

Regulation for Academic Program Planning and Evaluation

I. Purpose. This regulation defines the authority, responsibilities, and required processes as related to academic program planning and evaluation in the University of North Carolina System (UNC System).

A. Compliance

1. UNC System institutions are individually accredited by an accreditor specified in N.C. Gen. Stat. § 116-11.4 and are responsible for compliance with accreditation criteria and procedures.
2. UNC System institutions are responsible for meeting institutional accreditor's expectations for the review of the effectiveness of their educational programs, including student learning outcomes.
3. The University of North Carolina System Office (UNC System Office) utilizes the most recent Classification of Instructional Programs (CIP), for the classification of all degree programs.
4. If an academic program will be delivered out of state, whether face-to-face or electronically mediated, the institution must assure the UNC System Office that all required licensing or other authorization is secured before the program is offered out of state.
5. The UNC System Office will maintain an Academic Program Inventory (API) as the official record of degree programs offered by the University and of all actions taken regarding degree programs. Constituent institutions assist the UNC System Office to maintain the integrity of the API. This inventory is continuously updated to reflect changes to existing programs and will also be revised following the Board of Governors' approval of new degree programs or program discontinuations.

B. Constituent Institution Policy and Procedure. Each institution must have a clearly defined process for the review and approval of proposals to plan or establish new degree programs, including online or site-based distance education, off-campus, or alternative delivery of degree programs. Institutions may submit Requests for Authorization to Plan (RPA) to the System Office prior to the completion of an institution's degree program approval process. However, institutions may not submit the subsequent Request to Establish (RTE) prior to the completion of the institutional degree program approval process.

C. Communication and Forms. Chancellors of constituent institutions shall communicate to the UNC System Office their intentions or requests with respect to the following:

1. Request for Planning Authorization (RPA) for any new degree program.
2. Request to Establish (RTE) any new degree program.
3. Request for authorization to establish a new delivery mode for any existing degree program.
4. Request for authorization to change the title, degree type, minimal credential credit hours, or CIP code of an existing degree program.
5. Request for authorization to discontinue a degree program.
6. Request for authorization to consolidate degree programs.
7. Notification of intent to establish or discontinue a certificate or teacher licensure program.

Constituent institutions must utilize the most recent versions of Request forms as required, maintained, and made available by the UNC System Office. Forms for new degree program requests must at minimum address the areas indicated in Section 400.1, Policy on Academic Program Planning, of the UNC Policy Manual, as the basis for decision making on the requests. Requests for planning authorization (RPA) must be accompanied by the most recent version of the financial worksheet signed by an institution's chief financial officer.

II. Academic Program Planning

A. Definitions.

1. Academic Program Inventory (API) is a searchable database known as the Program & Degree Finder. The database includes all approved degree programs in the UNC System and their approved modes of delivery (online, off-campus, etc.).
2. Classification of Instructional Program (CIP): Classification of Instructional Program or CIP means the taxonomy of instructional programs published and maintained by the National Center for Education Statistics.
3. Distance Education: Distance Education means instruction that occurs when students and instructors are separated and not in the same physical location. Instruction may be synchronous or asynchronous.
4. Educational Premium: A method utilized to compare median occupational wages within a CIP code at different degree levels by matching them to earnings data for associated SOC. Institutions may utilize the CIP-SOC

crosswalk maintained by the National Center for Education Statistics to inform this analysis.

5. Main campus: Main campus means that location so specified by the institution to its institutional accreditor. For consistency across the UNC System, all in-person instruction sites located in the same city as the main campus may be defined as “main campus.”

6. Off-campus Program Delivery: Instruction that occurs when students and instructors are together at an instructional site that is geographically separate from the main campus of the institution.

7. Peer List: A peer list is a collection of similar institutions that can be used to facilitate objective and useful comparisons and benchmarking for the constituent universities. The UNC Board of Governors has responsibility for reviewing and approving all institutional peer lists.

