

SENATE EXECUTIVE COMMITTEE
Criteria to Evaluate Silicon Valley Pre-Proposals

To: The Academic Senate, Santa Cruz Division

CP/EVC Galloway sent a CALL for pre-proposals for academic programs in Silicon Valley (SV) on December 22, 2014. The Senate Executive Committee (SEC) has agreed to review the proposals in parallel with the administrative review and provide her the CP/EVC with their recommendations. This report puts forward the criteria SEC will use for the Senate review. They are consistent with the criteria set out in the CP/EVC's call, but widen the scope beyond Silicon Valley companies and government agencies to include local communities. These guidelines, along with the CP/EVC's Call, are posted on the [Senate website](#).

The Academic Senate will evaluate Silicon Valley Pre-Proposals according to the following criteria.

I. The research area should:

1. be an important current (or emerging) area with the potential to raise UCSC's national and international visibility, and thus aid in the recruitment of new students, faculty and staff;
2. leverage existing UCSC strengths;
3. have a natural and demonstrable connection to Silicon Valley—to local communities, or to local industry, or the NASA-Ames (or other government) research facilities; and
4. be sustainable in Silicon Valley, with sufficient resources, infrastructure, and intellectual environment to ensure a successful research program and career trajectory for ladder rank faculty stationed at the SV campus.

II. The teaching should include development of graduate/professional degree programs that:

1. target distinctive niches and/or have demonstrable competitive edge over existing programs;
2. demonstrate strong student demand (either from local professionals seeking career enhancement or from students attracted to the region by the program) and exhibit excellent placement opportunities that exploit Silicon Valley connections;
3. do not detract from, and preferably enhance, existing programs based on the main campus; and
4. have significant scale, at least 30 students per cohort (possibly combining alternative tracks) in steady state.

III. The program's financial viability must be demonstrated.

1. Masters programs should consider Professional Degree Supplemental Tuition (PDST) and Self Supporting Programs (SSP) as part of the funding model. (The PDST can directly support special instructional needs, student financial aid, student project support, professional development and placement services, among other things.)
2. It is expected that most students will not utilize campus-based financial resources.
3. Initial or likely later support by industry or government is a major advantage.
4. The program must help build a critical mass of faculty and students in Silicon Valley, with incremental increases in program funding being contingent on achieving specific benchmarks and enrollment targets in a timely way.

Respectfully Submitted;
SENATE EXECUTIVE COMMITTEE
Carolyn Dean
Ólöf Einarsdóttir
Dan Friedman
Patty Gallagher
Judith Habicht-Mauche
Minghui Hu
Junko Ito
Catherine Jones
Ken Kletzer
Ingrid Parker
Paul Roth
John Tamkun
James Zachos
Don Brenneis, Chair

February 5, 2015