



NEW GRADUATE CERTIFICATE PROPOSAL GUIDELINES

A new graduate certificate proposal must include the items below and be submitted with a cover sheet and appendices I through III. Units must submit a draft proposal to the Office of Academic Affairs at progprop@uw.edu for review and comment. Prior to final submission, the proposal must be reviewed and approved by program faculty and be endorsed by the Dean. UW Bothell and UW Tacoma proposals also require endorsement by the Chancellor/Vice Chancellor.

> Contact the Office of Academic Affairs in the Graduate School at progprop@uw.edu with any questions you may have about the guidelines.

COVER SHEET

Include the cover sheet available on the [Academic Affairs website](#) for draft and final submission. Signatures required for final submission only.

RESPONSE TO PNOI

Provide a brief response to any comments received during the Planning Notice of Intent (PNOI) tri-campus comment period. The response may address the following:

- Correct or clarify any misunderstandings
- Describe how the final proposal addresses any concerns raised
- Provide rationale for any concerns not addressed
- Describe result of [Duplicative Program Evaluation](#) process, if relevant

OVERVIEW

Provide a summary description of the proposed new graduate certificate program, including the rationale for the program and the name of the program as it should appear on the student transcript. State the program's administrative location, i.e. where it is academically housed, and the proposed graduate certificate title as it should appear on the student transcript.

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RELATIONSHIP TO INSTITUTIONAL ROLE, MISSION, AND ACADEMIC UNIT PRIORITIES

Describe how the proposed graduate certificate supports the academic unit's priorities and the role and mission of the University of Washington.

DOCUMENTATION OF NEED FOR PROGRAM

Briefly describe how the proposed program responds to current trends in the field, including available data that demonstrates student and employer demand. Describe unique aspects of the proposed program that differentiate it from similar programs offered at the UW, in the state, the region, or nationally.

CURRICULUM

Describe the required coursework (which must adhere to the guidelines in [Policy 1.2](#)) in the following two formats.

Format 1 (Curricular Outline): Outline all coursework with course number, title, and credits only (no course descriptions). This outline will be used for creating a degree audit and catalog copy. Please list all degree requirements under subheadings in the following order:

- Required/core coursework
- Electives (it is acceptable to provide only the number of credits required and indicate that an elective course list is maintained internally by the unit in the degree audit.)
- Culminating experience (capstone or equivalent unifying experience)
- Additional non-credit requirements (e.g. prerequisites, competency requirements, etc.)
- Total credits

Format 2 (Course List): For each core course and any electives being developed for this program, provide course numbers, titles, credits, a brief description, and summary of course learning objectives. All pre-existing courses that will serve as electives should also be listed but do not require brief descriptions. This may be a full list of elective courses, or if electives must be chosen from a specific unit/department, indicate the required course level (i.e. 400 or 500) and unit/department.

In addition to required coursework, proposals must address the following:

- Expected student learning outcomes and how they will be measured.
- Indication of how the curriculum will introduce students to questions and considerations of ethics that are relevant to the field of study.
- Articulation of how the curriculum is structured to provide a coherent course of study and culminates in a capstone or equivalent unifying experience.
- Whether the certificate program will be developed from existing courses or if new courses will be developed.

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- Description of the relationship of the program to the academic unit's existing graduate programs and whether there is potential overlap of the certificate program with any degree programs.
- For certificates admitting students who are not currently matriculated UW graduate students: describe expectations around credits of enrollment and mode of delivery.

ADMISSION FOR GRADUATE CERTIFICATES THAT ADMIT CURRENTLY ENROLLED GRADUATE STUDENTS

Describe the minimum admission standards for currently enrolled graduate students. Describe the admission process, including how the program will assure that students will apply and be admitted prior to completing significant coursework, or at the latest prior to completing the capstone or unifying experience.

Describe who will manage admissions, track student progress, and submit the request to Graduate Enrollment Management Services in the Graduate School for granting of the certificate.

ADMISSION FOR GRADUATE CERTIFICATES THAT ADMIT STUDENTS FROM OUTSIDE UW

Identify the requirements for admission to the program and describe the unit's admission process. Information on creating the admission application is available [here](#).

INFRASTRUCTURE REQUIREMENTS

Describe required infrastructure improvements, including the need for additional library or technology resources, special space requirements (laboratory space or special classrooms), and equipment needs. Costs and sources of funding associated with these improvements should be outlined in the budget section of the proposal.

FACULTY

Describe in detail how appropriate faculty expertise and teaching capacity exist for the new program. Provide a profile of the anticipated faculty in Appendix I (e.g., rank, full-time, part-time, etc.), including the amount of effort in the program by full-time-equivalent (FTE).

Clearly describe how graduate faculty maintain program oversight and involvement in the program. Indicate which participating faculty have graduate faculty status. Describe how the program will assure continuity in program delivery and quality over time, especially if non-tenured faculty have significant involvement in the program.

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Indicate the mechanism of faculty oversight of the program, including any special committees or directors associated with the program. Describe the process for curriculum management and other aspects of faculty oversight. Indicate who will serve as [GPA and GPC](#).

ADMINISTRATION

Describe the staffing plan for additional administrative and support services for the degree option.

