

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

---

Documentation (Approvals etc...)

Sport and Event Marketing

---

2019

### FANS 01352 Sport and Event Marketing - Funding Letter

Fanshawe College

Follow this and additional works at: [https://first.fanshawec.ca/  
cae\\_business\\_sportsmarketing\\_documentation](https://first.fanshawec.ca/cae_business_sportsmarketing_documentation)

---

**Ministry of Training, Colleges  
and Universities**

Postsecondary Education Division

Postsecondary Accountability Branch

315 Front Street, 16th Floor  
Toronto ON M7A 0B8  
Tel (416) 325-4081

Email : [Ivonne.Mellozzi@ontario.ca](mailto:Ivonne.Mellozzi@ontario.ca)

**Ministère de la Formation  
et des Collèges et Universités**

Division de l'éducation postsecondaire

Direction de la responsabilisation  
du secteur postsecondaire

315 rue Front, 16ème étage  
Toronto ON M7A 0B8  
Tél (416) 325-4081

Courriel : [Ivonne.Mellozzi@ontario.ca](mailto:Ivonne.Mellozzi@ontario.ca)



March 28, 2019

Peter Devlin  
President  
Fanshawe College  
1001 Fanshawe College Boulevard,  
P.O. Box 7005  
London, ON N5Y 5R6  
[pdevlin@fanshawec.ca](mailto:pdevlin@fanshawec.ca)

Dear Mr. Devlin,

RE: PROGRAM	-	Sport and Event Marketing
Credential	-	Ontario College Graduate Certificate
Occupational Cluster	-	Marketing/Retail Sales
MTCU Code	-	72204
APS Number	-	FANS01352
Program Weight	-	1.00
Funding Units	-	0.80
Product	-	0.80
Tuition Fee Factor	-	1.00
Duration	-	3 Semesters
Effective Date	-	September 1, 2019
Annual Tuition Fee	-	\$3,113.48 for 3 semesters

**Program Funding Approval Decision**

The Ministry of Training, Colleges and Universities has assessed your proposal, dated November 2, 2018 to offer a program entitled Sport and Event Marketing. The Ministry is pleased to approve this program for funding and OSAP eligibility purposes.

Please note that the approval of this program as eligible to be claimed for operating funding 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 (in effect for 2017-18 and future years)

and overall institutional operating revenues. Details of the calculation of the Core Operating Grant are found in the *College Funding Technical Manual*.

### Tuition Fee Approval

This program is not classified as high demand. As per the current *Tuition and Ancillary Fees Minister's Binding Policy Directive*, the tuition fee may not be increased in 2020-21.

### Program Funding Approval Assessment

The Ministry of Training, 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 Sport and Event Marketing has been reviewed and satisfies the criteria outlined below:

- 1. Strategic Mandate Agreement (SMA) Alignment:** The proposed program demonstrates alignment with an SMA area of Growth or Strength.
- 2. Program Standards:** When a Ministry of Training, Colleges and Universities program standard exists, the program meets or exceeds all requirements of the program standard.
- 3. Admissions Criteria:** Admission requirements identified are consistent with the *Minister's Binding Policy Directive Admissions Criteria*.
- 4. Evidence of societal need and labour market demand:** Attestation of evidence of the need for graduates of this program, and in particular, evidence that graduates will be able to find employment has been provided.
- 5. Student demand:** Attestation of student demand for the proposed program has been provided.
- 6. Financial Considerations:** The proposed tuition fee and program delivery information is comparable to similar programs approved for funding within Ontario.
- 7. Justifiable duplication:** Justifiable duplicative similarities with existing programs at the college and other provincial postsecondary institutions has been addressed (if applicable).
- 8. 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.

**9. 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.

**10. Government Policy:** The need to provide public support to the program, taking into account government directions and priorities has been satisfied.

**11. 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.

**12. Board Approval:** The College Board of Governors has approved the program.

The ministry has reviewed the Sport and Event Marketing program against these criteria and is satisfied that it meets or exceeds the criteria above. The Standard Terms and Conditions (Appendix A) apply to this program and the college effective immediately.

Sincerely,



Ivonne Mellozzi  
Acting Director  
Postsecondary Accountability Branch

## APPENDIX A

### **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.