Certificate in Financial Technology CPR Index (AY 23-24)

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Middle Georgia State University

Comprehensive Program Review

AY 2023 – 2024

Institution: Middle Georgia State University

Academic Program: Certificate Financial Technology

College or School: School of Computing

Department: Information Technology

CIP Code: 307104

Date of Last Internal Review: 6/10/21; 1ˢᵗ Review, certificate started Spring 2017

Faculty Completing Report: Kembley Lingelbach

Current Date: 4/1/2024

5 Year Enrollment by Campus and Graduation Trends *(data available in Deans and Chairs Dashboard)*

Enrollment

Campus	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	5 YR Growth	Fall 2019 compared to Fall 2023 only
Macon							
Cochran							
Warner Robins							
Dublin							
Eastman							
Online	1	1	1	6	10	58.49%	900%
Off Campus							
Total	1	1	1	6	10	58.49%	900%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For examples, academic year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019. *(data available in Deans and Chairs Dashboard)*

AY 2019	AY 2020	AY 2021	AY 2022	AY 2023	5 YR Growth	AY2019 compared to AY2023 only
0	1	0	0	1		

Include a narrative that discusses:

- Program purpose and mission
- Align of program mission with department, school, and institutional mission
- Program age, tracks, concentrations, etc.
- Accreditation information/status
- Method(s) of delivery
- Changes since last review
- Benchmarks of progress
- Plans for action
- Shifting trends and market forces that may impact program demand

Specific Questions to address include the following:

- How does the program align with the USG System Wide/Strategic Plan Context (within mission fit)?
- How does the program align with your institutional mission and function?
- How does the program align with your institution's strategic plan and academic program portfolio?
- To what extent does the program align with local, regional, and/or state talent demand or workforce strategies?

Using IPEDS data, list the supply of graduates in the program and related programs in the service area:

Similar or Related Degrees/Programs	CIP Code	Supply* *(Graduates/Completers)*	Competitor Institutions**
N/A		1	N/A

*Supply = Number of program graduates last year within the study area
**Competitors = List other USG institutions that offer this program of a similar program in the area

Labor Market/Career Placement Outlook/Salary:

Based on the program's study area, what is the employment outlook for occupations related to the program?

If data for the study area is not available, then use state- or -national-level data. Only list the jobs that are highly aligned and likely to be those for which you are preparing students and not every possibility.

Possible Resources:

- Click **here** for US and Georgia occupation projections

- Click **here** for 2026 Georgia Department of Labor data projections for the State or Georgia Workforce Board Regions in Qlik (link to GDOL Projections); data is also available through the GDOL Labor Market Explore Website

- Using data from **O*-Net**, identify the average salary for the related occupations identified in question.

Occupation	O*Net[1]	Current Employment	% Growth	Average Salary (O-Net data)	Future Earnings Potential (O-Net data)
Financial Risk Specialist	Bright	58,900	5-8%	97,750	162,750
Financial and Investment Analysts	Bright	317,200	5-8%	81,890	133,960
Financial Managers	Bright	792,600	>9%	138,420	239,200

[1]National Center for O*NET Development. *O*NET OnLine*. Retrieved [include date] from https://www.onetonline.org/

Note: *The narrative areas should be as direct as possible, address all the areas/elements referenced above, and be of sufficient length to represent your academic program holistically since the last review. In drafting the CPR note the principle function is to "address the quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission."*

USG Academic and Student Affairs Handbook 2.3.6 "consistent with efforts in institutional effectiveness and strategic planning, each USG institution shall develop procedures to evaluate the effectiveness of its academic programs to **address the quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission**. Institutional review of academic programs shall involve analysis of both quantitative and qualitative data, and institutions must demonstrate that they make judgments about the future of academic programs within a culture of evidence"

Program purpose and Mission

To meet the demands of Georgia's prominent Financial Technologies Industry, Middle Georgia State University offers both a AS degree and a certificate in Financial Technology (FinTech) Both the AS degree and certificate in Financial Technology are offered entirely online through a combination of eCore online courses, and eMajor courses. This CPR is a review of the undergraduate certificate in FinTech which is a 5-course certificate program for students who already hold a degree in a related field, such as computer science or information technology, and wants to add a specialization in FinTech.

