

Brothers, Sheila

From: Cramer, Aaron
Sent: Friday, March 15, 2019 12:01 PM
To: Bird-Pollan, Jennifer; Brothers, Sheila; Ett-Mims, Joanie
Cc: Shane, Rachel
Subject: NEW GC: Fundraising and Development
Attachments: Graduate Certificate in Fundraising & Development - 3.05.19.pdf

Proposed New Graduate Certificate: Fundraising and Development

This is a recommendation that the University Senate approve the establishment of a new Graduate Certificate: Fundraising and Development, in the Department of Arts Administration within the College of Fine Arts.

Rationale: Nonprofit organizations, including educational institutions, health, human services, relief agencies, and arts and religious organizations, depend on educated and skilled fundraisers. There is a natural interest from students in the MA in Arts Administration program. Furthermore, there has been large demand for courses in these areas from nonmajor or non-degree-seeking students, a student population who would also be served by this program. Many nonprofit administration degree programs offer a course in fundraising, but few offer the breadth and depth of the proposed online 18-credit certificate program, with courses in a variety of areas associated with fundraising principles and practice. The department will also apply to become an approved provider of continuing education credit, making it the only arts administration department offering such credit and one of the only providers of online credit. The initial anticipated enrollment is eight with growth to nearly 30 projected.

Aaron

Aaron M. Cramer
Associate Professor, Electrical and Computer Engineering
Director of Graduate Studies, Electrical Engineering
Chair, Senate Academic Programs Committee
University of Kentucky
859-257-9113
aaron.cramer@uky.edu

NEW GRADUATE CERTIFICATE

Certificate Description. A graduate certificate shall have a clear and focused academic topic or competency as its subject, meet a clearly defined educational need of a constituency group, such as required continuing-education or accreditation for a particular profession, respond to a specific state mandate or provide a basic competency in an emerging (preferably interdisciplinary) topic. Certificates are minimally nine graduate credit hours but typically no more than 15.

Approval process. Once approved at the college level, your college will send the proposal to the appropriate Senate academic council (possibly HCCC and/or UC) for review and approval. Once approved at the academic council level, the academic council will send your proposal to the Senate Council office for additional review via a committee and then to the SC and University Senate. (The contact person listed on the form will be informed when the proposal has been sent to committee and other times as appropriate.) The last step in the process is Senate approval; upon Senate approval, students can enroll in the new certificate.

By default, graduate certificates shall be approved for a period of six (6) years. Re-approvals are also for six years.

1. GENERAL INFORMATION			
1a	Home college: <i>Fine Arts</i>		
1b	Home educational unit (department, school, college ¹): <i>Department of Arts Administration</i>		
1c	Office of Strategic Planning and Institutional Effectiveness (OSPIE) (Please contact OSPIE (OSPIE@L.uky.edu) for help with questions in this section.)		
	Date of contact with OSPIE: November 26, 2018		
	<input checked="" type="checkbox"/> Appended to the end of this form is a PDF of the reply from OSPIE.		
	<input checked="" type="checkbox"/> Appended to the end of this form is a letter(s) of administrative feasibility from the dean(s) of the college(s) offering the certificate.		
	CIP Code (confirmed by OSPIE): 52.0206		
1d	Proposed certificate name: <i>Graduate Certificate in Fundraising and Development</i>		
1e	Requested effective date:	<input type="checkbox"/> Fall semester following approval.	OR <input checked="" type="checkbox"/> Specific Date ² : <i>Fall 2019</i>
1f	Contact person name: <i>Rachel Shane</i>	Email: <i>rachel.shane@uky.edu</i>	Phone: <i>257-7717</i>
2. OVERVIEW			
2a	Provide a brief description of the proposed new graduate certificate. (300 word limit)		
	<i>Nonprofit organizations across the United States are dependent on educated and skilled fundraisers. According to the National Center for Charitable Statistics there are more than 1.5 million registered nonprofit organizations – nearly all dependent on raising contributed income through fundraising efforts. Educational institutions, health, human services, relief agencies, arts and religious organizations are reliant on donated funds to serve their beneficiaries; therefore, knowledgeable fundraisers are needed to direct these efforts. Competition for fundraising positions has resulted in a strong job market and created a greater need for skilled and educated fundraisers.</i>		

¹ Only cross-disciplinary graduate certificates may be homed at the college level.

