Presentation to:	Board of Governors
Subject:	Graduate Certificate Program Proposal Presentations
Date:	June 11, 2012
Presenter(s):	J. Aubut, Acting Dean, Academic Development

Purpose:

College programs are developed in response to specific target market needs. As such, this document will provide the rationale for the variances in the following Ontario College Graduate Certificate (OCGC) program proposals that are being presented for approval:

- Mobile and Social Media Management
- Environmental Management and Assessment
- Early Childhood Education Administration

This document will speak specifically to the timeframe variances and will also provide a status report on OCGC program development to date.

Background:

The three OCGC program proposals have timeframe variances. An update on the status of OCGC program development is for information only.

Discussion/Considerations:

1. Program Hours

The Minister's Binding Policy Directive Framework for Programs of Instruction (Framework) provides a typical duration for each credential as follows:

- Ontario College Certificate – typically 2 semesters or 600-700 hours
- Ontario College Diploma – typically 4 semesters or 1200-1400 hours
- Ontario College Advanced Diploma – typically 6 semesters or 1800-2100 hours
- Ontario College Graduate Certificate – typically 2 semesters or 600-700 hours

Although the three programs proposals vary in terms of total hours, number of program levels (semesters) and/or distribution of hours therein, the programs respect the Framework's guideline. Flexibility is afforded to colleges within these parameters, with the understanding that quality curriculum delivery and achievement of program vocational learning outcomes will be respected.

As such, the Mobile and Social Media Management program hours total 615 and the

Environmental Management and Assessment program is similar in length with 630 hours. The difference in these two programs is that they are being delivered over three and two levels respectively. The rationale is provided in #2 below.

The Early Childhood Education Administration program hours total 462 hours to be delivered over two levels. Since this program was created prior to the implementation of the new Framework and continues to exist in the College system, the program hours are grandfathered.

2. Flexibility of Delivery

The program of study designs are founded on a learning rationale specific to each program.

- The Mobile and Social Media program distributes the course load over three levels to facilitate participation by working professionals, who will also be expected to complete substantive project work. The delivery model leverages program technology affinity to provide maximum flexibility as students may choose to attend classes, which are scheduled during evenings and weekends, in person or electronically with web conferencing/recording (at the scheduled time or at their convenience).

- The Environmental Management and Assessment program is offered over two levels and provides a degree of flexibility to facilitate participation by employed individuals, as the theory portions of the curriculum will be offered online, while the laboratory and field experiences will be delivered on weekends employing available laboratory facilities.

- The Early Childhood Education Administration program will be offered part-time on a course by course basis with the option of either online or in-class course delivery. Potential students from this program are graduates of the Early Childhood Education Ontario College Diploma program who are likely in the workforce.

3. Admission Requirements

Admission requirements for OCGCs require an expected prior level of knowledge. The Framework denotes the admission requirements for OCGCs as an Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent. The programs indicate their specific admission requirements within the briefing notes provided, each aligning with the Framework.

4. OCGC program development

As requested, the following listing provides an update on the status of OCGC program development:

Proceeding to Board of Governors for Approval, June 2012

- Social and Mobile Media Management
- Environmental Management and Assessment
- Early Childhood Education Administration

CVS Validation and MTCU Funding Approval Received in 2011-2012

- 1306X International Business Management
- 1308X Financial Services
- 1309X Nonprofit Sector Management
- 1514X Business Intelligence System Infrastructure
- 1311X Human Resources Management
- 1310X Marketing Management

Under Development

- Project Management
- Medical Diagnostic Ultrasonography
- Retirement Home Administration
- Health Administration
- Global Supply Chain Management
- Brand Management

Potential Programs Slated for Development

- Emergency Management
- Global Nursing
- Game Design and Development
- Computer Security Systems
- Entrepreneurship and Leadership in Hospitality and Tourism
- Wine and Food Management - Sommelier

Recommendation:

That the Board receive this report.