8. Return on Investment (ROI): A method to compare the costs of tuition and fees across the years it takes to earn the degree as a ratio compared to the median wage for similar occupations within the CIP-SOC crosswalk, five years into employment.

9. Standard Occupational Classification (SOC): A system used to organize and categorize jobs for statistical purposes. This system classifies all occupations in the U.S. into groups based on similar job duties, skills, education, and training.

B. New Baccalaureate, Master’s, and Doctoral Degree Program Proposals

1. The major considerations in the planning and evaluation of new degree program proposals are those found in Section 400.1(IV)(C) of the UNC Policy Manual, *Policy on Academic Program Planning*. Institutions shall provide the UNC System Office with information on each such consideration, including without limitation the contribution of the program to professions which are critical to the health, education attainment, and quality of life of North Carolinians.

2. New degree program applications shall include the following: Student Demand Analysis; Workforce Demand Analysis; Education Premium Analysis; and Student Return-on-Investment (ROI) Analysis.

i. The Student Demand analysis shall include:

1. For undergraduate degrees, a count of student enrollments and completions from the most recent 5 years within the UNC System for programs with the same or similar Classification of Instructional Programs (CIP) and the same degree level. The source for this data is the UNC System Student Data Mart.

2. For graduate degrees, a count of student applications, admissions, enrollments, and completions from the most recent 5 years within the UNC System for programs with the same or similar Classification of Instructional Programs (CIP) and the same degree level. The source for this data is the UNC System Student Data Mart. ~~or,~~

3. Student Demand will also include completion counts and trends from the most recent 5 years for programs with the same or similar CIP codes and same degree level from the UNC Board of Governors approved Peer Institutions. The source for this data is the National Center for Education Statistics, IPEDS.

4. As part of the Student Demand Analysis, the proposing institution shall also identify anticipated impacts on enrollment in other programs offered at the institution.

ii. The Workforce Demand Analysis shall include an analysis of the workforce demand in North Carolina for those SOC(s) which the institution projects as employment outcomes for the program, informed by the CIP-SOC crosswalk. Institutions may, but are not required to, include additional national workforce analysis, especially for degree programs that anticipate a significant portion of graduates seeking employment out-of-state.

1. Workforce Demand in North Carolina shall include the estimated current employment in North Carolina, estimated projected employment in North Carolina in ten years, the net change, and percentage change for the SOC(s) identified based on the CIP-SOC crosswalk published by the National Center for Education Statistics.

2. Workforce Demand Analysis data are from NC Commerce for the required North Carolina analysis. The recommended data source for the optional national workforce analysis is the United States Department of Labor Bureau of Labor Statistics.

iii. The Education Premium Analysis for new program applications shall include the median wages earned for the SOC(s) identified compared to median wages earned for similar SOC(s) with a lower minimum education requirement as well as all SOC(s) with a lower minimum education requirement. Doctoral will be compared to Masters, Bachelor's, and HS/no credential; Masters will be compared to Bachelor's and HS/no credential; Bachelor's will be compared to HS/no credential.

iv. The Student Return-on-Investment (ROI) analysis and calculation will multiply the institution's most recent time-to-degree published metric by the cost of the proposed program's proposed tuition and fees, and compare that figure to the expected earnings for those SOC's which the institution projects as employment outcomes for the program, informed by the CIP-SOC crosswalk. Other measures may be included and explained in addition to the CIP-SOC metric. The analysis will also include a discussion of available student earnings information from similar academic programs offered at an institution's UNC Board of Governor's approved peer institutions. Data sources for the analysis of student earnings from approved peer institutions are the U.S. Census Bureau's Postsecondary Employment Outcomes database or the United States Department of Education's College Scorecard.

3. Institutions may, but are not required to, submit additional measures of student demand, education premium, student ROI, and workforce demand in support of their applications.

4. Constituent institutions must comply with Section 400.1.5 of UNC Policy Manual, *Policy on Fostering Undergraduate Student Success*, including credit hour maximums for baccalaureate degrees.