² Certificates are typically made effective for the semester following approval. No program will be made effective unless all approvals, up through and including University Senate approval, are received.

NEW GRADUATE CERTIFICATE

<i>The Department of Arts Administration's proposed Graduate Certificate in Fundraising and Development will prepare those currently working in the field or who seek employment in this growing job market.</i>		
2b	This proposed graduate certificate (check all that apply):	
	<input checked="" type="checkbox"/> Has a clear and focused academic competency as its subject.	
	<input checked="" type="checkbox"/> Meets a clearly defined educational need of a constituency group (e.g. continuing education or licensing)	
	<input type="checkbox"/> Responds to a specific state mandate.	
	<input type="checkbox"/> Provides a basic competency in an emerging, preferably interdisciplinary, topic.	
2c	Affiliation. Is the graduate certificate affiliated with a degree program? (related to 3c)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	If "yes," include a brief statement of how it will complement the program. If "no," incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at UK. (300 word limit)	
	<p><i>There is a natural pipeline to the Graduate Certificate in Fundraising and Development from our MA in Arts Administration students who seek to specialize in fundraising. MA students who add the certificate would be enrolled at UK for an additional two semesters of study.</i></p> <p><i>However, since the founding of the online MA in Arts Administration, the most popular request we have had is enroll in our grant writing and fundraising courses as a non-major or a non-degree seeking student. Due to our own enrollment caps, we have been unable to fill most of these requests. Through the creation of the Graduate Certificate in Fundraising and Development, we will be able to provide critical fundraising education to those who are already seeking graduate degrees at UK (e.g. Curatorial Studies, Educational Leadership Studies, Educational Policy Studies & Education, Health Administration, Historic Preservation, Social Work) and post-baccalaureate students who are working in or seeking employment in nonprofit organizations.</i></p>	
2d	Duplication. Are there similar regional or national offerings?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
	If "Yes," explain how the proposed certificate will or will not compete with similar regional or national offerings.	
	<i>There are a handful of certificates available in fundraising nationwide. However, there are few (if any) that offer a credit-based certificate 100% online.</i>	
2e	Rationale and Demand. State the rationale for the new graduate certificate and explain the need for it (e.g. market demand, student requests, state mandate, interdisciplinary topic). (400 word limit)	
	<p><i>The demand for professional fundraisers is high. The Bureau of Labor Statistics estimates that projected job growth in the United States will increase 15 percent between 2016 and 2026. This is 7 percent higher than the average growth rate. Average salaries for those employed in fundraising is significantly higher than those in other positions within nonprofit organizations. By offering an online fundraising and development certificate, the Department of Arts Administration will be addressing a need in a growth field.</i></p> <p><i>While nonprofit administration degrees typically offer one course in fundraising, there are few degree offerings that allow students to gain the breadth and depth of an 18-credit graduate certificate in fundraising and development. The design of this graduate certificate will allow those working in a nonprofit field to receive a specialization in this critical and growing field.</i></p> <p><i>Additionally, the Department of Arts Administration will be applying to become an approved provider of continuing education for Certified Fund Raising Executive (CFRE) credit. CFRE sets the standards in philanthropy for fundraising professionals. CFREs are highly sought after fundraising professionals. In order to achieve CFRE status, professionals must pass an examination after the completion of a minimum of 80 points in the continuing education programs. Once certified, CFREs must complete continuing education requirements. If</i></p>	

