive in the job market, as employers prefer to hire graduates who have been trained in programs known to adhere to well-established educational standards.

Table I displays pertinent information about master's programs in Electrical Engineering that, offered by regionally accredited institutions, are considered comparable in educational quality to the USF PMSEE. The program cost data in Table I suggests that the figure of \$1000-\$1150/credit hour is appropriate; furthermore, to our knowledge there is no comparable program that can be completed in ten months.

As part of the PMSEE assessment and continuous improvement processes, feedback for this program and data for other similar programs will be gathered and evaluated each year to provide continuous improvement for the PMSEE from the financial as well as the academic perspective.

Mission Alignment

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

By creating a strong and sustainable economic base in support of USF's growth, the proposed market tuition PMSEE program supports an expanded and improved teaching and research mission, one of four goals outlined in USF's Strategic Plan, 2007-2012.

Further alignment of the PMSEE program with the University of South Florida mission is described below (in italics).

As Florida's leading metropolitan research university, USF is dedicated to excellence in:

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates – Regulation 7.001(15)**

- A. Student access and success in an engaged, and interdisciplinary, learner-centered environment – *The PMSEE program enrollment is estimated to be 20-25 students per year. Market tuition rates for a blended onsite/distance learning format and a fully online format for the PMSEE would provide opportunities for access to courses and a USF master’s degree for individuals who are unable to attend a full-time, weekday program. Top faculty will teach courses in a regionally and nationally accredited program, thereby ensuring that educational objectives will be met and that program quality will be at a high level.*
- B. Research and scientific discovery, including the generation, dissemination, and translation of new knowledge across disciplines; to strengthen the economy; to promote civic culture and the arts; and to design and build sustainable, healthy communities – *Revenue generated by enrollment in market tuition PMSEE programs would provide resources for faculty, research, graduate student support, and future growth plans. It serves to increase the University’s ability to support and strengthen research advancements and scholarly activity now and in the future within the College of Engineering, Department of Electrical Engineering.*
- C. Embracing innovation, and supporting scholarly and artistic engagement to build a community of learners together with significant and sustainable university-community partnerships and collaborations – *The PMSEE program has been developed in response to community and industry needs and interests and, therefore, is anticipated to strengthen university-community partnerships and collaborations at many different levels. Further, PMSEE students and graduates will be well equipped to serve industry needs for innovation and increase the State of Florida’s capabilities and economic potential.*

Alignment of the proposed market tuition PMSEE program with the 2005-13 State University System (SUS) Strategic Plan, as amended in 2009, is described below in italics.

- A. Access to and production of degrees – *The blended onsite/distance learning format and the fully online format would provide both flexibility and access to the PMSEE for all qualified State of Florida residents. The fully online format will provide a parallel path of access across State of Florida boundaries to national and international students. At a time when USF positions itself for membership in the Association of American Universities (AAU) as a pre-eminent research university with state, national and global impact, the PMSEE increases the number of degrees conferred in an academic year by approximately 20%.*
- B. Meeting statewide professional and workforce needs – *USF PMSEE graduates will apply concepts and skills learned through the program to improve product, process, and technology development within their organizations. This, in turn, will strengthen the State of Florida economy, thereby increasing access to employment and opportunities for others. The PMSEE is a sought-after degree for engineers who wish to advance in their discipline and/or move into engineering management positions. A number of large national and international companies having divisions in the Tampa Bay region have expressed interest in the PMSEE program.*
- C. Building world-class academic programs and research capacity – *The Department of Electrical Engineering has steadily increased the number of Ph.D. students and the overall research productivity of the department, measured in terms of Ph.D. enrollment, research expenditures, and scholarly activity over the last several years. It is becoming increasingly difficult to provide teaching assistantships to these highly qualified students; the PMSEE program revenue will allow us to maintain competitiveness in this regard and continue to increase research capacity.*

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

At the other end of the spectrum, the Bachelor of Science in Electrical Engineering (BSEE) was recently distinguished in the 2010 American Society of Engineering Education (ASEE) rankings as being 28th out of 250 Electrical Engineering departments in the nation in BSEE graduate productivity. Many fine BSEE graduates do not enroll in the USF MSEE program due to lack of financial support. PMSEE revenue will create opportunities to award the most qualified BSEE graduates with financial assistance toward the pursuit of their graduate degrees. The success of the PMSEE program will clearly support efforts to expand and strengthen research capacity in the Department of Electrical Engineering and College of Engineering.

- D. Meeting community needs and fulfilling unique institutional responsibilities – *The PMSEE program has been developed in response to community and industry needs and interests and, therefore, is anticipated to strengthen university-community partnerships and collaborations at many different levels. Further, PMSEE students and graduates will be well equipped to serve industry's needs for innovation and increase the State of Florida's capabilities and economic potential.*

Declaratory Statement

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

The USF market tuition PMSEE program will not result in an increase in the State of Florida's fiscal liability or obligation.

Restrictions / Limitations

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

Pursuant to BOG Regulation 7.001, any annual increase in approved market tuition shall be no more than 15% over the preceding year.

