

PRAIRIE VIEW A&M UNIVERSITY

Proposal for the Expansion of Degree Programs in Northwest Houston

Overview Statement

Prairie View A&M seeks approval to expand its degree programs in Northwest Houston as a partner in the University Consortium to Serve Northwest Houston. In developing this proposal, Prairie View A&M (through the Texas A&M System), collaborated with the University of Houston System (representing the University of Houston and the University of Houston-Downtown), and the Texas State System (representing Sam Houston State University) and Texas Southern University. The resulting proposal offers to expand access to higher education opportunities for the residents of Northwest Houston in a high-quality, efficient manner by avoiding unnecessary program duplication and providing for operational efficiencies where possible.

Section I. Program Need

- Demographic, workforce and education data suggest a very real need for the expansion of upper-division undergraduate and graduate programs in Northwest Houston.

A demographic analysis conducted by the University of Houston System in 2006 indicated that the northwest region of Houston was outpacing other areas in terms of growth. At present, over 1.4 million live in northwest Houston. Conservative estimates place the population of the region at 1.7 million by 2015. Our primary community college partners in the region (Lone Star College and Houston Community College-Northwest) enroll over 60,000. Area school districts (Cypress-Fairbanks, Katy, Klein, Magnolia and Tomball) most proximal to the campus enroll over 222,000. By 2010, enrollment in these districts is expected to surpass 245,000. The number of jobs in Northwest Houston exceeds 300,000, 67% of which are white collar positions. The Texas Department of Labor predicts a continued increase in the demand for workers with post-secondary education through 2016.

The original Office of Civil Rights Texas Plan, assigned Prairie View A&M University a responsibility for satisfying higher education needs of the citizens of Texas and especially in the Northwest Houston Corridor. Demand for university courses and programs led to the

establishment of regional locations to satisfy that demand. Increase in demand led to the establishment of the Northwest Houston Academic Center, which, subsequently moved to its current location at 16000 Stuebner Airline Road in Spring, Texas. Based on the demonstrated need articulated in the “Principles and Procedures for Developing Public Higher Education in the Northwest Houston Metropolitan Report” issued by Ashley, Craycraft and Foss and reaffirmed by the University Consortium to Serve Northwest Houston, Prairie View A&M University is dedicated to the development of appropriate programs, services and technologies for the delivery of quality instruction to the citizens of the Northwest Houston Metropolitan area.

The establishment of a PVAMU Higher Education Center (HEC), in collaboration with the University Consortium and Lone Star College, will be of critical importance in advancing the state’s Goals related to Closing the Gaps. It is important to note that students in the Gulf Coast WDA trail state averages related to high school and college completion rates.

Section II. Academic Program Descriptions

- Following is a list of academic programs to be delivered at the proposed higher education center by Prairie View A&M University. Pending approval from the THECB, the proposed programs will be initiated beginning in Fall 2009 at our current facility at 16000 Steubner Airline in Spring, Texas. The table of programs has been developed in collaboration with the University Consortium to avoid unnecessary duplication. All programs are in our current academic inventory.

A. M.A., Counseling

Academic Level	Graduate---Master’s
Admissions Criteria	Students attending at the PVAMU NW Higher Education Center must meet the same admissions requirements as those attending on the main campus of PVAMU. Students must submit an application for admission to the Graduate School and the Department of Educational Leadership and Counseling. The candidate must have earned the bachelor’s degree with a minimum grade point average (GPA) of 2.75 on a 4.0 scale and must submit transcripts of all academic work. Additionally, the candidate must provide three references and submit a valid score for the Graduate Record Exam (GRE). No minimum score is required for admission to the master’s degree program.
Delivery	The primary mode of delivery is face-to-face.

B. M.S., Accounting

Academic Level	Graduate---Master's
Admissions Criteria	Students attending at the PVAMU NW Higher Education Center must meet the same admissions requirements as those attending on the main campus of PVAMU. Students must submit an application for admission to the Graduate School and the College of Business. Unconditional admission to the MSA program will be granted if the applicant has an undergraduate degree in business from an accredited university, has a cumulative undergraduate grade point average (GPA) of 2.75 or better on a 4.0 scale, takes the Graduate Management Admissions Test (GMAT) prior to enrollment, and submits an essay describing why he or she wants a graduate degree in business.
Delivery	The primary mode of delivery is face-to-face.