NEW GRADUATE CERTIFICATE

<i>accepted as an approved provider, UK's Department of Arts Administration would be the only arts administration degree able to offer CRFE credit. Additionally, we would be one of the few providers to offer online CFRE credit.</i>				
2f	Target student population. Check the box(es) that apply to the target student population.			
	<input checked="" type="checkbox"/> Currently enrolled graduate students.			
	<input checked="" type="checkbox"/> Post-baccalaureate students.			
2g	Describe the demographics of the intended audience. (150 word limit)			
	<i>The certificate will attract both students currently enrolled at UK in nonprofit focused graduate degrees and those who are currently work in -- or seeking employment -- in the nonprofit industries. The fundraising field is growing and those with a credentials will be more competitive in the job market.</i>			
2h	Projected enrollment. What are the enrollment projections for the first three years?			
		Year 1	Year 2 (Yr. 1 continuing + new entering)	Year 3 (Yrs. 1 and 2 continuing + new entering)
	<i>Number of Students</i>	8	17	29
2i	Distance learning (DL). Initially, will any portion of the graduate certificate be offered via DL?			Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	If "Yes," please indicate below the percentage of the certificate that will be offered via DL.			
	1% - 24% <input type="checkbox"/>	25% - 49% <input type="checkbox"/>	50% - 74% <input type="checkbox"/>	75 - 99% <input type="checkbox"/> 100% <input checked="" type="checkbox"/>
	If "Yes," describe the DL course(s) in detail, including the number of required DL courses. (300 word limit)			
	<i>All of the courses in the new Graduate Certificate in Fundraising and Development will be offered online. With the creation of the MA in Arts Administration, the Department of Arts Administration created a consistent interactive course-model centered on a student-focused learning environment. All faculty, full-time and part-time, use this model in order to develop their courses. Our instructors are experts in their content areas and have a strong interest in creating rigorous, interactive courses using the Reverse Instructional Design method.</i>			
	<i>The development of the online MA in Arts Administration has been highly successful in terms of enrollment, student retention, graduation rates and student satisfaction. Thus, we intend to utilize the same philosophies, techniques, and models to create the online Graduate Certificate in Fundraising and Development.</i>			
	<i>The online Graduate Certificate in Fundraising and Development is 18 credit hours and includes seven courses. The first required course, AAD 626: Financial Management for Fundraisers establishes the baseline for the financial knowledge necessary to understand the concepts of earned and contributed income and the legal requirements of contributions for nonprofit organizations. AAD 640: Principles of Fundraising and AAD 740: Fundraising Techniques is a two-part course series where in 640 students develop a fundraising plan for a nonprofit organization and in 740 the students create the materials to support the plan (e.g. letters, campaigns, etc.). AAD 542 Grant Writing is constructed around writing a grant for a nonprofit. Students are required to work with an actual organization and write a grant that could be submitted by the organization. AAD 555 Individual Donors focuses on the largest donor base, individual givers. AAD 521 Nonprofit Board Governance addresses issues unique to nonprofits with a legally mandated volunteer board of directors. Lastly, AAD 745 Venture</i>			

NEW GRADUATE CERTIFICATE

Philanthropy explores the newest innovations in giving which combines the concepts of venture capitalism and philanthropy.

3. ADMINISTRATION AND RESOURCES

3a Administration. Describe how the proposed graduate certificate will be administered, including admissions, student advising, retention, etc. *(150 word limit)*

Admission

The program is designed to provide specialization in fundraising and development. All students must be admitted by the Graduate School. Students may be admitted during the fall, spring, and summer semesters.

Advising

Advising for the graduate certificate will be overseen by the Director of the Graduate Certificate (DGC). Students who are simultaneously enrolled in the MA in Arts Administration will be advised by their primary advisor. Students outside of arts administration will be advised by the DGC.

