**North Carolina State University**

**Proposed Professional Doctor of Design Program**

**Request for Premium Tuition: $2000 per semester.**

**Introduction**

The Doctor of Design program will complement the existing PhD in Design and professional masters programs in the College of Design. In addition, the NC State College of Design is the only comprehensive design college in the state and has a long tradition of graduate education in the design disciplines, including a PhD program that has been in place for more then ten years. The Doctor of Design targets practicing designers (in Architecture, Art and Design, Graphic Design, Industrial Design, and Landscape Architecture) who wish to develop a high level of expertise to support their existing and future design, exhibition, and/or curation activities. The degree also focuses on applied case study research directly related to the practice of professional design disciplines in contrast to the more theory based interdisciplinary focus of the research conducted through the existing PhD in Design program. The intent is to offer a program that design professionals can participate in remotely and through periodic short-term campus visits for intensive workshops and presentations. The Doctor of Design professional program is consistent with the interrelated missions of the UNC System, North Carolina State University, and the College of Design. It is intended to create new knowledge and promote its application in the professional design community and society at large. This new professional doctorate program will significantly increase the university’s engagement with the professional design community and promote the creation and application of research to support the efforts of professional designers in creating the environments and artifacts of the future that will support the health and well being of the people of the state, region, and country. The program will build off the strengths of the professional graduate programs in the college and provide a new forum for connecting design research to the needs of society. The existing physical and intellectual resources of the college and the university will provide a majority of the necessary program support and the proposed premium tuition will be used to support and enhance program quality and operation.

The program will dramatically increase distance education courses in the College and also require the College to host all program participants twice a year for intensive week long on campus workshops. The premium tuition will be used to support additional IT activity and graduate assistants required for on-line courses. In addition, the tuition will support logistical aspects and additional faculty resources related to the intensive on campus workshops

It has been demonstrated that the market for this degree is strong and will only grow given the projected growth of the Southeast and the need expressed by the professional design community for increased access to, and involvement in, research related to the design of places and artifacts that support human health and well-being. The program will be offered on a year-around basis to allow individuals to complete the program in a timely fashion. The program has been structured to include six required on line / mixed mode courses (including intensive on-campus seminars) focusing on critical and emerging issues and research methods related to design disciplines. These courses are the following.

**A. The anticipated impact of the proposed tuition premium on program quality**

The tuition premium is critical to the success of the program and its ability to provide a rich educational experience that can be accessed remotely by practicing professionals and also bring all program participants together twice a year for productive and intensive on campus workshops. The premium will insure that additional IT support will be in place to facilitate on-line courses and intensive and frequent teleconference related to classes and intra committee communication. In addition, graduate teaching assistants will be hired to assist in course management and on campus workshops. Finally, these resource will used to insure that high quality facilities, program management / staff support, and logistical support are available. All resources will be used to promote productive on and off campus interaction including bring in special faculty resources related to workshop topics.

**B. The projected impact of increased tuition on access for North Carolina residents**

In the fall of 2011 the College of Design organized a meeting of leading design professionals in Architecture, Art and Design, Graphic Design, Industrial Design, and Landscape Architecture to discuss the benefits/obstacles to, and demand for, the creation of a professional Doctor of Design Program. This distinguished group of national and international design practitioners and academics expressed a growing need for the integration of research into the practice of design and for new avenues to connect design professionals with the ever increasing body of research related to the issues they face in practice. In addition, the idea for such a program was introduced at a number of professional society meetings. In April of this year, the proposed program was presented to the North Carolina Board of the American Institute of Architects and the North Carolina Board of Architects, the body that oversees professional licensure, and in both cases the proposed program was well received and its potential positive impact on the practice of design in the state of North Carolina was recognized. Specifically noted was the importance of linking research to the practice of design in a way that results in a higher quality product for the people of the state.