C. M.S., Community Development

Academic Level	Graduate---Master's
Admissions Criteria	Students attending at the PVAMU NW Higher Education Center must meet the same admissions requirements as those attending on the main campus of PVAMU. Students must submit an application for admission to the Graduate School and the College of Architecture. Students must submit a valid score on the Graduate Record Exam (GRE) and interview with the program director to develop a study plan to lay out the required program of study.
Delivery	The primary mode of delivery is face-to-face. Only select courses will be offered at the PVAMU NW HEC. Approximately half of the required coursework must be completed at the PVAMU main campus.

D. M.S., Nursing (Nursing Administration)

Academic Level	Graduate---Master's
Admissions Criteria	Students attending at the PVAMU NW Higher Education Center will be consistent with the current requirements for admission to the College of Nursing, Graduate Nursing Program, and the Graduate School of Prairie View A&M

minimum score is required for admission to the master's degree program.

Delivery

The primary mode of delivery is face-to-face. Hybrid and distance learning modalities will be utilized for some courses.

Section III. Center Administration and Support Services

- Students enrolled at the PVAMU Northwest Higher Education Center (HEC) will receive comparable services as those provided at the PVAMU main campus. Center administration will be provided to insure the highest level of service to students and faculty. Programs will be offered at the existing PVAMU Center located at 16000 Steubner Airline in Spring, Texas.

- **Admissions**

Students may apply for admission from the PVAMU website (www.pvamu.edu). The Graduate School at PVAMU, in conjunction with the academic colleges associated with its programs at the PVAMU NW HEC, will be responsible for processing admissions applications. In addition, the staff at the PVAMU NW Higher Education Center will be available to assist students with the admissions process on-site.

- **Academic Advising**

Academic Advising will be provided on-site by program faculty and professional advising staff during enrollment/registration periods. In addition, the PVAMU NW HEC will leverage the electronic communications capabilities of PVAMU's IT infrastructure to maintain an ongoing advising relationship with students..

- **Registration**

Registration and related activities will be facilitated through PVAMU's Banner Panthertracks ---Prairie View A&M's web-based enrollment services portal. Staff at the PVAMU Northwest HEC will be available to assist students with the registration process.

- **Financial Aid**

PVAMU's Office of Financial Aid will have primary responsibility for financial aid applications. The office currently has a financial aid officer dedicated to assisting Northwest Campus students. In addition, staff at the PVAMU NW HEC will be available to advise and help potential enrollees with the financial aid process. Most of these services are available online.

- **Student Recruitment**

The Colleges delivering programs to the PVAMU NW HEC will utilize faculty and staff to recruit graduate students in Northwest Houston. In addition, the programs will leverage partnerships with business/community groups and area educational institutions for the purpose of recruiting students into their programs.

- **Retention Programs**

Faculty/staff advisors will at PVAMU NW HEC will provide support to students. In addition, students will have access to PVAMU's online learning/tutoring community.

- **Testing Services**

Academic programs will coordinate with the PVAMU NW HEC librarian to arrange necessary testing services. PVAMU's Office of Disability Services will insure that reasonable testing accommodations are made available to those who qualify. Some academic programs will also utilize web-based testing services when appropriate.

Section IV. Facilities

- Facilities and infrastructure at the PVAMU Northwest Higher Education Center will be adequate to support the delivery of instruction and student support and be comparable to those provided at the PVAMU main campus. The current facility, located at 16000 Steubner Airline in Spring, Texas, is located in a modern, commercial building and provides an excellent teaching/learning environment.

- **Classrooms**

The PVAMU Northwest Higher Education Center includes eight classrooms. The classrooms are equipped to support multimedia technologies.

- **Student Services**

The PVAMU Northwest Higher Education Center provides space for a library, computer lab, academic advising, a snack/lounge and individual and group study.

- **Center Administration**

The PVAMU Northwest Higher Education Center will be one of five coordinated, single-institution higher education centers in Northwest Houston. Coordination will be provided by a Coordinating Council composed of the Vice Chancellors of the Texas A&M System, the Texas State System, the University of Houston

System, and the Provost of Texas Southern University. As a single-institution HEC, Prairie View A&M University will be responsible for operations at the PVAMU NW HEC.

The PVAMU Northwest Center is staffed by a full time librarian, a full-time office coordinator, and a full time computer technician, supported by part-time personnel and by visits from administration and other personnel officials from Prairie View A&M University from the main campus.

- **Library**

Students enrolled at the PVAMU Northwest HEC will have adequate library resources to successfully complete their program of study. Library and learning resource support are provided by a full-time librarian who can assist students and faculty with identifying appropriate learning resources, including books, journals, and web-based publications. Students enrolled at the Center will have full access to books and research publications through interlibrary loans, remote access to the PVAMU Coleman Library, and other libraries through TexShare. The librarian conducts tutorials for students and research classes to enhance their knowledge base for utilizing the various electronic resource tools available through the library.

