
1. Presentation on UBP Program Enhancement Fee – Major & Minor by Dean Doug Shackford, David Hoffman, David Vogel and Anna Miller

- Proposal: The Undergraduate Business Program (UBP) at UNC Kenan-Flagler is proposing to implement a Program Enhancement Fee (PEF) in fall of 2017. The PEF would enable a significant expansion (+20%) in the UBP’s highly constrained class size as well as augment programming and support in three key areas: career services, leadership development and global competencies. The fee would be charged to all business students (majors and minors) during each semester of their junior and senior years.

The plan is to implement the fee over a three-year period:

<table>
<thead>
<tr>
<th>Year</th>
<th>Fee for Majors/semester</th>
<th>Fee for Minors/semester</th>
<th>Cap for Major entering*</th>
<th>Cap for Minor entering*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>$1,000</td>
<td>$500</td>
<td>$4,500</td>
<td>$2,250</td>
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<tr>
<td>2018-2019</td>
<td>$1,250 (+25%)</td>
<td>$625 (+25%)</td>
<td>$5,500</td>
<td>$2,750</td>
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<tr>
<td>2019-2020</td>
<td>$1,500 (+20%)</td>
<td>$750 (+20%)</td>
<td>$6,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>2020-2021</td>
<td>$1,500 (flat)</td>
<td>$750 (flat)</td>
<td>$6,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*Assuming no break in study.

- Justification:
  - The UBP is nationally recognized and highly ranked: #7 in both U.S. News & World Report and Bloomberg Businessweek and #4 among public universities.
  - Admission to the UBP has become overly selective. In 2015, the UBP had to turn away 53% of its applicants (all UNC-Chapel Hill students) due to significant physical capacity and financial constraints. The class profile is incredibly strong: 3.63 median GPA, 1360 median SAT.
  - The UBP is highly cost effective. Among its peers (both public and private), UNC Kenan-Flagler has had the lowest tuition and fees for more than a decade.
  - Graduates of the UBP are quite successful: 94% of the Class of 2015 had either accepted full-time employment (87%) or were enrolled in further study (7%). The average base salary of Class of 2015 business majors was $65,029 with an average signing bonus of $8,299.
  - Graduates consistently choose to work in or return to North Carolina for successful careers. Of approximately 20,000 total UBP alumni, 60% (about 12,000) live in North Carolina.
  - How the fee would be used to benefit students:
    - Improve Access: The UBP proposes using technology to increase the size of the program by ~20% (or 160+ students). “Blended” classes (where content is delivered both online and in-person) will allow the UBP to better use faculty resources as well as its severely
limited classroom space. Blended coursework allows for smaller group sessions and improved student outcomes. UNC Kenan-Flagler has extensive experience in this space with its top-ranked MBA@UNC online program and the recently launched online Master of Accounting program.

- **Enhance Career Services:** Compared with the UBP’s peers, undergraduate career services at UNC Kenan-Flagler lags in staffing and funding even with its current enrollment. Expansion of the Undergraduate Business Career Services team will allow more focused counseling for individual students, and better outreach to current and prospective employers. Additional career advisors and programming would be needed to accommodate the incremental students in the UBP.

- **Broadly launch the Leadership Development Program:** UNC Kenan-Flagler already has a signature Leadership Program that has been implemented in its graduate programs. The UBP is ready to launch a Leadership Program tailored to undergraduates but has not had adequate resources to do so.

- **Broadly launch the Global Education Initiative:** UNC Kenan-Flagler will pilot an innovative, unique, first-in-class education on global competencies. It will prepare students for careers that, regardless of where they are based, will necessarily require a broad understanding of the global landscape. The UBP needs funds to launch this program with all undergraduate students. The UBP also strives to give more of its students an immersive study abroad experience. PEF funds would better enable the UBP to support populations less likely to engage in international experiences, including first generation college students and underrepresented minority students.