Align of program mission, with department, school and institutional mission

The mission of the Department of IT supports and aligns with the MGA mission to 'transform individuals and their communities through extraordinary higher learning" by creating graduates that are able to thrive in desirable professional positions across nearly all industries. The department adheres to MGA core values of Stewardship, Engagement, Adaptability and Learning. Students learn the value of time, money, and effort through hands-on work and technology. Engagement is promoted throughout the department with in-class interactions, extra-curricular activities, community involvement, and access to professional seminars and conferences.

Program age, tracks, concentrations, etc.

This program is a 5 course certificate in financial technology which began in 2017. There are no other tracks or concentrations. The certificate can be applied to an AS or BS in financial technology if the student wants to continue their educational journey.

Methods of Delivery

The FinTech certificate programs are available through eCampus, in partnership with the Georgia FinTech Academy. The 2000 level courses are taught by faculty at Middle Ga State University. The certificate program consists of five 8-week courses offered in a flexible online format giving students quicker access to credentials needed to join the field of FinTech.

Changes since last review

N/A

Benchmarks of progress

Over the last two years, enrollment has increased as expected from 2021 reporting. However, we have only had two graduates in the Fintech certification program since 2020.

Overall enrollment increased to 58.49% for the 5-year growth period. The student demographics are male 80%; Female 20%, ages from 18 – 57, and 20% with prior degrees (BA, MBA).

Plans of action

Continue to review and assess the viability of the program based on demand, enrollment, retention assessment, and graduation data.

Shifting trends and market forces that may impact program demand

Overall employment in business and financial occupations is projected to grow faster than the average for all occupations from 2022 to 2032. About 911,400 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently.

Facts about the Financial Transactions Technology Industry:

- FinTech in Georgia
  - Georgia is a global fintech hub, home of 210 fintech companies.
  - 72 billion+ annual revenue in Georgia; third in the nation in Financial Technology (FinTech) revenue
  - Over 60% of all payment processing companies are based in Atlanta, and more than 70% of all U.S. payments processed run through Georgia.
  - Georgia's FinTech Industry has estimated a need for 10,000 new employees over the next three years.
  - The average salary for FinTech software engineers' tops $ 100K annually.
  - 70,000+ employees in FinTech in Georgia

Viability

Over the past two years, enrollment has seen an uptick, yielding one graduate so far. This growth is part of a collaborative effort with Fin Tech Academy. Given the increasing enrollment and the Bureau of Labor and Statistics' reports on the rising demand for financial workforce professionals, the prospects for this program's success seem favorable.

IEB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed:

Program Reviewed: Certificate Financial Technology

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program
If 20% of students already have degrees that would suggest reasons for a slower graduation rate, since a wider range of students means they likely have full time jobs, families, and other outside commitments. The graduation rate also has not quite had time to catch up with the spike in enrollment which may also be a factor assuming most students only take one or two courses per term. The state FinTech information showing GA as a good place to be in the field is worth keeping in mind.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	*This program has significantly positive enrollment trends and robust credit hour production*	*This program has stable or moderately positive enrollment trends and healthy credit hour production* Enrollment has jumped from 1 to 6 to 10 over the past three year, which is lower in numbers but a significant percentage increase.	*This program has negative enrollment trends and weak credit hour production*		***5-yr annual avg growth: 58.5%** ***5-yr change: 900%**
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year	*Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred*	*Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred*	*Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition*		5-yr annual avg growth: 0.0% 5-yr change: 0.0% 3-yr average < 1.0

IEB's Comprehensive Program Review Rubric and Evaluation

Graduate, Associate's or Certificates: 5 graduates/year Programs falling under these benchmarks are designated as "low performing"			This certificate has only graduated 2 in the past five years, one in 2020 and one in 2023.		

Program Strengths of Note:

This is a 5-course certificate program since its inception in 2019. This program has moderately positive enrollment trends and healthy credit hour production with drastic enrollment growth in the last two years.

