

NC STATE

Melissa Nosbisch <mlnosbis@ncsu.edu>

Edits in Certificate Application - Military Lands Sustainability

Melissa Nosbisch <mlnosbis@ncsu.edu>

Wed, May 3, 2017 at 10:33 AM

To: Dennis Hazel <hazeld@ncsu.edu>

Hi Dennis,

The Administrative Board reviewers had a few questions about the proposal:

1. On p. 7, the proposal lists: "Award of a Graduate Certificate requires a minimum overall GPA of 3.0." Certificate programs often specify a minimum GPA of 3.0 on certificate course work rather than an overall GPA. I just wanted to check that it is the intention to require an overall GPA of 3.0 on all graduate course work.
2. There is no documentation of the size of the potential audience for this certificate. How did they arrive at the projected number of 15 students enrolled per year?
3. While the focus of the certificate is North Carolina, I would like the authors to comment on the potential competition from Texas A&M offering the same certificate. Normally we don't consider out of state competition in these actions, but since the focus of the certificate is fairly narrow and it is online, it might be good to do so in this case.

Please address these comments either via email and then I can edit the pdf, or you can submit a revised word document. Please let me know how you'd like to proceed.

The certificate is scheduled for the May 11 Administrative Board meeting. I will send you a meeting reminder shortly.

Thank you,
Melissa

[Quoted text hidden]

Edits in Certificate Application - Military Lands Sustainability**Dennis Hazel** <hazeld@ncsu.edu>

Wed, May 3, 2017 at 11:31 AM

To: Melissa Nosbisch <mlnosbis@ncsu.edu>

Melissa:

Thank you for the opportunity to address these questions.

Question #1: Do we indeed want to require an overall GPA of 3.0 or higher to graduate vs. a 3.0 on every course? First, I hopefully understand the question correctly. If not, please let me know. Second, if the university has a policy that either requires a 3.0 in every course for a certificate or even *strongly prefers* such, then we will gladly change our requirements to conform to accepted NCSU norms. However, we expect to attract some DE students who may not have taken academic courses for years or who may find themselves highly distracted by professional requirements (e.g. military training exercises lasting several weeks, short deployments, etc.) after the official drop period that may impact course performance such that they make a C rather than a B on a course. We are OK with that if the overall GPA is 3.0. Again, we are willing to change if it is an issue.

Question #2a: Documentation of audience size? DELTA funded a third-party marketing study of the proposed certificate by UPCEA Center for Research and Marketing Strategy and their report was issued July 2016 (attached). The report states "Market and employment trends as well as limited direct competition, along with NC State's established expertise and favorable location, should combine to support a viable certificate offering in an admittedly niche specialty."

Question #2b: How did we arrive at 15 students per year? The number is an admittedly an educated guess based on (1) enrollment at Texas A&M in years where they offered their courses and (2) having offered NR-510 twice and NR-511 once as special topics courses. When we offered courses as special topics courses we were not advertising off campus (we had no certificate into which to enroll students), thus most students were enrolled grad students from campus.

Question #3: Impact of potential competition from Texas A&M? The Texas A&M faculty involved in their certificate are friends and very co-engaged colleagues on significant projects here in North Carolina (e.g. yesterday's announcement which involves TAMU and us - <http://www.newsobserver.com/news/politics-government/article148053659.html>). However, from a competitive perspective, (1) we offer all courses every year and they offer them every other year only, therefore a certificate at TAMU cannot be obtained in less than two years vs one year at NC State; and (2) TAMU does not market their certificate and most of their students are TAMU grad students who earn the certificate while working on a full DE-based Masters degree. We will market nationally and will be doing that immediately if approved. We are targeting true DE students.

Please feel free to share these answers to whomever you wish and in whatever form and let me know additional questions or concerns.

Dennis

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