**Planning Development & Budget Committee (PD&B)**

**Report to the University Senate**

**September 12, 2019**

**Committee Members Present:**

Joyce Wright, Denise Serpico, Max Herman, Ira Thor, Mingshan Zhang.

The PD&B Committee met on September 12, 2019 with a quorum of voting members present, the committee reviewed and made recommendations for the following proposals:

**Follow up from April 2019**

1. GIS Minor Proposal-18 CH. Approved

The committee felt this was a useful minor for the NJCU Students. One recommendation, page 6 Table 6, to adjust the faculty salaries over the proposed five years to reflect a modest salary increase of 1-2% each year.

2. GIS Major Proposal B.S of Science in Geographic Information Science (GIS) Not Approved

The Committee felt this Major may not be effective use of resources in the Department of Earth and Environmental Science. A suggestion was made to implement this as a minor and evaluate the student numbers before moving to a Major Program proposal.

3. BS in Cybersecurity Pending

Dr. Kutub Thakur will be invited to the next meeting on October 10, 2019 for further discussion of estimated student enrollment, and requested Capital expenditures for Cybersecurity.

**New Proposals:**

1. Master of Science with a Major in Nursing & Specialization in School Nursing Not Approved

The committee is requesting additional information to further support this program. It would be helpful to list all comparable school nursing programs in the state. A question, will all 16 credits be an on-line format? Please present proposed enrollment numbers, and the projection for additional faculty.

2. Second Degree Non Accelerated Nursing Program Not Approved

This is an extensive and thorough proposal for Nursing. The committee is requesting a table to compare other New Jersey colleges that also have this format for a second degree, this may give further explanation for proposed student numbers.

3. Marketing Analytics Minor 18 CH, Undergraduate Not Approved

Please provide additional information to support the Marketing Analytic Program: Projected enrollments over a 5 year period. The committee requests a comparative table of other New Jersey Schools that have this minor. The need for additional faculty and adjuncts is not addressed, please provide. Will there be additional resources necessary for this Minor?

In Appendix A: some of the pre-requisites for courses are not consistent, for clarification please refer to Appendix A.

5. MBA with a Major in Marketing Analytics 36 CH. Approved

One request, please identify the need for additional faculty and or adjunct professors.

**Other Discussion:**

The committee will investigate if a template exists for program proposals and if not, develop one for all Departments submitting proposals for consistent and accurate thorough. This will assist any proposals with complete information and expedite thorough approvals.

Ben Rohdin will be invited to our next meeting as proposed, at the May 2019 Senate Meeting at noted in the Motion below: Recommendation/Motion: April 24, 2019

The Senate Planning, Development and Budget (PD&B) Committee has among its primary charges the review of “Request for Academic Program Approval” with a focus on the financial viability and sustainability of the proposed new program enrollment projections. The PD&B Committee recommends that effective Fall 2019 a member of the Enrollment Management Executive leadership team join the committee’s meetings to review and validate the proposal’s projected enrollment for 2019-2020 academic year.

Rationale: The PD&B Committee believes that there exists a need to provide new program proposers the enrollment management expertise to develop enrollment demand projections. Enrollment projections serve as the critical baseline data, for the development of projected revenue. The PD&B Committee’s charge is to evaluate the financial viability of programs and we believe that the input of this content expert is critical to our work in this area.

Respectfully Submitted,

Joyce Wright (Chair), Max Herman, Ira Thor, Laura Wadenpfuhl, Denise Serpico, Mingshan Zhang