

Guidelines for Outreach Entrepreneurial Initiatives

These guidelines are intended to clarify and/or put forth the policies and procedures pertaining to developing and implementing outreach initiatives that conform to the definition of an Academic Entrepreneurial Program.

The primary purpose of Academic Entrepreneurial Programs shall be to create new instructional activities that are in accordance with the mission of the University and which address the instructional needs of the state and region. Approval of the Academic Entrepreneurial Programs will be the responsibility of the Provost.¹ It is assumed that approved entrepreneurial programs will provide new revenue opportunities for units and the campus. Therefore, entrepreneurial programs must be able to demonstrate that they are “self-supporting”. That is, all direct costs, with the exception of fringe benefits, are charged against program tuition and fee revenues and any net losses are the responsibility of the academic unit offering the program. Further, the “Scope of Academic Entrepreneurial Programs...[includes] degree and for-credit post-baccalaureate or professional graduate programs in which any change in enrollment results in a direct rise or fall in the revenue received by the host unit.” (Provost Nariman Favardin, May 19, 2010 Memorandum to the Deans re: Tuition Revenue Sharing Policy for Academic Entrepreneurial Programs).

I. Approval of Outreach Programs

All programs and/or courses proposed to be offered through Outreach as an academic entrepreneurial initiative are governed by the academic policies of the University of Maryland System and College Park. Each department or unit proposing to offer a new program, cohort, or course through Outreach must ensure that the program adheres to all relevant policies and that the department has internal oversight of the academic and fiscal management of the program.

Programs and/or courses proposed to be offered through Outreach must be approved by the Campus Office of Academic Programs and Planning through the PCC process. This approval is required for substantial modifications² to an existing program course. In addition, offering an existing approved program at a new site or in a modified format (i.e., off campus, change in off campus locations; online) or to a new group or closed cohort of students is considered a substantial modification and will require campus approval and appropriate level of MHEC review (see <https://www.provost.umd.edu/PCC/instructions.html>)

¹ Taken from the Guidelines for Establishment of Academic Entrepreneurial Programs approved by the University Finance Committee on May 7, 1998.

² An institution shall submit a [program proposal](#) for a substantial modification to:

- change more than 33 percent of an existing program’s course work;
- convert more than 50 percent of a program previously approved for offering in a distance education format to a classroom or site-based learning format, or convert more than 50 percent of a program previously approved for offering in a classroom or site-based learning format to a distance education format;
- establish a new area of concentration within an existing program, and/or;
- establish a new program title within an approved program.

An institution shall submit a [program proposal for an off-campus program](#) for a substantial modification to offer an existing program as an off-campus program. <https://www.provost.umd.edu/PCC/instructions.html>

Any outreach program proposing to offer certification by MSDE or a national accrediting body must be approved prior to submitting an outreach request form. To determine if a program is approved, or how to obtain approval, please contact Dr. Laura Stapleton, Associate Dean and Professor.

No students may be admitted or enrolled in a new outreach program or course prior to PCC and/or MHEC approval.

Memorandum of Understanding (MOU). In many instances when a course or program is being offered to a specific group of students such as teachers within a school system, an MOU will be required. All MOUs must be reviewed and approved by the Campus Office of Academic Programs and Planning prior to obtaining signatures from the school system. No students may be admitted or enrolled prior to approval of the MOU. Each school system or site may have specific information that must be included in an MOU; therefore, it is advisable that the director of a proposed program contact the Outreach Office for assistance in developing any required MOUs.

Closed Cohorts and Open Enrollment. Programs or courses offered to a specific group of students are referred to as “closed cohort”. Outreach programs may also permit open enrollment. All closed cohort offerings will require an MOU with the party requesting the program or providing the students.

II. Academic Policies Pertaining to Instructors in Outreach Programs

The Maryland Code of Regulations (COMAR 13B.02.03.20) requires at least 1/3 of the classes offered in an off-campus program be taught by full-time faculty of the parent institution. In addition, adjunct and part-time faculty shall:

- (1) Possess the same or equivalent qualifications as the full-time faculty of the institution;
and
- (2) Be approved by the academic unit through which the credit is offered

According to Graduate School policy:

The Graduate Faculty are responsible for teaching classes restricted to graduate students, designing the academic content of graduate degree programs, and supervising the writing and defense of graduate student research in the form of theses and dissertations (<https://academiccatalog.umd.edu/graduate/policies/faculty-members/>)

Graduate/Teaching Assistants may provide classroom instruction in courses at a degree level lower than the one they are enrolled in, but that teaching must be supervised by a faculty member who has the ultimate responsibility for the course.

Faculty, upon departmental chairs approval, may teach Outreach courses as part of their workload (“on-load”) or as an overload. However, all instructional costs associated with an outreach program must be charged directly against program revenues.

- a. Faculty who teach an outreach course as part of their workload will have 10% of their academic year salary/9 month salary charged to the program income per a three credit course. With proper supporting documentation, more can be charged if course development work is included or less if the responsibility for instruction is shared.

