

Fanshawe College

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Documentation (Approval etc...)

Customer Relationship Marketing & Sales
Management

2020

Customer Relationship Marketing Funding Letter

Fanshawe College

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Ministry of Colleges and Universities

Office of the Minister

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Peter Devlin
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RE: Customer Relationship Marketing & Sales Management program funding approval

Dear President Devlin,

The ministry is streamlining the program funding eligibility approval processes for Ontario's publicly-assisted postsecondary institutions. The goal of these changes is to reduce red tape and speed up the approval process to help postsecondary institutions deliver new programs faster so students can receive the education and training they need to meet Ontario's labour market needs.

Program Funding Approval Decision

The Ministry of Colleges and Universities has assessed your proposal, dated May 1, 2020 to offer a program entitled Customer Relationship Marketing & Sales Management. I am pleased to approve this program for funding and Ontario Student Assistance Program (OSAP) eligibility purposes. For program parameters, please see Appendix 1.

Please note that while this program will be eligible to be claimed for operating funding, the approval does not result in any additional operating funds. The program should be sustainable within the overall operating funding provided for Fanshawe College enrolments under the Core Operating Grant and overall institutional operating revenues.

Tuition Fee Approval

This also confirms ministry approval of the proposed annual tuition fee of \$3,113.48 for this new program. This program is not classified as high demand.

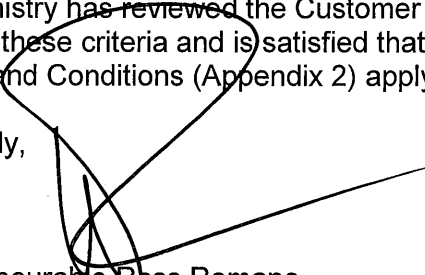
Program Funding Approval Assessment

The Ministry of Colleges and Universities assesses postsecondary programs of instruction for program funding approval and OSAP eligibility. The submission for program funding approval and OSAP eligibility of Customer Service Marketing & Sales Management has been reviewed and satisfies the criteria outlined below:

1. **Program Standards:** When a Ministry of Colleges and Universities program standard exists, the program meets or exceeds all requirements of the program standard.
2. **Admissions Criteria:** Admission requirements identified are consistent with the *Minister's Binding Policy Directive Admissions Criteria*.
3. **Financial Considerations:** The proposed tuition fee and program delivery information is comparable to similar programs approved for funding within Ontario.
4. **Academic Quality and Program Standards:** A relevant program advisory committee has recommended the program and the Ontario Colleges Quality Assurance Service has validated that the program meets the relevant program standards (where they exist), essential employability skills, and general education requirements as defined in the Credentials Framework.
5. **Program Nomenclature and compliance with Credentials Framework:** The Ontario Colleges Quality Assurance Service has validated that the nomenclature and credential level conform to the established Credentials Framework.
6. **Regulatory Compliance:** Attestation that the program content and delivery will be compliant with all requirements of regulatory bodies responsible for the field of study or other regulatory bodies related to the field of study has been provided.
7. **Board Approval:** The College Board of Governors has approved the program.

The ministry has reviewed the Customer Relationship Marketing & Sales Management program against these criteria and is satisfied that it meets or exceeds the criteria above. The Standard Terms and Conditions (Appendix 2) apply to this program and the college effective immediately.

Sincerely,



The Honourable Ross Romano
Minister of Colleges and Universities

Appendix 1: Program Parameters

PROGRAM	Customer Relationship Marketing & Sales Management
Occupational Cluster	Marketing/Retail Sales
Ministry Code	72901
APS Number	FANS01375
Program Weight	1.00
Funding Units	0.80
Applied Degree Factor	1.00
Product	0.80
Tuition Fee Factor	1.00
Duration	2 Semesters
Effective Date	September 01, 2021
Annual Tuition Fee	\$3,113.48 for 2 semesters

APPENDIX 2: STANDARD TERMS AND CONDITIONS OF COLLEGE PROGRAM FUNDING APPROVAL UNDER THE COLLEGES OF APPLIED ARTS AND TECHNOLOGY ACT, 2002

Programs of instruction, regardless of funding source, are governed by the *Ontario Colleges of Applied Arts and Technology Act, 2002 (CAAT Act)* and O.Reg. 34/03 under the Act.

The CAAT Act articulates the mandate of colleges and the authority of the minister to develop Minister's Binding Policy Directives.

Minister's Binding Policy Directives and Operating Procedures define expectations for the college system, including requirements for program development, funding and implementation.

Below is a non-exhaustive list of college compliance requirements that have been extracted from the binding policy directives and operating procedures which pertain to postsecondary programs of instruction.

