SUNY High Needs Program
Request for Proposals
2015-16

I.   Introduction

Central to the SUNY Excels performance plan is the State University of New York's commitment to serve as a key engine of revitalization for New York State's economy. One of the many ways in which this commitment is demonstrated is an intentional effort to link SUNY's academic programs, where possible, to specific workforce needs of the state.

The High Needs Program has supported these efforts by providing grant support for those professional programs that connect directly to occupations crucial to the economic vitality of New York such as engineering, engineering technology and healthcare. Many of these academic programs require significant resources to operate, with start-up and expansion requiring particularly heavy investment (equipment, faculty, accreditation). However, it is clear that the multiplier effect from investment in high-need areas is significant, justifying targeted, strategic investments.

Prior to 2013, the SUNY High Needs Program distributed almost $28 million to 28 SUNY campuses, principally to support or expand nursing and engineering programs. In 2013, the High Needs Program became a competitive grant program, subject to the Strategic Enrollment Planning process to align academic program growth the New York State's workforce demands that are in high need. In academic years 2013 and 2014, High Needs areas included: Agriculture/Agricultural Business, Biomedical/Biotechnical, Engineering, Finance, Healthcare, Information Technology, Public Health, and Renewable/Clean Energy.

Since 2013, High Needs funding has supported the development of 27 new academic programs, and the expansion of 42 existing programs at 37 SUNY campuses. High Needs projects are educating students in programs like cybersecurity, sustainable energy, nurse practitioner, chemical dependency counseling and online electric engineering.

II.   About this Request for Proposals

In considering proposals under the High Needs Program, SUNY will focus on the occupations listed in Appendix A, verify the relevant academic programs for those occupations, and evaluate a campus' ability to successfully align programs to meet state needs. Campus program reviewers within the Office of the Provost will determine campus capacity for the potential high needs areas. This includes collaboration with the State University Construction Fund to consider the physical capacity at campuses for program expansion/creation in high needs areas consistent with each campus' Facilities Master Plan and with Open SUNY administrators to assess online capacity.

- The High Needs Program will seed expansion or development of academic programs geared toward occupations that are in high need statewide and/or regionally.

- The program funding is competitive and limited to one year of support for equipment, personnel, and/or marketing for new program development or program expansion.

- In line with the Chancellor's commitment to Open SUNY—key to both the access and completion focus areas of SUNY Excels—priority for 2015-2016 grants is given to proposals of programs that are 50% or more online, including moving a successful traditional program to an online environment.

  - Additional **priority will be given to online programs that promote laddering between and among SUNY campuses, such as 2+2 collaborations between SUNY two- and four-year campuses or linking EOC/ATTAIN programs into Associate degrees**.

  - Selected online programs will be included as Open SUNY+ programs and will be provided access to Open SUNY+ supports.

- The program funding is competitive and limited to **one year** of support for new program development or program expansion.

- Campus proposals must demonstrate how the program will become self-sustaining after the High Needs funding ends.

Supported High Needs Areas

SUNY works with New York State Department of Labor (NYSDOL) to identify future high needs areas in the state. Through this collaboration, SUNY identified occupations within the industries and clusters of industries important to New York as a whole and to specific regional economies. Occupations are considered high need if they are projected to have a large number of total openings, a high growth rate, or a combination of a significant number of total openings and positive growth.

The six statewide high needs areas that SUNY will support with the 2015-16 RFP are**: Engineering-Renewable Clean Energy, Healthcare Practitioners and Healthcare Support, Healthcare Technologists/Technicians, Community and Social Service, Information Technology, and Business/Finance** (see Appendix A).

- Engineering-Renewable Clean Energy

  Data from the NYSDOL predicts that New York will need approximately 2,690 engineers and engineering technologists per year to meet the needs of the State's industries. SUNY allocated almost $2.4 million last year to relevant high needs in Engineering and Engineering Technologies. Enrollment in state-operated baccalaureate programs in engineering and engineering technology increased by over 2,500 students since fall 2006.

