COST AND REVENUE PROJECTIONS NARRATIVE
UNIVERSITY OF WISCONSIN-MILWAUKEE
BACHELOR OF SCIENCE IN NEUROSCIENCE

Introduction

The proposed Bachelor of Science (B.S.) in Neuroscience will formalize already existing coursework in biology and psychology (and other disciplines) into a clearly defined major to improve student learning outcomes, student success in the job market, and student acceptance rates into graduate education in neuroscience programs.

Section I – Enrollment

As noted in the Authorization to Implement document we estimate a good number of existing students will transfer to the new program and that the overall attractiveness of neuroscience degrees nationally will produce a good number of new freshmen and new transfers. The profile of full-time versus part-time students at UW-Milwaukee overall is approximately 2 to 1, full-time versus part-time. Thus, the FTE figures are derived by this formula. For example, in year 1, new student headcount is 45, yielding 30 full-time students and 15 part-time students that are assumed to be half-time, i.e., 7 FTE, when rounded.

Section II – Credit Hours

Given the required preparatory courses for students in the major, as well as the program-specific requirements are distributed across years in school, 15 credits hours are attributed per student FTE per each year, both new and continuing. This estimate seems appropriately conservative as few students will finish with exactly the 59-credit minimum for the program, given variable credit courses and the number of options in elective course which vary in credit levels. Total credit hours grow from an initial estimate of 1114 in year one to 1917 in year 5.

Section III – Faculty and Staff Appointments

Currently, the staffing and course availability are sufficient to accommodate the existing new students. However, by year 3, there will be greater demands on all levels of coursework. While new lecture sections of required lower-division courses such as Bio Sci 150 or Psych Sci 254 will not be required, additional discussion sections and labs may be needed. On the upper level, as student numbers grow, additional sections of upper-division courses may be needed, or the frequency of offerings would need to be increased so as to not produce barriers to time to degree, e.g. a course offered once per year may be offered once per semester. New faculty are not necessarily envisioned as being needed, but faculty teaching in lower division courses might have to be replaced by academic staff in order to free faculty to teach the upper division courses. Additionally, highly qualified academic staff, already teaching in other upper division courses, may be asked to assume additional teaching duties in required and elective courses in the major. In the uncertain

world of higher education at the moment, a likely scenario is hiring qualified academic staff to teach lower division courses and ensure neuroscience faculty are available to mentor students and teach at the upper level. A single FTE is added in year 2, and a second academic staff FTE in year 4.

Quantifying the effort of multiple faculty members teaching courses that serve multiple programs in relation to a single degree program is difficult. A single faculty FTE is included here, with the following assumptions – the single FTE represents the overall effort of the neuroscience faculty on campus directed specifically to teaching students in the program and mentoring them. That single FTE is devoted in its entirety to those tasks.

Section IV – Program Revenues

The Bachelor of Science in Neuroscience will count as revenue only tuition generated by the program requirements (both preparatory and program-required courses). Tuition revenue is calculated at $337 per credit for the sum of new and existing credit hours each year.

Section V – Program Expenses

As noted above, a single faculty FTE is attributed as an expense across all five years. The assumed salary for that faculty member is $90,000, an approximate average of the neuroscience faculty on campus. Fringe is calculated at the extramural rate of 35%. Total cost equals $121,500. New instructional academic staff is added in year 2 and year 4. Salary at the "lecturer" title is $34,961, with a fringe rate of 35%, for a total cost of $47,197 for each FTE.

Equipment expenses are lab supplies needed to accommodate new students in a difficult budget situation. Ten dollars per student per year is noted as additional expense on top of existing supply and expense budgets. Advertising in the form of brochures is added to the expenses. Brochures are the only allocable advertising expense, as all other outreach is held in common at the school/college level.

Section VI – Net Revenue

From these projections we see a fair amount of net revenue. Reinvestment in a growing program such as the Bachelor of Science in Neuroscience will mostly only serve to increase student numbers in the program. In addition, in a declining enrollment environment, increased enrollment via interest in vital program will offset potential enrollment declines in other areas.