1. Program Standards

When a college chooses to deliver a program of instruction for which a program standard exists, the program must meet all the requirements of the program standard. A program standard applies to all programs of instruction in an identified category regardless of the funding source. Prior to graduation, students must achieve all three parts of the program standard.

All vocational learning outcomes and the program title identified in a program standard are binding.

Colleges will be notified by the Ministry of the development/review, and implementation requirements of new or updated program standards.

2. Admissions Criteria

Colleges must remain in compliance with the admission policy. If admissions criteria for an approved program of instruction are modified, the college is required to notify the ministry.

3. Student demand, societal need, and labour market demand

Colleges have a responsibility to develop career-oriented postsecondary programs that are consistent with the colleges' mandate, overall strategic direction, as well as student demand and societal needs and labour market demand of its local and diverse communities.

4. Tuition Fees

Tuition fees for college programs of instruction must be compliant with the *Tuition and Ancillary Fees Minister's Binding Policy Directive*.

5. Academic Quality

Colleges are to make available and publicly post their policy on program quality assurance for programs of instruction.

6. Program Nomenclature

Program Title

The approved program APS title articulated in this letter must appear exactly as stated on the Ontario College Credential awarded and in any and all program advertising material.

Program Title Modifier

Any program with a title modifier must include additional vocational learning outcomes that support the title modifier. All modifiers must either be identified in this letter or a subsequent, official program standard release letter, or a formal validation letter from the Ontario Colleges Quality Assurance Service (OCQAS).

Colleges cannot make program title modifications or add program title modifiers without first seeking title validation from OCQAS. Once a college receives validation for the addition of a title modifier from OCQAS, the college must inform the ministry via the *Program Funding Approvals and Administration Module (PFAAM)*.

7. Compliance with Credentials Framework

Colleges are responsible for ensuring credentials awarded to students on successful completion of their respective program of instruction are consistent with the Credentials Framework.

8. Program Advertising and Marketing

As per Appendix D of the Minister's Binding Policy Directive, *Framework for Programs of Instruction* colleges are not permitted to advertise programs until program funding approval has been formally received. All advertising and marketing of college programs must be transparent, accurate and clear particularly on program costs, guarantees and testimonial advertising.

Colleges are responsible to ensure college communications, advertising, and marketing is in compliance with Appendix D of the Minister's Binding Policy Directive, *Framework for Programs of Instruction* whether undertaken directly by the college or indirectly by persons or entities acting on the college's behalf or in partnership or other arrangement with the college.

9. Regulatory Compliance

As applicable, the college will inform the Ministry if the program either fails to receive accreditation, or if accreditation is at risk in the future.

10. Program Modifications

Program delivery information forms the basis for program funding approvals and OSAP eligibility. Colleges may seek to modify the length of the program, hours of delivery, and even instructional settings as programs are reviewed and revitalized.

As colleges review and revise existing programs, colleges are required to notify the ministry, via the *Program Funding Approvals and Administration Module (PFAAM)*, of any significant changes to existing programs. Colleges are also required to inform the Ministry, via PFAAM, of any modifications to program titles, including the addition of a title modifier.

Colleges are invited to follow-up directly with ministry staff to clarify if the scope of program changes is significant.

College must notify the ministry, via PFAAM, and receive ministry program funding approval for the modification before implementing changes to Ministry-Funded Programs of instruction:

I. Changes to the program learning outcomes, resulting in a change of a minimum of twenty-five percent of the learning outcomes;

II. Changes to the program learning outcomes resulting in a greater or lesser degree of specialization such that a distinct program is created;

III. Changes to the program learning outcomes resulting in a program that no longer meets ministry program standards;

IV. The total length of the program increases or decreases by a minimum of twenty-five percent;

V. The total hours of the program increase or decrease by a minimum of twenty-five percent; or

VI. The instructional settings of the program are modified by a minimum of twenty-five percent.

Program duration is captured in enrolment reporting for funding and a college risks program defunding should changes in program duration be made without prior ministry approval.

Note: Changes to program titles and learning outcomes as outlined above also require the college to seek validation from OCQAS.

11. Program Suspension and Cancellation

Colleges are responsible for informing the Ministry when the Board of Governors decides to suspend or cancel a program approved for funding by providing the ministry with a letter via the *Program Funding Approvals and Administration Module (PFAAM)*.

Students enrolled in a program that is being suspended, cancelled or made dormant are required to provide students the opportunity to complete the program within the normal program time period at the college, or to provide students with the opportunity to complete the program at another college. The college is responsible for making the necessary arrangements for students completing the program at another college.

A program that has not been in operation for five years (suspended or dormant) will be **cancelled automatically** by the Ministry and will require re-approval if it is to be re-instated