  According to research firm Global Insight, more the 4.2 million green jobs could be created nation-wide between now and 2038. Green jobs are broadly defined as work tied to renewable energy and energy efficiency. NYSDOL cautions though that most green jobs will not be new or emerging jobs but existing jobs with an added green component, so existing program modification may be necessary to address this high need area.

NYSDOL labor market analysts report a need for skilled labor for advanced manufacturing. These are occupations that may not be specifically listed in the DOL's Standard Occupation Classification since they are emerging job categories. The occupation projections show that some technician fields are declining, but what is actually happening is the unskilled labor force is being replaced with a skilled labor force. New job titles under this category of skilled workers include micro-electronic technician, robotics technician, semi-conductor technician, manufacturing technician, electro-mechanical technician, and cleanroom engineering tech.

Within the area of engineering-renewable clean energy, the top six occupations that NYSDOL has identified as a high need occupation for New York are civil engineers, electrical engineers, environmental engineers, industrial engineers, and mechanical engineers, and advanced manufacturing technicians. SUNY programs related to these occupations range from a certificate and/or associate's degree in specific manufacturing technologies, to a master's degree and/or doctoral degree in civil engineering or mechanical engineering.

- Healthcare Practitioners & Healthcare Support

Data from the NYSDOL predicts that New York will need approximately 19,770 new healthcare practitioners and health technicians per year to meet the needs of the State's health care system. Last year, $956,000 in High Needs funding was awarded to healthcare high needs areas.

While NYSDOL reports that more than twice as many nurses are minted each year as are needed, the dearth appears to be in higher degree levels of nursing so the High Needs Program grant will only accept proposals for higher levels of nursing. Other healthcare practitioners and support staff occupations that are in the high needs field for this year's RFP include occupational therapists, physical therapists, physical therapy assistants, dental hygienists and assistants, medical assistants, pharmacists, and medical and health services managers (such as nursing administrators and patient care coordinators). SUNY produces graduates at the certificate and associates level for physical therapy assistants, dental assistants, dental hygienists, and medical assistants. SUNY campuses also have programs from the bachelor's to doctoral level in occupational therapy, physical therapy, pharmacy, nursing, and health services management.

- Healthcare Technologists/Technicians

The expanding need for healthcare services and increasing use of technology in healthcare contribute to the growing demand for healthcare technologists and technicians. As technologies to diagnose and treat patients evolve and improve, new technicians are needed who specialize in the machinery and/or perform the procedures. With more people covered under mandatory health insurance and the increase in Medicare recipients, medical or health information technicians are in high demand to handle the patients and the electronic data management.

Examples of existing SUNY programs that would be included in the high needs area of healthcare technologists/technicians are: medical and clinical laboratory technologies, radiologic technology, histotechnician, cytotechnology, medical technology, echocardiography, and diagnostic medical sonographers with award levels ranging from undergraduate certificates to bachelor degrees.

The four occupations within healthcare technology/technicians that will be supported in this RFP are radiologic technologists/technicians/therapists, diagnostic medical sonographers, medical and clinical laboratory technicians and medical records and health information technicians.

- Community & Social Service

    Over 6,500 community and social service occupations are needed each year in New York State. Employment prospects for health educators and community health workers are very favorable with a projected 16-20% growth in the state from 2012 to 2022. NYSDOL labor analysts report a demand in most regions of the state for social workers, rehabilitation counselors and substance abuse counselors.

    The six occupations within community and social service that will be supported in the High Needs Program are medical and health services managers, healthcare social workers, health educators, rehabilitation counselors, substance abuse and behavioral disorder counselors, and child, family, and school social workers. SUNY offers programs related to these occupations from the certificate level to the doctoral level.

- Information Technology

    Cloud computing, smartphones, tablets, and easily accessible software applications together make information technology a fast-growing area. Information technology occupations are involved in the development, management, and maintenance of computers and software to manage information. NYSDOL estimates over 7,000 computer occupations need to be filled each year in the state.

    The 2015-16 High Needs program will support academic programs related to computer systems analysts, network and computer systems administrators, applications software developers, computer programmers, database administrators, and systems software developers. Academic programs at SUNY related to information technology range from undergraduate certificates to degrees at the doctorate level.