- b. Faculty may teach an outreach course on overload. The accepted rate is 10% of the academic year salary/9 month salary per 3 credit course. (Note that overloads must be approved by the immediate supervisor/department chair and Provost's office.)
- c. Departments may set variable rates (depending on credentials and context) for adjuncts.

III. Location of Outreach/Entrepreneurial Coursework and Programs

In general, outreach entrepreneurial coursework and programs should be offered at an off-campus site. However, in some instances an entrepreneurial program may be offered on campus. The decision to offer an outreach entrepreneurial program or course on campus must conform with the definition of such programs in that they represent "new" instructional activities and/or are being offered to individuals not likely to enroll in an approved on-campus program. In no case can an existing approved program be offered off-campus to students likely to enroll in the on-campus program. If an outreach/entrepreneurial program is offered on campus, there is a higher campus revenue share (15% vs 10%).

In most cases- only "closed cohort" programs (meaning they are offered to a specific and targeted group of participants as specified and not likely to enroll in an approved on-campus program) will be considered for on- campus placements. On occasion a program may offer some coursework on campus in order to accommodate the needs of a target group of students (e.g. weekend courses for practicing administrators) or the need for specific instructional resources not available at an off-campus site.

All off-campus coursework and programs must be offered at sites that have been approved by Middle States Commission on Higher Education, UMCP's accrediting body. New sites may be added by submitting a request for approval to the Office of Academic Programs and Planning Provost. The Outreach Office will submit the application for approval of a new site. If there is a need for a course to be located at a non-approved off campus site, please contact the Office of Innovative Technology and Partnerships.

IV. Criteria for Courses to be accepted for Graduate Credit

Any courses, workshops or seminars that are offered for University of Maryland graduate credit must meet the following criteria as defined by MHEC; COMAR 13B.02.02 and by the Graduate School of University of Maryland - <https://academiccatalog.umd.edu/graduate/policies/academic-record/>

- 15 "contact hours" are required for each graduate credit offered.
 - Lectures: 50 minutes of lecture are equivalent to 1 contact hour.
 - Non-lecture contact (laboratories, workshops, discussion and problem-working sessions, etc.): One two-hour or three-hour session is equivalent to one contact hour.
 - *Instruction delivered by electronic media based on the equivalent outcomes in student learning in §D(1)(a) of this regulation may include a combination of telelessons, classroom instruction, student consultation with instructors, and readings, when supervision is ensured and learning is documented. (per COMAR 13B.02.02.*
- No more than three "contact hours" per day will be permitted. (Three "contact hours" are equivalent to 0.2 credits).
 - *Courses could be considered as meeting the requirements if in total they meet the overall requirement. (Email from Alexander Chen Associate Dean Graduate School, June 17, 2014)*
- Credit may be accumulated at the rate of no more than one credit per week.
- Courses numbered at the 100-, 200-, 300-, and 500-level are ineligible for graduate credit. 400-level classes are eligible for graduate credit provided they were not used in fulfillment of an undergraduate degree requirement.

V. Post Baccalaureate Certificates

A number of the outreach/entrepreneurial programs are offered as Post Baccalaureate Certificates ("Certificates") (<https://academiccatalog.umd.edu/graduate/policies/certificate-policies/>).

A Certificate is awarded for the successful completion of a **minimum** of 12 credit hours of graduate-level work in a defined subject area under the following conditions:

- The program must include a minimum core requirement of nine credit hours chosen from a limited list as designated by the graduate program.
- Non-core courses must be chosen from a specific list of acceptable options.
- No fewer than nine credit hours must be earned at the 600 level and above.
- In a twelve credit certificate program, three credits may be earned at the 400 level; for certificate programs requiring more than 12 credits, a maximum of six credit hours may be at the 400 level.
- All credits for a certificate must be completed at the University of Maryland.
- A minimum grade point average of 3.0 is required for the award of a graduate certificate.

Please note: The College of Education may offer both degree and certificate Programs through a "closed

cohort” model where students must complete courses in a planned sequence, over a specified time period. Students who fall out of sequence will not be guaranteed the ability to complete the Program in an outreach setting.

VI. Applying Credits Earned for Post Baccalaureate Certificates toward a Master’s Degree

According to communication dated November, 9, 2015 by the Graduate School, the following policies pertain to the inclusion of certificate credits toward a master’s degree are as follows:

- A maximum of 12 **certificate credits** may be applied toward a master’s degree, with the approval of the advisor and program. (*Note: In the event that a program can justify the use of more than 12 certificate credits, the option to appeal exists on a case-by-case basis.*)
- Certificate credits that are to be double-counted must be required “core” courses of the master’s degree.
- The certificate must be awarded **prior** to the granting of the master’s degree
 - The certificate may not be awarded in the same semester as the master’s degree.
 - A certificate cannot be retroactively awarded after a master’s degree is granted.
- A student need NOT be admitted to a master’s program while taking the certificate credits, in order to earn the master’s degree.
 - However, a student **may** be enrolled in a master’s program while taking certificate credits, i.e. earn the certificate on the way to the master’s.
- A student may earn the certificate and then apply to the master’s degree program.
- Credits used in fulfillment of the master’s degree must fall within 5-years of the graduation date, or for UMD credits only, a maximum of 7-years with revalidation.
- To include credits earned in a certificate program within a master’s degree, the student needs to file the “Request for Transfer or Inclusion of Credit for Master’s Degree” form and the “Master’s Approved Program” form clearly indicating the certificate courses on both forms. Forms are available online <https://gradschool.umd.edu/forms>.
 - These forms should be filed after the certificate has been awarded, and prior to the master’s degree.
 - The name of the Certificate must be clearly evident on the form and these forms should be filed after the Certificate has been awarded but prior to the award of the master’s degree.

VII. Other Issues

Registration Required for Course Attendance

Students admitted to an outreach program must be officially registered for coursework in order to attend. Sitting-in on classes is not permitted under any circumstance. “Registration and Credit Information” may be found in the Graduate Catalog at <https://academiccatalog.umd.edu/graduate/policies/registration-policies/>.

Comingling Sections of Outreach and On-Campus Courses

The College of Education will not permit the comingling of on campus and outreach students in one section. All outreach sections are designated by CE**, IH**, IS** or OM**. Students enrolled in an on-campus program are expected to be registered in the on-campus section and, similarly, only students formally enrolled in the outreach program may be enrolled in the IH designated section. Furthermore, the two sections need to be separate and distinct. That is, the sections should be offered by separate instructors or at different days/times.

The sections should also not have shared course space on CANVAS.

In rare and isolated circumstances involving an individual student (e.g., student requires a course for graduation in a specific semester that may only be offered through an outreach program or vice versa), the director of an outreach program must contact the Associate Dean for Research, Innovative Technology, and Partnerships to determine if an exception can be made and to receive a waiver.

Approval must be obtained before the student is registered. In any such instance, distribution of tuition revenue is based on student status and all costs associated with instruction are apportioned based on enrollment in each section.

VII. Cost Accounting for Outreach Programs

Standard Charges for CoE Outreach Programs (to be directly charged against program revenue):

- Campus revenue share (10% off campus and 15% for on-campus entrepreneurial programs).
- Dean's revenue share (20%)
- **Cost Allocation for Instruction**
 - On load (10% of academic year salary/9 month salary per a 3 credit course)
 - Overload (10% of academic year salary/9 month salary per 3 credit courses or as negotiated)
 - Contractual (payment is determined by the terms of the contract)
 - Summer Faculty Pay (rates set by OES for Summer Sessions)
 - For cases in which a student needs an individual instruction section to satisfy a program requirement, \$400 per credit of the net revenue will be reallocated to the program.
 - At the end of each semester, lump sum expense allocation will be jv'd to departmental accounts.
- Room Usage Fees
- USG Facilities Fees
- Printing, Mailing and Copy charges

Examples of Other Charges for CoE Outreach Programs:

- Travel Expenses
- Program Administrative expenses
- Program scholarships (tuition, tech fees, grad application fees paid by program)
- Course Materials
- Consultants/speakers

Inter-Departmental Course Offerings

When a program is offered in one department but requires the use of a course from another department, a written agreement should be in place defining the terms of net income distribution prior to the course being offered. Outreach will work with both departments to develop the agreements. For arrangements that occur regularly, only one memo will be drafted as opposed to one each semester.

IX. Third Party Billing and Grant/Scholarship Information

Included in the standard course request information is an area to provide Outreach with special billing arrangements for each course or program. This funding may include grants, departmental scholarships, and third party funding. The Outreach office is able to process all types of special billing arrangements.

Here is the process:

- Identify source(s) for special funding
 - Provide any Quali accounting information associated with grant funding
 - Provide Outreach with information for invoicing third parties (amounts, students, contact and mailing information for third party, etc.)
 - Provide documentation for departmental scholarships (MOU or agreement with the Department Chair)
- Outreach will verify special funding and individual students with the program director and the department business director
- Outreach will create SAS accounts for all students getting awards via departmental funds or grant funds

- Outreach will apply all third-party funds as requested to student's account and will charge the KFS program account until all funds are received
- Outreach will ensure that all awards are charged against the proper Quali accounts
- Outreach will track all funds and can provide reporting on all special billing funds as needed *Note:* Departments and PIs are responsible for ensuring that the grant funds are used correctly and that students remain in compliance with all requirements for funding

X. Outreach Reporting Procedures

Outreach will provide semester detailed reports to department directors approximately 2 months after the semester ends. Outreach will provide budgeting forecasts to the program directors/department directors as needed.

Outreach will provide students with instructions on how to access their student accounts and will provide the bill due date. Outreach can provide detailed student data, historic and current to program directors/department directors, etc.

Please feel free to contact Outreach should you need any reporting on your outreach programs.