5. The UNC System Office will be responsible for managing the review process for new degree proposals and for making recommendations to the Board of Governors of the University of North Carolina (Board) according to the timelines maintained by the UNC System Office and published on the UNC System Office Division of Academic Affairs' website. The UNC System Office may request and/or approve expedited authorizations to plan proposed programs that clearly meet the considerations in II.A, above. External reviews will be required for all doctoral programs and may also be sought to evaluate constituent institution readiness to deliver online or site-based distance education, off-campus, or alternative delivery of degree programs at any level.

6. The maximum number of new degree program proposals an institution may have under review at the UNC System Office at any time is five. The Senior Vice President for Academic Affairs may waive this provision on the request of an institution and for good cause. Proposals for new joint degree programs shall be exempt from these limitations.

C. The UNC System Office has authority to approve online and site-based distance education delivery and off-campus delivery of degree programs previously established by the board according to the timelines maintained by the UNC System Office and published on the UNC System Office Division of Academic Affairs' website, otherwise, new degree programs to be delivered online, site-based, or off-campus are processed in the same way as all other new degree program proposals and require board approval. Approval by the UNC System Office is required if 50 percent or more of the degree program will be offered in an alternative, online, or distance delivery mode, or a combination of these modes with the following exceptions:

1. The distance education degree program offering for which a constituent institution must follow its institutional accreditor's substantive change procedure, regardless of the percent offered in that format, must be approved by the UNC System Office.

2. Any off-campus offering of a degree program, regardless of the percent offered in that format, must be approved by the UNC System Office.

Constituent institutions proposing such programs will be expected to document how online and site-based distance education programs and off-campus programs exhibit comparable quality to programs offered on site at the constituent institution in terms of both academic standards and standards for student support. The application and maintenance of academic standards are the responsibility of the academic unit and constituent institution offering the instruction online or at a site off-campus.

Constituent institutions proposing such programs will also be expected to document how online and site-based distance education programs and off-campus programs do not result in an unnecessary duplication of effort and resources, including among programs delivered to students on campus.

For off-site delivery, priority should be given to partnering with UNC constituent institutions and with the North Carolina Community College System where appropriate.

Rapidly changing technology may lead to new modes of delivery of courses and degrees. Proposals for other methods for delivery of degree programs must document the comparable quality of the proposed programs to programs offered by the constituent institution in terms of both academic standards and standards for student support.

Degree-Related Distance Education Courses. The development and delivery of individual degree-related distance education courses are institutional responsibilities. Courses may be offered without prior approval of the UNC System Office.

D. Doctor's Degree – Professional Practice. Professional practice doctoral program proposals (formerly First Professional program proposals, as in medicine, pharmacy, dentistry, veterinary medicine, law, and others) normally involve outside reviewers in the early stages of development and in many cases an on-site review team. Other high-cost programs may also be addressed in the same manner. Constituent institutions should consult with the UNC System Office before beginning to prepare a Professional Practice program proposal.

E. Joint Degree Programs. Joint Degree programs result in the awarding of a single joint degree by two or more UNC constituent institutions or by a UNC constituent institution and non-UNC educational institution. Joint degree programs must be approved through the regular institutional processes and have the approval of the chancellor of each participating UNC institution before submission to the UNC System Office for review and presentation to the board for approval.

Proposals for joint degree programs must include documentation that, at minimum, the fundamental elements of the following institutional processes have been agreed to by the partners:

1. Admission process;
2. Registration and enrollment process for students;
3. Committee process for graduate students;
4. Plan for charging and distributing tuition and fees;
5. Management of transcripts and permanent records;
6. Participation in graduation; and
7. Design of diploma.

Each student who will receive a Joint Degree must be approved by each UNC institution whose name will appear on the diploma using the institutional process for certifying a student to receive a degree.