Accountability Measures

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

The success of the market tuition PMSEE program relies on the ability to deliver an outstanding Master's level educational experience to all students. USF continuously reviews all of its academic programs with respect to student learning outcomes and other quality indicators. Annual assessment plans with expected learning outcomes are maintained for all degree programs and in-depth reviews are conducted at least once every seven years. As stated above, while the proposed program does not directly lead to initial licensing or certification for the Engineering profession, graduates are expected to achieve improved examination results and licensure by the Florida Board of Professional Engineers (FBPE). These metrics will be monitored to measure the success of the program. As part of the planning for the PMSEE program, an allocation has been made for a Department of Electrical Engineering faculty member to serve as program advisor whose responsibilities are to provide oversight and ensure both student and program success. This is an essential role, particularly in view of the speed at which the program moves from course to course each month, the advanced level of the material, and the continuing obligations of many students to their employers during the ten-month period.

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

In assessing success of the PMSEE program, the following additional measures have been established:

- **Student Enrollment.** Pricing for the PMSEE program reflects market rates and economic conditions within the State of Florida and nationally. Pricing will enable the program to recruit top engineering master's degree-seeking professionals in sufficient numbers. Average cohort enrollment that attracts 20-25 top quality students is an indicator of a successful pricing strategy.
- **Student Quality.** Student quality is an uncompromising component of overall program quality. Metrics will be established to ensure that the students recruited into these cohorts will excel inside and outside the classroom, and will serve to strengthen the brand of the University of South Florida PMSEE program. Comparable to the MSEE, each PMSEE program cohort will have high entering GRE scores and mean undergraduate GPAs, as well as strong recommendations provided by established professionals. Because of the combined quantitative and qualitative nature of recommendation letters, qualified applicants must be rated in the top 1/3 of candidates across the categories noted on the graduate school recommendation form and must be recommended without reservation. During the course of the program, instructors will provide the advisor with a running account of students' progress, and the advisor will consult with each student on an as-needed basis and twice per month at a minimum to discuss academic progress and any personal challenges that may impact academic performance. If the student is sponsored by an industry, the appropriate industrial contact will be brought into the discussions to ensure that any necessary remedial actions will be taken jointly to optimize academic and professional growth and success.
- **Faculty Excellence.** Establishing market rate pricing enables us to continue to utilize College of Engineering, Department of Electrical Engineering professors in the PMSEE program. This ensures a top quality experience for our students and strengthens our value proposition and mission alignment. Teaching evaluations are utilized to ensure that the quality of faculty, advising, and teaching assistants is maintained throughout the program.
- **Student Satisfaction.** A large part of the recruiting effort for this program involves word-of-mouth advertising. An important goal is to ensure that students and graduates of the PMSEE program, satisfied with the experience, will recommend the program to their colleagues and friends. For this reason, the PMSEE program will monitor student survey data to track student satisfaction in each cohort. Proactive measures will be taken to improve and innovate when warranted to continue to produce a highly valuable and successful program.

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 Department of Electrical Engineering has offered the Master of Science in Electrical Engineering (MSEE) since fall 1960. The existing MSEE program has a current enrollment of approximately 100 students. Each year a new cohort begins, and this cohort goes through a program of courses, the vast majority of which are offered every year. Of course, the curriculum is organic, in the sense that some older courses are retired, newly developed courses are added, and continuing courses are always looked at in terms of refined content and delivery. The course schedule and instructors are

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

determined before students are admitted into a cohort. The MSEE program has never faced any issue with respect to staffing the program with academically qualified faculty, and 95% of the courses are taught by full-time Department of Electrical Engineering professors. Since the PMSEE program draws from the MSEE curriculum, course availability is assured.

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.

As the distribution of state revenues changes, it becomes vitally important for SUS Universities to find alternative sources of funding. The ability to charge market rates for the USF PMSEE program offers one such avenue, while simultaneously providing a service to the community that is clearly in demand. This demand is evidenced by discussions with industries in the Tampa Bay region and the fact that companies that provide financial support for the education of their employees have expressed interest in the PMSEE program.

The economic outlay required by students or their company sponsors has both short- and long-term benefits. The curriculum of the PMSEE is designed so that participants become more effective leaders, gain knowledge and skills that make them promotable and more valuable employees, and develop meaningful contacts with fellow students and faculty.

Estimated revenue for the market tuition online and hybrid PMSEE programs is \$1,207,500 and \$750,000, respectively. A portion of the revenue generated from the PMSEE market tuition program will be used for operating and administrative expenses, including salaries for faculty and a program advisor, course materials, and meetings in direct association with the program's activities (online: approximately \$550,362; hybrid: approximately \$465,951). The remaining revenue will be used to fund Department of Electrical Engineering graduate student assistantships and teaching and research laboratory support and expenses (online: approximately \$657,138; hybrid: approximately \$284,048).

The funds will be budgeted in a USF continuing education auxiliary. Private vendors will not be utilized.

Other Information

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

Please see Table I – Accredited Master’s in Electrical Engineering Programs.