- **Information Technology**

Computers are available for student use in the library. Multimedia instructional technologies are available in the eight classrooms. In addition, a wireless network allows students to use personal computing devices.

- **Bookstore**

Books are available from online vendors and/or as eBooks and through the Coleman Library. Books are also available at the main campus bookstore.

Section V. Business Plan

- Enrollment and revenue projections, faculty and staff assignments and resources allocated to support the first phase of programs to be offered at the PVAMU Northwest Higher Education Center are included in the following business plan for their first five years of operation. It is anticipated that these academic programs will begin at the site in Fall 2009 or Spring 2010, depending on the timing of final approval. This business plan for the PVAMU Northwest Higher Education Center is only for the first phase of programming and does not include current programming, Phase II, or Phase III programs which are planned to be rolled out in subsequent years.

Northwest Campus Budget: Years 1 through 5

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Enrollment & Faculty Projections:					
Student Headcount	279	552	757	766	775
Student FTE	159	340	581	590	598
Annual Semester Credit Hours	2,268	4,590	6,600	6,888	7,196
Faculty FTE	7	11.5	17.5	17.5	17.5
Resource Projections:					
Tuition & Fees	414,684	877,410	1,279,200	1,364,040	1,455,460
Formula Funding	0	0	920,474	937,060	954,797
Total	414,684	877,410	2,199,674	2,301,100	2,410,257
Expenses:					
<u>Operations</u>					
Faculty (salary & benefits)	766,720	1,204,480	1,864,960	1,864,960	1,864,960
Instructional Support & Academic Operations	83,200	83,200	83,200	83,200	83,200
M&O, Marketing	107,596	169,384	246,508	249,658	254,908
Administrative overhead: 15% of Operations	143,627	218,560	329,200	329,673	330,460
Subtotal	1,101,143	1,675,624	2,523,868	2,527,491	2,533,528
Equipment (IT and furniture)					
Lease					
Total all Expenses	1,101,143	1,675,624	2,523,868	2,527,491	2,533,528

Section VI. Partnerships and Closing the Gaps

- The proposed PVAMU Northwest Higher Education Center will maximize the effectiveness and impact of existing partnerships to better serve the needs of the students in the region and meet goals established by the THECB related to Closing the Gaps.
 - **Dual Enrollment**

At this time, the PVAMU Northwest HEC will provide graduate-level programs exclusively.
 - **Course/Program Articulation**

At this time, the PVAMU Northwest HEC will provide graduate-level programs exclusively. PVAMU does have course/program articulation agreements with regional community colleges regarding undergraduate programs.
 - **Joint Admissions**

PVAMU and Lone Star College District have a Joint Admissions Program Agreement (JA) that allows students enrolled at Lone Star to register for specific PVAMU courses. Students must meet the necessary requirements at both schools and pay fees according to the number of hours in which they are enrolled. They will be able to earn credits toward their associates from Lone Star and bachelor's degrees from PVAMU at the same time.
 - **Shared Facilities**

Courses and programs from PVAMU will be offered in its existing facility at 16000 Steubner Airline in Spring, Texas. As warranted, PVAMU will work with the other members of the University Consortium and Lone Star College to identify programs and services that can be delivered more efficiently in a collaborative arrangement.
 - **Partnerships**

Prairie View A&M University has strong partnerships with Lone Star College, Houston Community College and area school districts. In addition, PVAMU works closely with area chambers of commerce, economic development councils, and community organizations.

Section VII. Long-Term Plans

Prairie View A&M University will continue its efforts to better serve the higher education needs of the Northwest Houston region as a member of the University Consortium. The additional degree programs listed below have also targeted and will be initiated in subsequent years as denoted in the following chart.

Program Initiation by Year and Priority

Phase I	*Master of Education in Educational Administration
Effective August, 2009	*Master of Education in Counseling
	Bachelor of Business Administration
	Master of Science in Accounting
	Master of Community Development
	Master of Science in Nursing
	Nursing Administrator
Phase II	Bachelor of Arts in Communication
Effective August, 2010	Master of Business Administration
	Master of Science in Nursing
	Nursing Educator
Phase III	Bachelor of Science Interdisciplinary Studies
Effective August, 2012	Bachelor of Construction Science
	Master of Science in Management Information Systems
Other Programs Beyond 2013	Master of Juvenile Forensic Psychology
	Master of Education in Curriculum and Instruction (Reading Concentration)
	Bachelor of Science in Nursing
	LVN to BSN
	RN to BSN

* Currently approved and being offered at the N.W. Graduate Center.