F. Dual Degree Programs. A Dual Degree program involves two academic units, either at the same institution or at different institutions, including non-UNC institutions, in a formal agreement to offer two degrees as part of a program of study that will result in a student being awarded both degrees (two diplomas). While such programs offer the advantage that some course work may count for each degree, the requirements for each of the two degrees in a Dual Degree program must be substantially equivalent to the requirements for a student taking only one of the degrees. For example, a juris doctorate and an MBA could be linked in a Dual Degree program. If institutional accreditors must approve dual degree arrangements, these arrangements are considered by the UNC System Office as articulation agreements among existing degree programs and do not require additional approval by the UNC System Office or the Board.

G. Expedited Program Review. While Board policy requires that the academic program planning and evaluation process achieve a balance between responsiveness, due diligence, and a state-wide outlook, it also necessitates development of expedited program review processes for circumstances when rapid response is warranted. The UNC System Office or an institution may make a request for an expedited review when there is an extraordinary need to have a program start up immediately to meet a clear and emerging state need, or to announce immediately that the program will be available at a certain future time. An example might be the need for a degree program as part of a state effort for recruiting or expanding business, industry, or a governmental function. An expedited review will not require a request for permission to plan, and some or all external review requirements may be eliminated at the discretion of the UNC System Office academic affairs leadership. The UNC System may also initiate an expedited program review on its own initiative without the request of an institution and may develop expedited review procedures for certain classes of applications, such as applications to develop a degree program from an existing concentration within a degree.

H. Discontinuation of Academic Degree Programs. The Board of Governors has the authority to establish and discontinue degree programs. A constituent institution may recommend the discontinuation of a degree program at any time. The proposal for discontinuation should provide a reasonable time for currently-enrolled students to complete their academic requirements or

provide an alternative way for these students to complete their program of study. The constituent institution may submit a letter for approval to reinstate the degree program within five years of its discontinuation. If one partner institution elects to withdraw from a joint academic degree program, the remaining institution may continue to offer the program as a standalone degree. The institution must submit a teach-out plan for the joint program and provide documentation of institutional resources to support the program as a standalone offering.

I. Program Consolidation. Constituent institutions may request that two or more existing degree programs be discontinued in order to be combined in a single degree program. If the resulting consolidated program differs substantively from the component programs in both curricular requirements and program classification, then the constituent institution must complete an abbreviated request for establishment for expedited review by the UNC System Office and approval by the Board as a new degree program. Alternately, a constituent institution may seek to discontinue one or more degree programs to become concentrations or tracks within another degree program whose core requirements and program classification will otherwise not change. In this case, the request for establishment and board approval as a new program are not required, but for the programs to be discontinued, the request to discontinue must be completed and approved by the board. Constituent institutions should work closely with the UNC System Office to assure the correct steps are taken for consolidation requests.

J. CIP code and Degree Title Changes. The UNC System Office may approve changes to an academic degree program's CIP code or title for good cause.

a. In the case of a request to change a degree program's CIP from one which is not designated as STEM for the purposes of the UNC System funding model to one which is, the institution must demonstrate that fifty percent or more of the courses making up the program are STEM courses. For the purposes of this section, a "STEM course" is a course for which fifty percent or more of the content and learning objectives are reasonably made up of science, technology, engineering, or mathematics.

b. The UNC System Office may, in its discretion, determine that a program's CIP code change, title change, or combination thereof would create such a departure from the original degree program that the institution must apply for a new academic program in accordance with this Regulation.

III. Other Matters

A. Effective Date. The requirements of this regulation shall be effective on the date of adoption of this regulation by the president.

B. Relation to Federal and State Laws and Policies. The foregoing regulation as adopted by the president is meant to supplement, and does not purport to supplant or modify, those statutory enactments, regulations, and policies which may govern or relate to the subject matter of this regulation.

*Supersedes Section 400.1.1[R] of the same title, originally adopted May 6, 2009, and amended August 26, 2013.