STUDENTS

Describe the student population to be served. In Appendix II, indicate the projected enrollment for the first five years. Describe the plan to advertise and recruit students to the program. Provide information on any student financial support made available by the program.

Describe how certificate students will be academically supported by the unit as graduate students, including staff and faculty advising, academic support, departmental space, activities, etc. Describe how the additional responsibilities will be covered by new and/or existing staff and faculty.

INCLUSIVE EXCELLENCE

The Graduate School supports programs which advance a culture of excellence and inclusion by eliminating barriers of exclusion such as ableism, cis-sexism, classism, heterosexism, racism, sexism, and unexamined privilege. Proposals must address how the program will prioritize inclusive excellence in each of the following stages:

- 1. Assessment (before recruitment)**
- 2. Recruitment (before enrolling)**
- 3. Retention (after enrolling)**
- 4. Post-graduation/Career Preparation**

If the academic unit has a written plan for inclusive excellence, reference it here and indicate how the proposed program supports that plan. Consult the [Inclusive Excellence in Graduate Programs guide](#) on the Graduate School website for examples for each stage of the graduate program lifecycle.

PROGRAM ASSESSMENT

Describe the academic unit's plan for assessing how well program objectives will be met. Describe how the assessment information will be gathered and used.

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BUDGET

Include a program budget that includes total program operation cost. Describe the impact of the new program on overall resources within the academic unit, including on existing degree or certificate programs. Identify the amounts and all sources of funding for the first year of the program and the year it is expected to reach full enrollment. Provide a summary of costs and revenue in Appendix III.

Describe how the program fits within the following categories and make sure the proposal addresses the items raised in the appropriate section.

1. **The degree program is revenue neutral¹.** “Revenue neutral” means that no additional resources are needed. A business model/plan demonstrates that no new courses or course sections are needed; no additional faculty resources or staff support is needed, no new operational funds are needed, etc.
2. **The degree program increases revenue.** New revenue will derive from the proposal, (e.g., higher enrollments, fee based program, etc.) Include a business model/plan that identifies start-up revenue, program costs, projected revenues, and a clear plan and timeline for reaching financial goals.
3. **The degree program requires new revenue, but has a compelling strategic value.** Include a business model/plan that identifies start-up revenue, program costs, projected revenues, and a clear plan and timeline for reaching financial goals (within a few years of inception).
 - A: E.g., the proposal positions a unit strategically to take advantage of an important opportunity that will shape the unit for the future.
 - B: E.g., the proposal meets workforce needs in the state, or important needs in the discipline or field that no other institution in the state will provide, etc.
4. **For fee-based (self-sustaining) programs, include the fee structure.**
5. **For state-funded programs, indicate the tuition tier both in the narrative and on the cover sheet.** See the [Office of Finance, Planning & Budgeting](#) website for information on tuition schedules.

For a fee-based program, include the Service Selection Form from the Continuum College.

UNIT AND COLLEGE/SCHOOL/CAMPUS APPROVAL

The program proposers are responsible for assuring faculty review and final approval at the appropriate levels (department or unit, Dean’s Office or Chancellor’s Office, etc.) before submitting the final document to the Graduate School for review and approval. Signatures indicating approval are included on the cover sheet.

FOOTNOTE

1. Revenue is defined as: tuition, program fees, state-funds allocated by the Provost and endowment income.

EXTERNAL EVALUATION OF PROPOSAL

Under separate cover, provide the Graduate School with the names, contact information and brief biographies of 6 possible external reviewers.

- The Office of Academic Affairs will contact the external faculty and solicit evaluations of the proposal.
- Once evaluations have been received, they will be forwarded to the proposing unit. The unit will then submit a formal response to the evaluations to the Graduate School. The proposal may be revised depending on the recommendations of the external reviewers.
- The evaluation letters and academic unit's response will be submitted with the final proposal to the Graduate School Council.

APPENDIX I PROGRAM PERSONNEL

FACULTY

Name	Degree (e.g. M.A.; Ph.D.; J.D.)	Rank (if applicable)	Status (e.g. full- or part- time)	% Effort in Program
TOTAL FACULTY FTE				

ADMINISTRATION & STAFF

Name	Title	Responsibilities	% Effort in Program
TOTAL FACULTY FTE			

APPENDIX II

ENROLLMENT AND GRADUATE ESTIMATES

Year	1	2	3	4	5
Headcount					
FTE					
Program Graduates					

APPENDIX III SUMMARY OF PROGRAM COSTS AND REVENUE

PROGRAM EXPENSES

Name	Year 1	Year 2	Year 3	Year 4	Year N*
Administrative salaries including benefits (# FTE)					
Faculty salaries including benefits (# FTE)					
TA/RA salaries including benefits (# FTE)					
Staff salaries including benefits (# FTE)					
Other salaries including benefits (# FTE)					
Financial Aid specific to the program					
Contract Services					
Goods and Services					
Travel					
Equipment					
Other (itemize)					
TOTAL COSTS					

PROGRAM REVENUE

Name	Year 1	Year 2	Year 3	Year 4	Year N*
State Support (General Fund)*					
Tuition and Fees (total)*					
Corporate Grants / Donations					
Other Fund Source (specify)					
TOTAL REVENUE					

*Note: If proposed program revenue will not be distributed to units separately as General Fund and Tuition, then use the projected total combination.

*Note: N = full enrollment