New Self-Supporting Program Guide

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# Table of Contents

Introduction ......................................................................................................................... 2  
Program Development Overview ..................................................................................... 3  
Self-Supporting Approval Process ...................................................................................... 4  
Course Production ............................................................................................................. 5  
Marketing and Student Recruitment ................................................................................... 6  
  Verified Vendors ............................................................................................................... 7  
Program Support ................................................................................................................ 8  
  Online Proctoring and Authentication Services ............................................................... 9  
Self-Supporting Policies ..................................................................................................... 10
Dear Colleague,

One of the elements of being a preeminent university is the pursuit of expanding access to quality academic programs to a new demographic of learners—students often of non-traditional age, working professionals interested in practical skills, grounded in current research. Our job at Distance & Continuing Education (DCE) is to assist you and your faculty in reaching these students. We believe by supporting faculty efforts to develop and deliver the highest quality online and distance programs, we have the opportunity to enhance the educational impact of our departments and University on a global scale.

Through a Self-Supporting program approval process and existing administrative support infrastructure, the University is well positioned to meet the demand for more flexible, personalized, and applicable programs. This New Self-Supporting Program Guide is intended to assist you and your department in developing a Proposal for Self-Supporting Program Status.

The University now offers nearly 200 Self-Supporting distance learning programs without reliance on state funding. We invite you to partner with our central support unit—Distance Learning—to consider the feasibility of your graduate-level certificate or degree program becoming the next. Count on us to be your campus partners in these exploratory and application processes.

I invite you to let us know if you are interested!

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Your program must seek all academic approvals before being considered for Self-Supporting status.

Program Development Overview

- Self-Supporting Approval Process
- Program Support and Administration
- Online Course Production
- Marketing and Recruitment
Self-Supporting Approval

1. Meet with DCE partners
   Representatives from DCE will meet with you to discuss your proposed program, answer questions about the process, and gather information to assess program feasibility.

2. DCE conducts market research
   A research brief for your program will include an assessment of comparable programs, job market data, student demand, and academic trends.

3. Collaborate with DCE on proposal
   DCE will provide a proposal template, with data from the research brief, and aid in crafting the proposal and business plan.

4. Self-Supporting Workgroup review
   The Workgroup will review the proposal and determine whether the program is viable and consistent with University policies and objectives.

5. Approval signature from the Office of the Provost
   Once approved by the Workgroup and signed by the Chair and Dean, the proposal is ready for final review by the Provost.
Contact DCE for course assistance

Meet with DCE and a Center for Online Innovation and Production (COIP) rep to discuss your production needs.

Review the Letter of Agreement (LOA), which outlines responsibilities of the Department, DCE, and COIP.

Sign agreement with DCE

Meet with COIP’s instructional designers (IDs) to determine your course’s requirements.

Agree to timeline for production

Course material and content should be furnished as outlined in the production timeline.

Provide course materials and content

Canvas training, as well as other training for online teaching, can be completed any time.

Complete Canvas training

Sessions will be scheduled for course content delivery in Canvas according to the production timeline.

Required video/audio sessions

Consider partnering with DCE and the DESC to market your course or program and recruit interested qualified students.

Publish course

FINISH
# Marketing and Student Recruitment

Your program may choose to work with DCE or a third-party strategic partner to achieve its enrollment goals. DCE is available to discuss your marketing and student recruitment needs and to help identify a solution that will best serve your program.

## Distance Education Service Center

The UF Distance Education Service Center (DESC) offers a full spectrum of services to identify, attract, and enroll qualified students to your program. DESC works with you to maximize your current admission/enrollment processes. The marketing team develops campaigns across numerous platforms aimed at reaching your target audiences. DESC’s team of dedicated specialists provide prospective students with support throughout the admissions process, from initial interest to enrollment.

For 30% of the tuition fee, your service plan will include the Base + Degree or Non-Credit Service.