Retention

Retention efforts center on a strong advising relationship. Students are required to meet with their advisor at least once per semester. Additionally, online students are required to complete a comprehensive orientation prior to the beginning of their first course. This orientation is designed to prepare students for working in the online environment. Lastly, strong peer-to-peer relationship development is supported through each course via assignment requirements.

3b Faculty of Record and Certificate Director. *(related to 2c)* The faculty of record consists of the graduate certificate director and other faculty who will be responsible for planning and participating in the certificate program. The director must be a member of the Graduate Faculty of the University and is appointed by the dean of the Graduate School. The faculty of record must be comprised of three or more faculty. At least three members of the graduate certificate’s faculty of record must be members of the Graduate Faculty.

The graduate certificate is affiliated with a degree program. Yes No

If “Yes,” list the name of the affiliated degree program below. If “No,” describe below the process for identifying the faculty of record and the certificate director, including selection criteria, term of service, and method for adding and removing members. *(150 word limit)*

MA in Arts Administration

3c Course utilization. Will this graduate certificate include courses from another unit(s)? Yes No

If “Yes,” two pieces of supporting documentation are required.

Check to confirm that appended to the end of this form is a letter of support from the other units’ chair/director³ from which individual courses will be used. The letter must include demonstration of true collaboration between multiple units⁴ and impact on the course’s use on the home educational unit.

Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.

³ A dean may submit a letter only when there is no educational unit below the college level, i.e. there is no department/school.

⁴ Show evidence of detailed collaborative consultation with such units early in the process.

NEW GRADUATE CERTIFICATE

3d	Financial Resources. What are the (non-course) resource implications for the proposed graduate certificate, including any projected budget needs? <i>(300 word limit)</i>		
<i>The primary costs for the development of the new Graduate Certificate in Fundraising and Development are course development, instruction, and marketing costs. The Department of Arts Administration has received a \$50,000 grant to offset most of these costs. Additional expenses will be absorbed by the department and college until the tuition return allows for the certificate to be self-sustaining.</i>			
3e	Other Resources. Will the proposed certificate utilize resources (e.g. departmentally controlled equipment or lab space) from additional units/programs?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If "Yes," identify the other resources that will be shared. <i>(150 word limit)</i>			
If "Yes," two pieces of supporting documentation are required. <input type="checkbox"/> Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director ⁴ of the unit whose "other resources" will be used. <input type="checkbox"/> Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.			
4. IMPACT			
4a	Other related programs. Are there any related UK programs and certificates?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If "Yes," describe how the new certificate will complement these existing UK offerings. <i>(250 word limit)</i>			
If "Yes," two pieces of supporting documentation are required. <input type="checkbox"/> Check to confirm that appended to the end of this form is a letter of support from each potentially-affected academic unit administrators. <input checked="" type="checkbox"/> Check to confirm that appended to the end of this form is verification that the chair/director has input from the faculty members of the unit. This typically takes the form of meeting minutes.			
5. ADMISSIONS CRITERIA AND CURRICULUM STRUCTURE			
5a	Admissions criteria. List the admissions criteria for the proposed graduate certificate. <i>(150 word limit)</i>		
<i>Candidates for the Graduate Certificate in Fundraising and Development must be admitted the Graduate School and submit the following documents:</i> <i>-- Resume</i> <i>-- Statement of Purpose</i> <i>GRE or GMAT scores are not required to be admitted to the graduate certificate.</i> <i>All applicants whose native language is not English will be required to submit TOEFL or IELTS scores. The minimum acceptable TOEFL score is 550 (paper-based) 213 (computer-based), or 79 (internet-based). The minimum IELTS score is 6.5. Submitted scores must be no more than two years old.</i>			

NEW GRADUATE CERTIFICATE

5b	Core courses. List the required core courses below.		
Prefix & Number	Course Title	Credit Hrs	Course Status ⁵
	<i>Please see Addendum 5b.</i>		Select one....
			Select one....
			Select one....
			Select one....
			Select one....
	<i>Total Credit Hours of Core Courses:</i>		

5c	Elective courses. List the electives below.		
Prefix & Number	Course Title	Credit Hrs	Course Status ⁶
			Select one....
			Select one....
			Select one....
			Select one....
			Select one....
			Select one....

