

# **COST AND REVENUE PROJECTIONS NARRATIVE**

## **UNIVERSITY OF WISCONSIN-MILWAUKEE**

### **Bachelors of Science in Data Analytics**

#### **Introduction**

The University of Wisconsin – Milwaukee proposes to establish a Bachelor of Science in Data Analytics (B.S. in Data Analytics), jointly offered by the College of Letters and Science and the Lubar School of Business. This program responds to the need to prepare students for careers in data analytics in multiple fields. The program will provide students with a strong understanding of the foundations of data analytics including linear algebra, calculus, statistics, and computer programming. Graduates of this program will possess the foundations, knowledge, and training to successfully pursue careers involving data analysis across a variety of employment settings. Standard tuition and fee rates will apply, with the addition of a “tuition differential” fee (where applicable).

#### **Section I – Enrollment**

We anticipate the Bachelors in Data Analytics major to attract 50 new students in year one with an escalation of enrollment over five years up to 104 by the start of year five. Student FTE assumption is that 10% of students will enroll in the program part-time.

#### **Section II Credit Hours**

Credit hours are conservatively estimated using 15 credit hours per student FTE in the program (not accounting for general education and preparatory courses).

#### **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 Analytics 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 Analytics 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 Revenues**

##### Tuition Revenues

- Tuition revenues were calculated based on the current undergraduate tuition rates for fall 2020 & spring 2021.

- For students enrolled in the Data Analytics major, standard tuition and fee rates will apply, per University of Wisconsin-Milwaukee undergraduate fee schedules. For the current academic year, residential tuition and segregated fees total \$4,814.71 per semester for a full-time student enrolled in 12-18 credits per semester. Of this amount, \$4,045.56 is attributable to tuition. Nonresident tuition and segregated fees total \$10,747.15 per semester for a full-time student enrolled in 12-18 credits per semester. Of this amount, \$9,978.00 is attributable to tuition.

#### Program/Course Fees

- Additionally, some course delivery will be in Schools charging undergraduate 'tuition differential' we estimated that about one-third of the courses taken in this degree will be assessed this fee. For example, Business undergraduate course from 200-600 level will be assess a 'tuition differential' equal to \$21.22 per credit.

#### 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 Data Analytics major 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 Data Analytics major 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 program will be marketed and the expenses included are in line with normal promotional activities for degree programs.

**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 program.

DRAFT