### Base Service
1. Field calls, emails, web forms, and online chat
2. Answer FAQs
3. Website navigation support
4. Support prospective students
5. Access to reports
6. Follow up calls with enrolled/admitted students
7. Gatorlink support

### Degree Programs
1. Strategic marketing plan
2. Marketing and student recruitment services
3. Website design/support
4. Creative services
5. Application support
6. Full access to prospective student records
7. Optional support for admitted students

### Non-Credit
1. Registration support
2. Canvas access
3. Track course enrollments
4. Certificate support
5. Governing agency reporting assistance
6. Placement on DCE’s Continuing Education Hub
Marketing and Student Recruitment

DCE maintains a list of verified vendors who provide marketing, recruitment, communication, and retention services. Brochures and contact information for each of the below are available upon request. DCE is pleased to facilitate an introductory meeting.

Verified Vendors

- 352
- All Campus
- Apollidon Learning
- Pearson
- Hobsons
- Wiley Education Services
- Spark451®
Program Support

1. Create account and chart fields
2. Assign Special Program Code
3. Revise courses and sections
4. Instructions on tracking revenues
5. Ongoing training and support

New Self-Supporting Program Approved
With the growth of enrollment in online courses, the focus of insuring the authentication of the students taking online assessments in these courses is a growing concern. UF proactively addresses these areas by working with partners ProctorU and ProctorFree, our preferred online student authentication and proctoring providers. The University policy is that any assessment that equals 15% or more of a student’s final course grade should be utilizing online authentication and proctoring resources.

If you are interested in utilizing ProctorU or ProctorFree for your course assessments, please contact Chris Newsom at DCE at cnewsom@dce.ufl.edu or (352) 294-0851.

Online Proctoring and Authentication Services

ProctorU

A live online proctoring service that allows exam takers to complete their assessment at home while still ensuring the integrity of the exam for the institution.

ProctorFree

An automated exam proctoring solution that requires no human involvement. ProctorFree uses a computer’s standard webcam and microphone to proctor online exams.

canvas

Depending on the type of assessment, our LMS Canvas offers tools to help prevent cheating such as question pools and randomly generated exam options.

Turnitin

Turnitin is an online anti-plagiarism service which compares student submissions to millions of websites and papers. For more information, see lss.at.ufl.edu/help/turnitin.
Self-Supporting Policies

1. UF Students in state-funded (StF) programs cannot be in a self-supporting section. If an StF program student needs to take a course that is offered as self-supporting, then an StF section must be created and the student enrolled in that section.

2. Self-supporting program status requires a single, approved rate (the base charge per student plus required fees, i.e. cost per credit hour) and such programs will have an assigned special program code.

3. Self-supporting programs are required to charge some or all of the UF student fees:
   a. Capital Improvement Trust Fund Fee (required)
   b. Technology Fee (required)
   c. Financial Aid Fee (degree program only)
   d. Athletic Fee (if campus program)
   e. Activity and Service Fee (if campus program)
   f. Health Fee (if campus program)
   g. Transportation Fee (if campus program)

4. Collaboration and cooperation between programs is permissible and encouraged under the following circumstances:
   a. If both programs are self-supporting, the primary program must accept the secondary program’s fee structure and the special program code for the secondary program is used for these students participating in the cooperating programs.
   b. If the secondary program is StF there are two options available:
      i. The student may be enrolled in StF section and pay applicable state rate.
      ii. A self-supporting section may be created using the primary program’s special program code. In this case, the instructor must be compensated by the self-supporting program. Compensation may be overload or through a salary distribution for the instructor. NOTE: This action does not constitute self-supporting approval for the course by the self-funded committee.

5. Self-supporting programs must be operated on a cost recovery basis.
   a. Cost recovery is specified in BOG Regulation 8.002(7)(a) and (b).
   b. The Program Director is responsible for monitoring the revenue/expenses required for cost recovery conformance. An annual report (end of fiscal year) shall be submitted to the Associate Provost by no later than July 31 detailing financial outcome of the year ending (end of fiscal year).

6. The only exceptions to #5 are programs that have been approved for a market rate basis for tuition/fee assessment by the BOG.

7. An annual report or the status of the market rate approved program must be submitted to the Associate Provost by July 31 in accordance with the template required by the BOG.

8. Formal agreements between programs must be approved by the Associate Provost for Teaching & Technology.