5d	Are there any other requirements for the graduate certificate? If "Yes," note below. (150 word limit)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
----	---	------------------------------	--

5e	Is there any other narrative about the graduate certificate that should be included in the Bulletin? If "Yes," please note below. (300 word limit)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>The Graduate Certificate in Fundraising and Development is designed to provide critical fundraising education to those who are currently working in or seeking employment in nonprofit organizations.</i>		

6. ASSESSMENT

6a	Student learning outcomes. Please provide the student learning outcomes for the graduate certificate. List the knowledge, competencies, and skills (learning outcomes) students will be able to do upon completion. (Use action verbs, not simply "understand.") (250 word limit)
	<i>Students will be able to analyze and apply the predominant theories, concepts, and policies that govern fundraising in nonprofit organizations in the US.</i>
	<i>Students will be able to demonstrate a range of theories, models, methods and technologies used in the field of fundraising and how those may be applied to effectively produce positive results.</i>

⁵ Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

⁶ Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

NEW GRADUATE CERTIFICATE

	<i>Students will be able to apply new knowledge and effective problem-solving strategies in an effort to facilitate innovation in fundraising.</i>
--	--

6b	Student learning outcome (SLO) assessment. How and when will student learning outcomes be assessed? Please map proposed measures to the SLOs they are intended to assess. Do not use grades or indirect measures (e.g. focus groups, surveys) as the sole method. Measures likely include artifacts such as course-embedded assessment (e.g., portfolios, research papers or oral presentations); and course-embedded test items (embedded test questions, licensure/certification testing, nationally or state-normed exams). <i>(300 word limit)</i>
----	---

Please see Addendum 6b.

6c	Certificate outcome assessment⁷. Describe evaluation procedures for the proposed graduate certificate. Include how the faculty of record will determine whether the program is a success or a failure. List the benchmarks, the assessment tools, and the plan of action if the program does not meet its objectives. <i>(250 word limit)</i>
----	---

Please see Addendum 6c.

7. OTHER INFORMATION

7a	Is there any other information about the graduate certificate to add? <i>(150 word limit)</i>
	The Graduate Certificate in Fundraising and Development has received funding support from the Provost's UK Online Funding Initiative.

8. APPROVALS/REVIEWS

Information below does not supersede the requirement for individual letters of support from educational unit administrators and verification of faculty support (typically takes the form of meeting minutes).

	Reviewing Group Name	Date Approved	Contact Person Name/Phone/Email
8a	<i>(Within College) In addition to the information below, attach documentation of department and college approval. This typically takes the form of meeting minutes but may also be an email from the unit head reporting department- and college-level votes.</i>		
	<i>Department of Arts Administration</i>	<i>10/23/2018</i>	<i>Dr. Rachel Shane / 257-7717 / rachel.shane@uky.edu</i>
	<i>College of Fine Arts</i>		<i>Dr. Elizabeth Arnold / 257-8172 / elizabeth.arnold@uky.edu</i>
			/ /
			/ /

8b	(Collaborating and/or Affected Units)		
			/ /
			/ /
			/ /
			/ /
			/ /
			/ /

⁷ This is a plan of how the certificate will be assessed, which is different from assessing student learning outcomes.

NEW GRADUATE CERTIFICATE

			/	/
			/	/
			/	/
8c	(Senate Academic Council)	Date Approved	Contact Person Name	
	Health Care Colleges Council (if applicable)			
	Graduate Council			

Graduate Certificate in Fundraising and Development

ADDENDUM 5b.

5b. Core Courses. List the require core courses below.

