

# Changing/Adapting Academic Missions: Graduate Programs and Certificates

**November 7, 2023**

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Institute for Chief Academic Officers with Chief Advancement  
and Chief Communication and Marketing Officers  
November 4-7, 2023 » Tampa Marriott Water Street Hotel



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## Presenters

**Kerry Fulcher**, Provost and Chief Academic Officer  
Point Loma Nazarene University

**Sarah Ferguson**, Vice President for Academic Affairs  
Texas Lutheran University

## Chair

**Brooke Barnett**, Provost and Vice President for Academic Affairs  
Butler University

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## Today's Themes

- Motivations for moving into the graduate space
- Barriers & Challenges
- Organization & Governance
- Measures of success

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**POINT**<sup>19</sup>  **LOMA**<sup>02</sup>  
NAZARENE UNIVERSITY

**ONE**  **PLNU**

### Located in San Diego, CA

- 4 San Diego Campuses
- 1 Bakersfield Campus
- PLNU Main Undergraduate campus: City imposed enrollment cap of 2,000 FTE (unit formula)

### Context

	13-14 AY		22-23 AY	
	Enrolled	# Programs	Enrolled	# Programs
TUG	2,556	59	2,732	50
AUG	0	0	620	9
GRAD	1,227	11	1,587	20
Total	3,783	70	4,939	79

### Started since 2013-14

- 9 Graduate programs
- 9 Accelerated Undergraduate Online/hybrid programs
- 2 Traditional Undergraduate Programs
- Goal to launch 3-5 programs ayear over next 5 years

### Stopped since 2014-14

- 1 Graduate program
- 10 Traditional UG programs



**TEXAS  
LUTHERAN  
UNIVERSITY**

## Located in Seguin, Texas

- Traditional Undergraduate programs
- Accelerated BSN Program
  - Site in New Braunfels, Texas
  - Site in Houston, Texas
- Direct Entry MSN Program
  - Site in New Braunfels, Texas
- Three online Graduate Degrees
- Three face-to-face Graduate Degrees (all are concurrent and in Seguin)
- Online EdD

	Fall 2012		Fall 2023	
	Enrolled	# Program	Enrolled	# Program
TUG	1,257	27	1,172	28
ABSBN	0	0	124	1 (two sites)
GRAD	21	1	91	8
Total	1,278	28	1,387	37

# Butler University

- Located in Indianapolis, IN
- 4,500 undergraduates
- 1,000 graduate students
  - 8 post-graduate certificates
  - 25 graduate degree programs
  - Non-credit, professional learning opportunities — mostly in partnership with business: Roche, Community Health Network, etc.
  - “White label” curricula for other institutions — e.g., Institute for Well-Being
  - 9 online degree programs, including PharmD and MBA (also offered in person)
  - Various online certificates



**BUTLER**



Co-Created Workforce Solutions Pipeline:

# ALIGNED TO 2023 LEGISLATIVE POLICY PRIORITIES



## PRIORITY 1: **EARLY CHILDHOOD EDUCATION**

Opportunity/Alignment: Establishing funding incentives for childcare providers to increase workers' wages and education/skill level.

### **DIVISION OF PROFESSIONAL STUDIES (DPS) PROGRAMS**

- Early Childhood Educator Certificate Program



## PRIORITY 2: **CAREER READINESS**

Opportunity/Alignment: Creating grant opportunities for K-12 teachers to engage with employers and higher education professionals to strengthen/inform classroom instruction.

### **DPS PROGRAMS**

- Teacher Led, Teacher Education
- NCAA Counselor Training - pipeline (means in progress)
- Exports Educator Certificate - pipeline



## PRIORITY 3: **POST-SECONDARY ATTAINMENT**

Opportunity/Alignment: Providing supplemental funding options (EX: Career Scholarship Accounts) to pursue postsecondary/industry-recognized credentials.

Opportunity/Alignment: Removing barriers for Hoosiers with some college but no degree to earn a postsecondary credential.

### **DPS PROGRAMS**

- Undergraduate Degree Completion
- Certified Financial Planner Test Preparation Program



# BUTLER

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# Questions & Comments



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**Thank you  
for attending  
this session!**



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