- Business/Finance

    New York City is a finance capital of the world and the employment outlook for business/finance jobs is positive. Business and financial occupations are projected to grow by 13.4% in the next ten years in New York State, which translates into almost 9,000 annual average openings. NYSDOL regional labor analysts report that many businesses are looking for looking for employees within the other high needs fields who also have a finance education (such as healthcare and business, or IT and marketing).

The top three occupations identified as a high need occupation for New York are accountants/auditors, market research analysts/marketing specialists, and marketing analysts. SUNY academic programs related to these occupations technology range from undergraduate certificates to degrees at the doctorate level.

Note: Campuses may submit a proposal related to an occupation not listed in Appendix A provided that the occupation is still within one of the six high needs areas. Detailed justification for including the occupation must be included in the proposal. Please contact Lisa Montiel (lisa.montiel@suny.edu) with any questions.

III.   2015-16 Proposal Submission Guidelines

Every SUNY college and university is eligible to apply, including those that previously received or are currently receiving High Needs funding. Interested campuses must submit a proposal following the guidelines below. The number and amount of awards given as part of this competitive process will depend on the quantity, quality, and scope of the applications received. Last year, High Needs award amounts varied from $10,000 (planning grants for new program development) to $100,000.

- The application cover page must include: campus name, detailed contact information, a proposal title stating the high needs area addressed, if the program proposed is new or an expansion of an existing program (include SED code), the amount of funding requested, and approval (sign-off) of the campus Chief Academic Officer.

- The body of the proposal must include the following five sections, each from one to three pages in length. All sections will be included in the scoring evaluation for funding.

  1. *Objectives* - This section should include an outline of both the broad and specific objectives for which funding is requested, including its alignment to SUNY Excels.

  2. *Need* - This section should demonstrate the local/regional/state need for the new or expanded program. This section may include information on current or projected local industries, economic development, partnerships, student recruitment/enrollment, or other local labor information.

  3. *Impact* - Describe how the impact of the new or expanded program will be measured and assessed. Provide an overview of the expected impact on the campus and the community (number of students served, expectations of post graduate employment, multiplier effect).

  4. *Sustainability* - Describe the plans for sustaining the new/expanded program beyond the high needs funding period into the budget allocation period that will provide on-going support consistent with nationally normed cost structures. Beyond faculty salary, other items to address are the physical capacity of the campus to operate the program, the costs to maintain equipment, and replacement of supplies. Online programs must demonstrate they have the infrastructure and policy to support quality assurance in online learning.

5. *Budget.* The final section will be a detailed budget for the entire funding period requested.

Please submit proposals via e-mail to highneeds@suny.edu by the application deadline of April 20, 2015.

Questions may be directed to Dr. Lisa Montiel, Assistant Provost for Strategic Enrollment Management, at: lisa.montiel@suny.edu.

IV.   Evaluation Process

Each application will be reviewed by an evaluation committee consisting of a combination of presidents, chief academic officers and chief business officers from each of four college sectors (doctoral degree granting institutions, comprehensive colleges, technology colleges and community colleges).

The review committee's evaluation of funding proposals will focus both on the prospects for maintaining or enhancing a program's academic quality as well as its impact on the workforce needs of the region and/or state.

As noted above in Section II., priority will be given to proposals for programs delivered fifty percent or more in an online format, especially for programs that create academic ladders between campuses/programs.

Other evaluation criteria will include the campus' commitment to the targeted program, to the extent that it assures sustainability of the effort beyond the funding period, and the measurability of proposed outcomes. The availability of matching funds or other institutional financial support for a proposal will be viewed favorably, but is not a prerequisite for receiving an award. However, proposals for online programs must demonstrate ability to ensure quality in online learning. These funds will not be awarded pursuant to any financial, demographic, political, or geographic formula.

