

EXECUTIVE SUMMARY

Item Name: Northern Arizona University Strategic Plan - Addendum

Action Item Discussion Item Information Item

Issue: The Committee is asked to review and approve the proposed change to the Northern Arizona University 2012-2013 Academic Strategic Plan.

Background

At the May 2012 meeting, the Committee approved Northern Arizona University's Academic Strategic Plan for 2012-2013. As provided in Board policy, Academic Strategic Plans may be modified during the year with the approval of the Academic Affairs Committee.

Statutory/Policy Requirements

ABOR Policy 2-203. B.3., Academic Program Implementation

Relationship to Enterprise Plan/Metrics and University Mission

This change enables progress on three of the enterprise metrics:

- Goal One: Educational Excellence and Access – Number of Bachelor's degrees awarded; Actual cost of attendance as a percentage of Arizona median family income
- Goal Three: Workforce and Community – Adults with bachelor's degrees in Arizona; Number of degrees awarded in high demand fields
- Goal Four: Productivity – Number of bachelor's degrees awarded per 100 FTE students; Online degrees; Number of baccalaureate degrees from community college transfers

This supports NAU's Board approved mission:

To provide an outstanding undergraduate residential education strengthened by research, graduate and professional programs, and sophisticated methods of distance delivery.

Discussion

NAU proposes the following change to the 2012-2013 Academic Strategic Plan:

Approval to create four new majors within existing degrees for the Personalized Learning program:

Contact Information:

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Workforce Demands

The Personalized Learning degree programs were chosen to meet high demand workforce needs for Arizona. As a result of the recession and continued economic uncertainty especially in employment, most adult students are interested in a degree that will lead to a job. Computer information technology continues to be one of the top growth fields with good employment opportunities. Small business administration addresses the needs of the majority of businesses in Arizona. Smaller businesses need managers with comprehensive practical skills. Similarly, Arizonans who want to start their own business need skills in a broad range of disciplines. Project management skills are needed in most fields including computing, construction, general business and biotech. Jobs in project management have grown 30% in the last five years. The liberal arts Personalized Learning degree is designed for students who want to complete a degree after having accumulated general education course credits. For many graduates, the degree will reinforce their value to a current employer or allow them to move to a better job.

Timetable

Northern Arizona University is aggressively implementing Personalized Learning with a January 2013 start date. Enrollment goals are 500 students in the first year and 8000 students within five years.

Approval and Assessment of Learning Outcomes

Lead faculty in each degree discipline develop and refine the degree programs with support from existing NAU faculty and an industry/discipline advisory board. Faculty curricular approval is through the existing Extended Campuses Curriculum Committee, the Associate Vice President, Senior Vice President and President, per university policies. The Personalized Learning Board is appointed by the president and consists of faculty representation from the faculty of the Flagstaff campus, including the Faculty Senate, as well as faculty from the Extended Campuses division and Personalized Learning. The Personalized Learning Assessment Advisory Council includes membership from national and NAU experts in assessment of student learning outcomes including the Higher Learning Commission's Academy for the Assessment of Student Learning. A national expert in assessment will assure Personalized Learning's testing reliability and validity primarily through individual and aggregate reports using Pearson's enterprise reporting. Graduate success assessment will be provided by students and their employers for three years after graduation.

Funding

The initial implementation and delivery of these degree programs will be supported by a \$1 million Next Generation Learning Challenge grant from the Gates Foundation. The university president has committed the additional funds to implement and deliver the programs. No funds are requested from the Board to support implementation or delivery of these programs in the first three years.

Attachment A

**Northern Arizona University
 Academic Strategic Plan**

Programs – Addendum (2)

**PROPOSED NEW PROGRAMS
 Baccalaureate**

Projected Enrollment	Degree	College/School	Campus
300	Bachelor of Arts		Extended Campuses
500	Bachelor of Arts		Extended Campuses
500	Bachelor of Business Administration		Extended Campuses
300	Bachelor of Arts		Extended Campuses

Name of Proposed Degree (degree type and major)	College/School (location)	Program Fee Required? (Yes or No)	Additional State Funds Required? (Yes or No)	Brief Description/Justification (max 100 words).	Projected 3 rd year Enrollment & Implementation Date
Undergraduate, Master's Doctoral Degree Programs BA in Liberal Arts	Extended Campuses	No	No	The BA in Liberal Arts is a degree completion program that allows a student to apply prior learning to speed time to degree and reduce costs. Personalized Learning is designed to enable motivated adult students to earn a high quality degree more efficiently and at a lower cost by customizing coursework to fit individual learning styles and previously acquired knowledge. The approach to learning	300 January 2013

