

Rubric for Establishing a New Certificate or Concentration				
Criterion	Significant (7, 8, or 9)	Moderate (6, 5, or 4)	Minimal (3, 2, or 1)	Score
Student Demand	Student demand for the program is strong and growing and can be demonstrated with data from outside sources.	Student demand for the program is stable and can be demonstrated with data from outside sources.	Student demand has diminished over time, is unclear, or no demand data is established.	
Societal Demand	Employment growth is strong and growing and can be demonstrated with data from outside sources.	Employment growth is stable and can be demonstrated with data from outside sources.	Employment is diminishing over time, is unclear, or no employment data is given.	
Program: Curriculum (innovative & future-focused)	The proposed curriculum can be directly related to skills needed by employers; Or, it represents innovation or emerging trend/knowledge in the discipline.	The proposed curriculum is aligned with discipline standards.	The proposed curriculum cannot be related to employment skills or discipline standards.	
Program: UG Timely Completion (for UG Concentrations)	- Concentration fits within the current 120 sch of the degree program. AND, - It serves as an off-ramp pathway for students who are unable to complete their original major.	Concentration fits within the current 120 sch of the degree program.	Concentration raises the program's total SCH above the mandated 120 SCHs.	

Approved by GCC on 4/10/24
 Approved by UCC on 4/11/24
 Approved by EPPC on 9/13/24
 Approved by Faculty Senate on 11/5/24

Program: Certificates (return on investment)	- Add-on certificate addresses high demand skills and strengthens student employment (licensure, high-demand skills, etc.)	Certificate addresses student interest.	Unclear alignment to skills or employment.	
Projected Enrollment:	Attracts new students (not currently enrolled at ECU).	Attracts students currently enrolled at ECU	Unclear description of student pool.	
Resource Efficiency: Curriculum Duplication	The proposed program is distinct from all other credentials at ECU.	Similar programs exist but opportunities to collaborate exist.	There is significant overlap in program curriculum with other credentials at ECU.	
Resource Efficiency: Faculty	Key faculty are present at ECU who can teach content, advise students, and oversee program curriculum. Coursework can be incorporated into existing faculty workload. Or additional faculty resources are necessary and program will generate enough resources to justify additional faculty.	Some faculty resources present, but needs initial university investment to implement proposed concentration/certificate. In a few years the program will generate enough resources to justify additional faculty.	No faculty are present at ECU to support the program or enrollment will not justify the expense of hiring additional faculty.	
Total Score				

Comments:

Enrollment Thresholds:

Healthy replacement ratio* (majors to degrees awarded) is between 6:1 and 10.1 for UG and 4:1 and 6:1 for GR. Completion average of 5 per year is the institutional low productivity threshold. Therefore, a health enrollment threshold for UG is between 30- - 50 and for GR is 20-30.

72-49	Well defined program proposal with significant contribution to ECU's Academic Program Inventory
48-24	Data is present to indicate the program proposed with contribute to ECU's Academic Program Inventory
23 or below	Limited data within the program proposal to determine contribution to ECU's Academic Program Inventory