Prefix & Number	Course Title	Credit Hours	Course Status
AAD 626	<i>Financial Management for Fundraising</i>	3	New
AAD 640	<i>Principles of Fundraising</i>	3	No Change
AAD 740	<i>Fundraising Techniques</i>	3	No Change
AAD 542	<i>Grant Writing for Nonprofit Organizations</i>	3	No Change
AAD 555	<i>Fundraising: Identifying and Cultivating Individual Donors</i>	3	No Change
AAD 521	<i>Nonprofit Board Governance</i>	1	New
AAD 745	<i>Venture Philanthropy</i>	2	No Change
	Total Credit Hours for Core Courses:	18	

Graduate Certificate in Fundraising and Development

ADDENDUM 6b.

6b. Student learning outcome (SLO) assessment.

Assessment Methods and Measures

Direct Methods/Measures Preferred/Used at the Course and Program Levels

- Artifacts from course work

Indirect Methods/Measures Preferred/Used at the Course and Program Levels

- Course grades (annual for all students)
- GPA (annual for all students)
- First semester student survey (annually for incoming students)
- Certificate student survey (annually for graduating students)
- Matriculation rate (annually for students admitted to degree program)

I: Introduce **R:** Reinforce **E:** Emphasize

Courses	SLO 1	SLO 2	SLO 3
AAD 626: Financial Management...	I		I
AAD 640: Principles of Fundraising	I	I	I
AAD 740: Fundraising Techniques	R	R	I
AAD 542: Grant Writing...	R	E	R
AAD 555: Fundraising: Identifying and...	E	E	E
AAD 521: Nonprofit Board Governance	E		
AAD 745: Venture Philanthropy	R	E	E

Subject: Re: New Graduate Certificate

Date: Tuesday, December 4, 2018 at 12:41:34 PM Eastern Standard Time

From: Pearson, RaeAnne

To: Shane, Rachel, OSPIE

Dear Dr. Shane,

Thank you for your NOI submission regarding **Fundraising and Development, Graduate Certificate (50.1002)**. **Please note that your first choice of CIP Code was already affiliated with a graduate certificate.**

My email will serve 2 purposes: 1.) Next steps for SACSCOC, and 2.) Verification and notification that you have contacted the Office of Strategic Planning and Institutional Effectiveness (OSPIE)—a Senate requirement for proposal approval.

1. **Next steps for SACSCOC:** None required
2. **Verification that OSPIE has reviewed the proposal:** Based on the proposal documentation presented and Substantive Change Checklist, the proposed program changes (refer to list below) are not substantive changes as defined by University or SACSCOC, the university's regional accreditor. Therefore, no additional information is required by the Office of Strategic Planning & Institutional Effectiveness at this time. The proposed program change(s) may move forward in accordance with college and university-level approval processes.

Should you have questions or concerns about UK's substantive change policy and its procedures, please do not hesitate contacting me.

Best,
RaeAnne

From: Pearson, RaeAnne

Sent: Monday, November 26, 2018 10:29:34 AM

To: Shane, Rachel; OSPIE

Subject: Re: New Graduate Certificate

Hi Rachel,

You can complete a notification of intent online:

https://uky.az1.qualtrics.com/jfe/form/SV_3miQOxAUa9rAGRT

and our office will review for substantive change and add this to our records.

Thank you,
RaeAnne

From: Shane, Rachel

Sent: Monday, November 26, 2018 10:19 AM

To: OSPIE

Subject: New Graduate Certificate

Hello,

I am submitting a new graduate certificate in Fundraising and Development.

Thank you,

Rachel Shane, Ph.D.
Chair, Department of Arts Administration
University of Kentucky
205 Fine Arts Building
Lexington, KY 40506-0022
rachel.shane@uky.edu
859.257.7717

October 25, 2018

To Whom It May Concern:

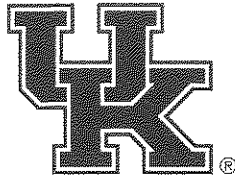
I am writing to confirm the full support of the proposal submitted for the Graduate Certificate in Fundraising and Development by the Department of Arts Administration. On October 23, 2018, the faculty of the Department of Arts Administration voted to approve the proposal for the Graduate Certificate in Fundraising and Development unanimously. The vote was recorded via a Qualtrics survey.