CIP code: 14.1001

Currently the PMSEE is not offered online and is not offered on a cost recovery basis through continuing education. Enrollments reported in the USF Market Tuition Proposal Summary Spreadsheet are E&G enrollments.

The PMSEE program, if approved as a market tuition program, will be offered the first year as a hybrid course (online coursework and weekend classes) and subsequently as a fully online program. The weekend and distance learning formats provide an opportunity for access to courses and a USF master’s degree for individuals who are unable to attend a full-time, weekday program.

The market tuition program will be offered in addition to the E&G-funded program that is currently offered and does not supplant existing university offerings funded by State appropriations.

**State University System
Florida Board of Governors
Request to Establish Market Tuition Rates - Regulation 7.001(15)**

Table I – Accredited Master’s in Electrical Engineering Programs

INSTITUTION	EMAIL	PROGRAM NAME	LOCATION	DURATION	WORK EXPERIENCE	CREDENTIALS	FEES	FEES INCLUDE	
Arizona State University Public	asu.cpd@asu.edu	http://asuengineeringonline.com/programs/msee	MSE in Electrical Engineering	online - some courses available each semester	30 credit hours, or 10 courses Minimum 2 year program Final Comprehensive Examination	not available	GPA>3.0 GRE: Q>720, Writing>4.0	\$2541 per course x 10 courses \$25,410	tuition only
Drexel University Private	info@drexel.com	http://www.drexel.com/online-degrees/engineering-degrees/ms-ee/index.aspx	Master of Science in Electrical Engineering	online - “e-learning” format	45 credits (15 graduate courses) organized in 10-week quarters	not available	GPA >3.0 No GRE	\$1000/cr. hr. x 45 cr. hrs. \$45,000	tuition only
Florida Institute of Technology Private	vgc@fit.edu	http://es.fit.edu/dl/	Master of Science in Electrical Engineering	Online and in-residence at Melbourne, Orlando	24 month program	Not available	GRE	\$15,600 (30 credits)	tuition only
Kansas State University Public	ellen@k-state.edu	http://www.dce.k-state.edu/engineering/masters/electrical/	Master of Science in Electrical Engineering	online	30 credits with GPA>3.0 Final Oral Examination conducted by Graduate Committee	not available	GPA>3.0 GRE: Q>600, V>400, Writing>4.5 TOEFL > 250.	\$637/cr. hr. x 30 cr. hrs. \$19,110	tuition only
MIT Private	sdm@mit.edu	http://sdm.mit.edu/	Master in System Design & Management (SDM)	videoconferencing course delivery	24 month program	5 yrs (for applicants without MS degree)	GRE or GMAT	\$92,121 + student life fees + \$800/course video bridge fees	tuition, rooms, meals, activities, business trip activities
Penn State University Public	gvengin@psu.edu	https://www.gv.psu.edu/Level3.aspx?id=2924	Master of Engineering Management	face to face, Great Valley, PA	33 cr. hr., evening classes in 7 and 14 week sessions 2-3 years to complete program	> 3 years	GMAT	\$811 - \$1231/cr. hr. \$33,000 (based on \$1000/cr. hr.)	tuition only
Penn State University Public	psuwd@psu.edu	http://www.worldcampus.psu.edu/MasterinSystemsEngineering_SystemsEngineering.shtml	World Campus MESE	online	36 credit hours	not required	not required	\$875/cr. hr. x 36 cr. hr. \$31,500	tuition only
Purdue University Public	proed@purdue.edu	http://engineering.purdue.edu/ProEd/Admissions	Master of Science in Electrical & Computer Engineering	online - Streaming video over the Internet and downloadable	30 credits of coursework, or 10 courses (non-thesis option) Streaming video over the Internet and downloadable MPEG-4 files	2-5 yrs	GPA>3.0 GRE	\$3,096 per course x 10 courses \$30,960 (Project courses are \$4,128/course)	tuition only
University of Idaho Public	outreach@uidaho.edu	http://eo.uidaho.edu	Master of Engineering in Electrical Engineering	online - moving from DVD/USB flash drive to Internet	30 credits Final Comprehensive Examination	5+ years	GPA>3.0 GRE	\$597/cr. hr. x 30 cr. hrs. \$17,910	tuition only
University of Miami Private	jcosials@miami.edu	http://www.ie.miami.edu/graduate_programs/ms_ie_mba/ms_ie_mba.html	MSIE + MBA (dual degree)	face-to-face, Miami, FL	60 credit hours Saturday classes; 2 years + 1 semester	> 3 yrs	GRE + GMAT	\$1,538/cr. hr. x 60 cr. hrs. \$92,280	tuition only
University of Washington Public	pmp@ee.washington.edu	http://www.ee.washington.edu/academics/pmp/index.html	MSEE	face-to-face and online	45 credit hours (9 credits are earned in Colloquium Seminar Series) Can take up to 6 yrs. to complete	not available	GPA GRE	\$740/cr. hr. x 45 cr. hrs. + fees \$33,300	tuition only