

PROPOSED PROGRAM SUMMARY

Institution: University of Louisville
Program Name: General Studies
Degree Designation: BACHELOR OF SCIENCE (BS)
Degree Level: Baccalaureate

CIP Code: 24.0102
Credit Hours: 120
Institutional Board Approval Date: 10/28/2021
Implementation Date: 8/1/2022

Program Description

The proposed program will be entirely online and exclusively designed for returning adult learners who have earned college credits but stopped-out. The program will not compete with existing programs for first-time freshmen, nor will it be appropriate for current students who have accumulated credits. The program is designed for maximum flexibility and affordability. Through a combination of targeted online coursework, previously accrued undergraduate credits, and credit for prior learning; adult learners will be able to complete their bachelor's degrees.

The program aligns with the statewide postsecondary strategic agenda's focus on adult learners, as well as the mission of the College of Arts & Sciences (A&S) and the university's strategic plan to continue the commitment to adult learning and degree completion across the state.

The purpose of the program is to provide adults with some college credits with the opportunity to complete their undergraduate degrees in a timely and fiscally responsible manner.

The program goals are to:

- educate adult learners in various fields in Arts and Sciences;
- educate students in the skills associated with general studies, such as communication, teamwork, and problem-solving;
- facilitate degree completion for adult learners;
- prepare students for promotion in the workforce; and
- educate students on various diversity initiatives and skills to succeed in a diverse workforce.

Connection to Other Programs

While other public institutions have General Studies programs, this proposed program is geared to the adults with some college but no degree, which is a vast market in Kentucky. This program is low cost, incorporates credit for prior learning, and has the potential to bring new students to the university and positively impact existing programs as well as meet the employment needs of local and state communities now and in the future.

Adding a General Studies degree to the university's portfolio will help the university signal to the community the institution's commitment to adult learning and degree completion across the state. The program will leverage existing online courses and recruiting and advertisement through the Delphi Center.

Program Demand

Over 65% of jobs in the U.S. will require a college degree by 2025 as stated by the Lumina Foundation's A Stronger Nation report. Opportunities for adult degree completion is both a significant opportunity, as well as a civic responsibility for the University of Louisville. There are more than 81,000 adults with some college and no degree in Louisville and 557,000 in Kentucky as of 2018. These adult learners present a significant opportunity for enrollment growth and can help the University of Louisville emerge as a leader in adult education in the community.

In February 2021, Metropolitan College (the partnership between UPS and the University of Louisville) identified approximately 1,700 students who started in the Metro College program and never earned their degree. This is a prime audience for this degree to provide the opportunity to increase their earning potential.

Based on this analysis, initial estimates of enrollment are:

- Year 1 - 15
- Year 2 - 38
- Year 3 - 65
- Year 4 - 94
- Year 5 - 126

Employment Demand

According to the U.S. Bureau of Labor Statistics, individuals with a general studies major are employed in a wide range of fields, including business management/operations, sales/advertising, and software/computer operations. The identified jobs do not require a specific field for a bachelor's degree, including those that required experience.

	Regional	State	National
Type Of Job	Administrative Services and Facilities Managers		
Avg. Wage	\$72,010	\$70,060	\$96,940
# Jobs (Postings)	1036	3079	325900
Expected Growth	11%	6%	6%
Type Of Job	Advertising, Promotions, and Marketing Managers		
Avg. Wage	\$71,130	\$66,280	\$135,900
# Jobs (Postings)	62	209	314900
Expected Growth	8%	6%	6%
Type Of Job	Computer Occupations, All Other		
Avg. Wage	\$72,440	\$76,910	\$88,550
# Jobs (Postings)	1184	2637	431100
Expected Growth	15%	10%	6%
Type Of Job	General and Operations Managers		
Avg. Wage	\$80,450	\$71,200	\$129,890
# Jobs	8911	31352	697900

(Postings)			
Expected Growth	10%	8%	15%
Type Of Job	Management Analyst		
Avg. Wage	\$74,950	\$69,370	\$100,780
# Jobs (Postings)	2136	5486	2486400
Expected Growth	19%	11%	6%
Type Of Job	Medical and Health Services Managers		
Avg. Wage	\$76,970	\$81,660	\$85,260
# Jobs (Postings)	1283	5328	876300
Expected Growth	20%	16%	11%

Budget

The financial rationale lies in the attraction of a currently under-served population of adult learners who stopped out and are likely to complete an online degree. The program is inexpensive because it primarily leverages existing resources. Relative to the potential revenue, investment is minimal.

The proposed budget supports one part-time lecturer in the fourth year and two part-time lecturers in the fifth year.

Projected Revenue over Next Five Years: \$13,330,368

Projected Expenses over Next Five Years: \$464,000