University of Alaska New Program Approval

Board of Regents Summary Form

MAU: University of Alaska Anchorage

Title and brief description: Graduate Certificate in Supply Chain Management. The graduate certificate is designed for professionals with bachelor’s degrees who need additional knowledge about logistics and supply chain management to fulfill the duties of their jobs. UAA, in partnership with Boise State University and the University of Hawaii, will offer a 15 credit certificate made up of three core courses, a specialty course and a capstone course. The areas of specialty are:

- Radio Frequency Identification (RFID)
- Travel and Transportation
- Lean Manufacturing

Target admission date: Fall 2006

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Relation to the Academic Mission of the University of Alaska
The University of Alaska Anchorage, in cooperation with the Northwest Educational Outreach Network (NEON) Supply Chain Management consortium, initiated and sponsored the creation of a graduate certificate program that includes courses from partnering institutions. This program meets the diverse needs of students, serves community interests, and addresses the three areas within the academic mission of teaching, research, and service.

Partner Arrangements
The Northwest Educational Outreach Network (NEON), created by WICHE, sought to identify degree and certificate programs that have a demonstrated need, but are not available in every WICHE member state. UAA joined with the University of Hawaii and Boise State to create this program. Courses are unique to each institution, but integrated into a single program for applied supply chain management instruction.

Immediate plans are to have two specialty areas of RFID and Lean Manufacturing presented in initial offerings by faculty from UAA and Boise State University. The delivery of courses from the University of Hawaii in Travel and Transportation will likely follow the recovery of a faculty member from his current illness. Additional partners may be added as needs and opportunities arise. The innovative efforts of the partnering institutions serve as a model for future participants in other NEON course-sharing projects.

State Needs being met by this program.
The transportation industry employees who plan operations will benefit from a graduate certificate in Supply Chain Management. UAA has a high level of expertise in RFID, Lean Manufacturing is a strength at Boise State, and Travel and Tourism is a strength at the University of Hawaii. By entering into a consortium agreement, the three institutions can meet the needs of students, employers and the military without the expense of developing programs in all three capstone areas.

This graduate certificate is available entirely by distance and can be completed in a one-year program of five courses. The courses are tailored to working professionals who desire to sharpen specific professional skills or enhance their knowledge sets in an ongoing work environment. An advisory board composed of members of the business community has helped the Logistics Department to define the program content and the delivery and assessment components that are most useful to the transportation industry.

Student opportunities and outcomes
Employees of many transportation companies need advanced certificates to be considered for promotion. The Department of Defense has approximately 700,000 civil servants around the world engaged in logistics activities. These logistics professionals require advanced certification or degrees.

Student learning outcomes are defined by industry need, and faculty deliberation. They include the following and are measured on a regular basis. Graduates are expected to:

- Demonstrate an understanding of pressing organizational challenges and environmental constraints.
- Demonstrate the integration and management of processes across the supply chain.
- Demonstrate understanding of leadership and management of the principles of supply chain.
- Conduct a cogent analysis of the current state of a supply chain.
- Analyze and describe the emergence and effects of future trends.
- Demonstrate the implementation of supply chain management principles.
- Demonstrate the verbal and written communication skills required in supply chain management.
- Demonstrate mastery of team skills required to manage effective supply chains.

**Enrollment projections**

The institutional partners have agreed to pilot the program offering with a maximum capacity of 30 students per class. Each institution will be allotted an equal number of students. Potential students will be recruited from the Department of Defense civilians and military logistics professionals, travel and transportation industry, tourism industry professionals in and out of Alaska, and small- to medium-sized businesses or corporations. The table below presents enrollment projections for the participating institutions for the first three years of program offering. These projections are based on contacts with logistics professionals and employers in private companies and public agencies and on the expected capabilities of the offering departments. All students in the cohort take the core courses. Students then have an option of choosing an emphasis area, thereby lowering the class sizes in the emphasis classes.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Courses Offered</th>
<th>Students in each course from UAA</th>
<th>Students in each course from BSU</th>
<th>Students in each course from UH</th>
<th>Total Enrollments in each course</th>
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</thead>
<tbody>
<tr>
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<td>10</td>
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<td>20*</td>
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<td>Emphasis - 4</td>
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<td>10</td>
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<tr>
<td>2007</td>
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<td>Emphasis - 6</td>
<td>3</td>
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</table>

* These totals reflect the anticipated cohort size each year.

**Research opportunities**

Participating faculty from each university are pursuing research activities in their specialty areas. They will share their research findings in the core and emphasis classes and direct students in the analysis and solution of problems found in this industry.

**Fiscal Plan for Implementation:**

The fiscal plan for this program is based on charging a fixed price per graduate credit for students who are enrolling in courses that apply to this program. The Regents are asked to approve a non-standard tuition that is set by agreement of the NEON consortium members.
A fiscal model agreed upon by the partnering institutions establishes the initial offering price of $470 per semester credit. This initial price is close to the current non-resident tuition charge in each of the universities currently involved, and covers all required student course fees. All students pay this price regardless of residence status. The distribution of tuition revenue is designed to compensate the participating institutions for costs associated with instruction and student services, and to support the NEON alliance. Tuition revenue is divided among the partnering institutions: 75% to the institution teaching (paying the faculty member); 12.5% to the institution(s) enrolling students; and 12.5% to NEON for administrative support and for the course-sharing database. The sharing of tuition provides an incentive for all participants to fill their allotted seats in each class. Student course fees will be kept to a minimum. UAA anticipates covering the institution-wide technology fee and the statewide network fee using tuition revenues. All other student course fees will be waived. The tuition amount may be adjusted by mutual agreement of the NEON consortium members.

Internally, within each of the partner institutions, revenue will be used to support the faculty, staff, administration, materials, travel, and equipment required to operate this certificate program. At UAA, the dean may choose to budget for an academically qualified adjunct to assist the instructor of record for current UAA classroom teaching loads, while that teacher is involved in this certificate program. Internal distribution of certificate program income has been reviewed and accepted by the UAA Vice Chancellor for Administrative Services and his staff.

**Faculty**

The following table summarizes the course and specialty areas of the faculty planning to present the certificate to the initial cohort beginning in the Fall of 2006:

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualifications</th>
<th>Course</th>
<th>Comments</th>
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</table>
| Oliver Hedgepeth, UAA       | Ph.D. Assistant Professor | • LOG A602, Logistics  
• LOG A603, Measurement in Supply Chains  
• LOG A604, Radio Frequency Identification  
• LOG A607, Radio Frequency Capstone | Core and specialty courses in RFID |
| Patrick Shannon             | Ph.D. Professor        | • LOG A601, Supply Chain Management Systems  
• LOG A606, Lean Operations  
• LOG A609, Supply Chain Quality Capstone | Core and specialty courses |
| Lyman Gallup or Oliver Hedgepeth | Ph.D. Associate Professor | • LOG A605, Transportation Systems Management  
• LOG A608, Travel/Transportation Capstone | Specialty courses. These could be taught by either Dr. Gallup or Dr. Hedgepeth. This emphasis is not scheduled to start before Fall 2008 |

**Space, Equipment and Technology Impacts**

Technology, facility and equipment impacts will be insignificant. The program is offered entirely online using the Blackboard course management system and is well within the university’s current capabilities. There is no need for additional facilities or infrastructure. Instructional designers and media specialists are assisting the program faculty with their distance materials.