V.   Reporting

Grantees are required to submit a brief online report detailing the status of their award budget expenditure in May 2016. At the conclusion of the funding year, the campus will then submit a report containing, as appropriate:

- a data section describing the profile of students who have applied, been accepted, and enrolled in the high needs program, including appropriate comparison data from previous cohorts;

- a description of the number and quality of faculty hired to support enrollment;

- a description of the equipment purchased in support of the program;

- a description of related facilities planning/construction—e.g., Laboratory and Library facilities

- a narrative section describing how the funds improved the campus' ability to meet workforce needs of the region and/or state.

2015-2016 High Needs Areas and the Occupations Requiring Postsecondary Education and SUNY Degrees

High Needs Area	Occupation	SUNY Degree Levels	SUNY Degrees Conferred 2013-2014	NYS Projected 2012-2022 Annual Average Openings
Engineering - Renewable Clean Energy	Civil Engineers	Bachelor's, Master's, Doctoral	67	550
	Electrical Engineers	Bachelor's, Master's, Doctoral	106	280
	Environmental Engineers	Bachelor's, Master's	21	120
	Industrial Engineers	Bachelor's, Master's, Doctoral	70	280
	Mechanical Engineers	Bachelor's, Master's, Doctoral	106	380
	Advanced Manufacturing Technicians (ie. HVAC)	Certificate, Associate's	188	360
Healthcare Practitioners & Healthcare Support	Occupational Therapists	Bachelor's, Master's, Doctoral	69	270
	Physical Therapists	Bachelor's, Master's, Doctoral	90	820
	Physical Therapy Assistants/Aides	Certificate, Associate's	186	370
	Nurse Practitioners	Master's, Doctoral	137	420
	Dental Hygienists	Associate's, Bachelor's	116	480
	Dental Assistants	Certificate	38	650
	Medical Assistants	Certificate, Associate's	185	1,010
	Pharmacists	Bachelor's, Master's, Doctoral	79	710
	Medical & Health Services Managers	Bachelor's, Master's, Doctoral	425	990
Healthcare Technologists/ Technicians	Radiologic Technologists	Certificate, Associate's	96	370
	Diagnostic Medical Sonographers	Certificate, Associate's	12	220
	Medical & Clinical Laboratory Technicians	Associate's	114	230
	Medical Records & Health Information Technicians	Certificate, Associate's	373	410
Community & Social Service	Healthcare Social Workers	Associate's, Bachelor's, Master's, Doctoral	106	530
	Health Educators	Associate's, Bachelor's, Master's, Doctoral	38	240
	Medical & Health Services Managers	Associate's, Bachelor's, Master's, Doctoral	425	990
	Rehabilitation Counselors	Master's, Doctoral	17	300

[1] Note: Campuses may submit a proposal related to an occupation not listed in Appendix A provided that the occupation is still within one of the six high needs areas. Detailed justification for including this occupation must be included in the proposal. Please contact Lisa Montiel (lisa.montiel@suny.edu) with any questions.

High Needs Area	Occupation	SUNY Degree Levels	SUNY Degrees Conferred 2013-2014	NYS Projected 2012-2022 Annual Average Openings
	Child, Family, & School Social Workers	Associate's, Bachelor's, Master's, Doctoral	106	700
	Substance Abuse & Behavioral Disorder Counselors	Certificate, Associate's	123	320
Information Technology	Computer Systems Analysts	Associate's, Bachelor's, Master's, Doctoral	199	1,270
	Network & Computer Systems Administrators	Associate's, Bachelor's, Master's, Doctoral	148	570
	Software Developers, Applications	Associate's, Bachelor's, Master's, Doctoral	89	1,550
	Computer Programmers	Certificate, Associate's, Bachelor's	43	870
	Database Administrators	Certificate, Associate's, Bachelor's, Master's	149	220
	Software Developers, Systems Software	Associate's, Bachelor's, Master's, Doctoral	216	570
Business/ Finance	Accountants & Auditors	Bachelor's, Master's, Doctoral	253	4,810
	Market Research Analysts & Marketing Specialists	Bachelor's, Master's, Doctoral	141	1,840
	Management Analysts	Certificate, Associate's, Bachelor's, Master's	715	1,660