- **Impact: Discussion on UBP Program Enhancement Fee – Major & Minor**
  - SFAC concerns were first that that junior business majors are already committed to taking business school classes next year, and therefore would be subject to a fee which they were unaware of when they made the decision to major in business.
  - Second SFAC commented that there is very little evidence that students have demanded more blended learning, leadership development, or global education. In fact, feedback from assured admits on these initiatives has been largely negative to date. It seems unlikely that students would receive value for money from these programs. Similarly, there is little evidence that student fee revenues are essential to launch these programs, especially given the UBP’s unique fundraising ability amongst undergraduate programs. However, students seem to be supportive of expanding career services, hiring more faculty, and creating more physical space, and each of these initiatives could be funded by differential tuition.
  - The student last concern was that the UBP sited the limited capacity is the biggest problem facing the UBP, but most students were more concerned by the fact that only 25% of business majors received any form of financial aid, compared to 47% of the student body at-large. I realize that the two problems may be inter-related, but it seems far from certain that increasing the price of majoring in business would increase the socioeconomic diversity of the program.
  - SFAS felt that UBP could have done a better job at surveying the students involved and was also concurred with the Financial aid and Diversity issues. Winston that they potentially needed two fees (a program fee and expansion fee). The committee decided to defer a decision until addition information was provided.
2. **Presentation on BME Program Enhancement Fee by Nancy Allbritton**

- **Proposal:** The Biomedical Engineering program is a joint B.S. and graduate program between UNC and NC State. Undergraduates would pay the fee during each of the approximately six semesters they spend in the BME program. The program provided a revised proposal to SFAS, based on the feedback that was received from SFAC. The original proposal requested a new fee for $750 in 2017-18 and an increase to $1000 in 2018-19. The new proposal included a request for $250 in 2017-18 and an increase to $500 in 2018-19, with additional increases planned in 2019-20 and 2020-21 to get to a cap of $1000.

- **Justification:**
  - Students in the joint program have access to both schools’ labs, facilities, sports events and infrastructure
  - Students who graduate from the program receive recognition from both universities, but only pay the tuition and fees associated with their original school
  - NC State has a fee, and UNC intends to match NC State's contribution to the program
  - NC State’s fee was established at $250 per semester in 15-16, and rose to $500 in 16-17. An increase to $750 in 17-18 has already been approved. The plan is to request an increase to $1000 in 18-19 but this is yet to be approved
  - Their fee applies to all engineering students, not just BME students
  - UNC currently does not have "wet" lab resources and intends to create wet lab infrastructure with the fee money
  - NC State's lab resources are more up to date and extensive, and UNC wants to add to their own resources so UNC's students aren't dependent upon NC State
  - There is a possibility that NC State may start to deny UNC students access to their facilities if UNC students are not financially contributing to the program to the same extent as UNC students
  - Other uses of the fee are focused on expanding professional development opportunities
  - The other top BME programs in the country (Georgia Tech and Johns Hopkins, for example) have extra fees and/or differential tuition rates
  - The fee is right around the same rate as these other schools
  - Further details of the program enhancement fee at NC State
    - [http://www engr.ncsu.edu/academics/fee/](http://www.engr.ncsu.edu/academics/fee/)
  - BME facilities are much more expensive than, say, Chemistry facilities and so it would be unreasonable to expend them to be funded solely by campus tuition

- **Impact:** SFAC approved the fee as originally proposed. However, several students expressed concern about the rapid implementation of the program enhancement fee. It seems problematic that students who have already declared the major should have to pay these unexpected costs. The student feedback collected indicates that they would value these opportunities very highly. SFAC gave their approval of the 18-19 request is
therefore contingent upon the same request being approved for NC State. The modified proposal was approved by SFAS without the contingency of the NC State fee approved, due the lower amount paid by the UNC students.

3. The next meeting of the Student Fees Advisory Subcommittee is set for Friday, October 14th from 2:00-5:00 p.m. in 120 Vance Hall.