To further explore the demand of this new degree and mode of delivery a survey was sent to leading designers in the southeast. One hundred and fifty nine designers responded. When asked, “If a professional doctorate was offered in your field, would you be interested in pursuing it?” sixty-four percent indicated that they would be interested. When asked as to their level of interest over thirty-five percent indicated “extremely interested” (15.19%) or “very interested” (20.25%); and when asked as to their level of interest if the program “allowed you to complete your course work online” those expressing “extreme interest” increased to 24.68%.

In that this program is intended for advanced design professionals employed by firms that are very likely to pay for all of part of the tuition the premium will not place a significant burden on participants. In many ways, the unique on-line nature of the program that allows individuals to continue to pursue their carrier and remain in place in their communities while attending significantly reduces the economic impact of such a program. Similar programs around the country require at least a year residency and have significantly high tuition. It is also planned in the budget that two tuition remissions will be given out to each entering class and the premium tuition will contribute to this program.

**C. The availability of student financial aid for students with economic need and of tuition remission**

As stated in section B premium tuition will be used to support a portion of the two tuition remissions offered to each entering class.

**D. The extent to which current and prospective students can afford increases in tuition**

As mentioned in section B the program is targeting practicing design professionals. In addition, it is anticipated that the majority of these professionals will hold significant positions in design firms. The survey sent out to design professionals in the southeast included questions related to the availability of funding to support participation in the proposed program. Responses indicated that there was a high likelihood that firms would support such advanced research oriented educational opportunities. When design professionals were asked if their professional firm would “support” an individual’s advanced study approximately 48% indicated that they felt an office would pay for all or part of the tuition. Design offices around the state have indicated that they see the potential for graduates from the program to increase the competiveness of their firms.

**E. The relationship between projected tuition revenue to institutional and/or program costs**

The College of Design already has five professional masters programs that charge premium tuition. It has in place the accounting and management structure to handle the collection and distribution of increased revenue. In addition, the college has been very successful in managing premium tuition revenue in a manner that is consistent with regulations and is of maximum benefit to program participants.

**F. Tuition and fees, net of remissions and waivers, charged by peer institutions or programs as compared to tuition and fees, net of remissions, for the program (the public subsidy received by students at public institutions or programs in the peer set, including the program in question, will also be identified as part of the comparison)**

The two programs is the U.S. most similar to the program being proposed are the Doctor of Design Program offered by the Harvard Graduate School of Design and the Doctor of Design Program offer by the College of Fine Arts at Carnegie Mellon. Tuition and fees for the Harvard program are approximately $48,000 per year. The Harvard program also requires one year of on campus residency. Tuition and fees for the Carnegie Mellon program are approximately $23,000 per year. The Carnegie Mellon program is an on-line program similar to the proposed NC State Doctor of Design Program.

The total cost to in-state students enrolled in the proposed Professional Doctor of Design program at NC State, including tuition, fees and premium tuition, would be approximately be $14,500 per year. For out-of-state students the cost, including tuition, fees and premium tuition, would be approximately $29,000 per year. This comparison shows that even with the premium tuition charge the cost of the NC State program is a significant savings for in state students and very reasonable even for out of state students.

**G. A plan for the intended use of additional tuition receipts (e.g., needed improvements to the educational program, funding for competitive salary increases, financial aid, etc.)**

Premium tuition funds will be used to provide graduate teaching assistantships, pay for a part of the Program Director’s salary, support travel for visiting faculty related to program activities, provide video conferencing facilities and technical support, and logistical support to participants when attending intensive on campus workshops. The required budget spread sheet is attached.

**H. Assistantships or grant support for graduate students**

The proposed Doctor of Design program when it has reached the maximum projected enrollment will generate four graduate teaching assistantships each year. These teaching assistants will be assigned roles that support the program and the success of on-line course offerings and intensive on campus workshops.

**I. Analysis of student indebtedness levels within the university**

Since this is a new program and there is no similar program in the University data doe not exist with regard to the indebtedness of an existing student population.