

COST AND REVENUE PROJECTIONS NARRATIVE UNIVERSITY OF WISCONSIN-MILWAUKEE Masters in Data Science

Introduction

The University of Wisconsin – Milwaukee proposes to establish a Master of Science in Data Science (MSDS) to be housed in the Graduate School. The program is designed so that students start with required foundations if they do not have them already. They then progress through seven areas of data science (described in more detail below) each involving distinctive learning outcomes. In a unique feature of this degree, the last of these seven areas named *Specialized Skills in Data Science for Specific Applications and Fields* students have the opportunity to pursue analytics electives related to their primary discipline of interest via courses offered in multiple disciplines including atmospheric sciences, business, biological sciences, computer science, criminal justice, geography, healthcare, information science, political science, and sociology, among others.

Section I – Enrollment

We anticipate the Masters in Data Science major to attract 25 new students in year one with an escalation of enrollment over five years up to 52 new students by the start of year five. Of these 25 new students, we anticipate 5 of them to be transfers. We also assume that we will have a retention rate of 75%. Student FTE assumption is that 80% of students will enroll in the program part-time.

Section II Credit Hours

Credit hours are conservatively estimated using 16 credit hours per student FTE in the program.

Section III – Faculty and Staff Appointments

The courses for this major are courses that exist as part of other majors. Therefore, instruction in the Data Sciences major will be delivered by existing faculty and instructional academic staff as part of their normal course load. No additional hires of faculty or staff are anticipated. At present there is enough existing capacity (empty seats) in classes or classes where the enrollment cap can be raised to accommodate the projected new students in the Data Sciences major without needing new sections or faculty. As the major grows, we may need to increase course offerings. That increase will only be done when enrollment numbers support such increases.

Section IV – Program RevenuesTuition Revenues

- Tuition revenues were calculated based on the current graduate tuition rates for fall 2020 & spring 2021.
- For students enrolled in the MSDS degree, standard tuition and fee rates will apply, per University of Wisconsin-Milwaukee graduate fee schedules. For the current academic year, residential tuition and segregated fees total \$5,931.82 per semester for a full-time student enrolled in 8+ credits per semester. Of this amount, \$5,350.32 is attributable to tuition. Nonresident tuition and segregated fees total \$12,647.34 per semester for a full-time student enrolled in 8+ credits per semester. Of this amount, \$12,065.84 is attributable to tuition.

Program/Course Fees

- Additionally, some course delivery will be in Schools which charge 'Master's Surcharge Fees'. For example, Business Master's charges \$167.71 per credit for courses taken in the Lubar School of Business.

Grants/Extramural Funding

- No grant funding is anticipated for this major.

Program Revenue (PR)

- No non-tuition revenue is anticipated for this major.

General Program Revenue (GPR)

- No non-tuition revenue is anticipated for this major.

Section V – Program Expenses

As the proposed degree primarily utilizes existing courses the cost to the university will be minimal. We will make strategic investments into marketing campaigns.

Salary and Fringe Expenses

Instruction in the proposed program will be delivered by existing faculty as part of their normal course load. No additional salary expenses are anticipated. Salary and Fringe is based on existing course section instruction. The FTE Time commitment will increase in line with enrollment.

Advising and recruitment in the Data Analytics major will be delivered by a new student services staff member who will be hired for recruiting and advising of both the BSDA and MSDS programs. A current faculty member will serve as the Program Director and will be compensated by course release. This includes both salary and fringes and as the program grows so will our FTE time commitment.

Other Expenses

The degree will be marketed similar to the promotion of other Master's degrees and the expenses included are in line with our normal promotional activities.

Section VI - Net Revenue

Net revenues will be distributed according to the UWM budget model. Any portion of net revenues above expenses would be invested in strategic priorities for the unit.

DRAFT