If you should need any additional information, please do not hesitate to contact me at (859) 257-7717 or rachel.shane@uky.edu.

Sincerely,



Rachel Shane, Ph.D.
Chair, Department of Arts Administration



University of Kentucky
College of Fine Arts
Office of the Dean

202 Fine Arts Building
Lexington, KY 40506-0022
Administration: 859-257-1707
Student Affairs: 859-257-1709
Integrated Business Unit: 859-257-8182
Fax: 859-323-1050
finearts.uky.edu

10/24/18

To: David Blackwell, Provost, University of Kentucky

From: Mark Shanda, Dean, College of Fine Arts

RE: Commitment of support for on-line program development

I write today to confirm the full support by the College of Fine Arts to provide the required financial match should any or all of the following new on-line programs be selected to go forward in the current competition.

The new program proposal's being submitted are the:

- PhD in Arts Administration,
- Graduate Certificate in Fundraising and Development,
- Graduate Certificate in Management Practices for the Arts.

This proposed new degree program and the two proposed new certificate programs are being developed, based on the foundation of the highly successful Department of Arts Administration's on-line Master's program. That program has become a national model and I expect no less success should these new programs be funded. All three have a strong potential enrollment base and would significantly advance the ever-growing reputation for excellence in our Arts Administration program and the college.

Thank you in advance for your serious consideration of these strong proposals.

seeblue.

An Equal Opportunity University

Subject: Fwd: Award Notification

Date: Wednesday, November 14, 2018 at 7:25:24 PM Eastern Standard Time

From: Shanda, Mark

To: Shane, Rachel

Wow. Good news. Will talk tomorrow.

Dean, College of Fine Arts
University of Kentucky
Sent from my iPhone

Begin forwarded message:

From: "Kern, Kathi" <kern@uky.edu>
Date: November 14, 2018 at 4:45:54 PM EST
To: "Shanda, Mark" <Mark.Shanda@uky.edu>
Subject: Award Notification

Dear Dean Shanda:
Congratulations!

I write with the good news that the following submission from your college was selected for UK Online funding:

Fundraising and Development Graduate Certificate (\$50,000)

As noted in the Call for Proposals, funding is contingent on submission of all paperwork for the approval process no later than January 15th 2019, for the initial funding, and the launching of at least two courses by the completion of fiscal year 2020, for the second installment.

I want to emphasize that programs not awarded in this round are still eligible for the revenue share. Furthermore, we urge your faculty to move forward in anticipation of a second round of funding in the Spring semester. More developed programs that have made progress in the approval process will have an advantage in the second round. In the following weeks, I will be in touch with more explicit feedback on the proposals that were not selected in the initial round.

To ensure that your program is set up for success, we are assigning a UK Online coach from our unit who will work to support you and your program at all stages of its approval, development and implementation. Think of this contact as a concierge who can provide support and connect you to resources and expertise for any of your needs. Your program directors will be contacted by this coach shortly, and their first task will be to take an inventory of your needs with respect to the program and course approval process at UK.

In addition, program developers will participate in a cohort model that combines

one-on-one attention with group sessions. This journey will begin in December and follow the stages of program approval, development, and implementation. With ambitious timelines, we will need to work together to ensure that all programs keep their momentum and maintain a high level of quality. We will establish the time and place of these initial meetings after your program directors have been contacted by their UK Online coach.

I want to thank you and your faculty for the tremendous energy and creativity expended in this initial call for proposals. We look forward to working with your faculty to create these exciting new programs and to extend the reach of our university to new populations.

Sincerely,
Kathi Kern
Associate Provost for Teaching, Learning and Academic Innovation