Increasing enrollment suggests interest and/or awareness in the program is growing, and the outlook for professional opportunities for those with this credential looks promising.

Areas of Concern:

The graduation rate is lower and slower than a 5-course certificate should have, especially since the courses are all eight weeks. This can be potentially explained by most students only taking 1-2 courses per term, and the lag between an enrollment jump in 2022 which hopefully will reflect a higher graduation count in 2024.

Despite its drastic growth in enrollment in recent years, this program has shown consistently low graduation (completion) rate. This issue hasn't been addressed in the comprehensive program review report and an analysis and/or action plans have not been provided in the report by the department.

IEB's Comprehensive Program Review Rubric and Evaluation

Other Comments:

Comprehensive Program Review Report

Academic Program Name: FinTech

College or School: Computing

Department: Information Technology

Date of Last Internal Review: 2023-2024

Outcome of Previous Program Review (brief narrative statement, if applicable):

Current Date: 6/7/2014

Executive Summary: *Provide a summary related to the academic program' s* **quality, viability, and productivity of efforts** *in* <u>**teaching and learning,**</u> <u>**scholarship,**</u> <u>**and service**</u> *as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal.*

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program. *Include a statement of plans for action based on the overall categorical summation contained in this section.*

☐ Program MEETS Institution's Criteria (also indicate 1 subcategory below)

    ☐ Program is critical to the institutional mission and will be retained.

    X ☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Required statement of plans for action:

This is a collaborative effort with USG Fin Tech Academy. Over the past two years we have invited two other sister institutions to join us in this collaborative program. This has resulted in an increased enrollment in the courses. We are awaiting to see the results for graduation (completion) in the next academic year.

☐ Program DOES NOT MEET Institution's Criteria (also indicate 1 subcategory below)

    ☐ Program will be placed on a monitoring status.
    ☐ Program will undergo substantive curricular revisions.
    ☐ Program will be deactivated.
    ☐ Program will be voluntarily terminated.
    ☐ Other (identify/add text):

Required statement of plans for action:_____

Academic Dean Signature:
Dean of Graduate Studies Signature (when applicable):

Date: **Alex Koohang**

Digitally signed by Alex Koohang
Date: 2024.06.17 14:17:58
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Comprehensive Program Review Report
Academic Program Name: Cert. Financial Technology
College or School: School of Computing
Department: Information Technology
CPR Review Schedule AY23-24
Provosts Response:

I concur with the Chair and Dean's assessment that the Financial Technology (FinTech) Certificate program is a vital component of MGA's academic portfolio, aligning with both the institutional mission and Georgia's growing FinTech industry needs. As a fully online, flexible program delivered through eCampus in partnership with the Georgia FinTech Academy, this initiative represents a critical collaboration within the University System of Georgia (USG) to meet workforce demands and provide accessible, industry-aligned education.

The program has demonstrated strong enrollment growth with a 58.49% increase over five years, reflecting rising interest in FinTech careers. However, the low number of graduates highlights the need for enhanced student retention and completion strategies. Given that Georgia is a national leader in FinTech, with over 210 companies and a projected demand for 10,000 new employees in the next three years, continued support for this initiative is essential.

Next Steps:

1. Continue Supporting the eCampus FinTech Initiative – Strengthen MGA's role within this USG partnership, ensuring alignment with system-wide strategies and industry needs.
2. Enhance Student Retention & Completion – Analyze barriers to program completion and implement support mechanisms, including advising, mentorship, and employer engagement.
3. Strengthen Industry Partnerships – Expand collaboration with Georgia FinTech Academy, employers, and professional associations to create clear career pathways and internship opportunities.
4. Increase Outreach & Enrollment Strategies – Develop targeted recruitment efforts to attract professionals from IT, business, and related fields seeking FinTech specialization.
5. Monitor Workforce & Industry Trends – Regularly assess market needs to maintain program relevance and explore potential curriculum enhance

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

☐ X Program MEETS Institution's Criteria

    ☐X Program is critical to the institutional mission and will be retained.

    ☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

    ☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in

☐ Program DOES NOT MEET Institution's Criteria
☐ Program will be placed on a 1 year monitoring status.
☐ Program will undergo substantive curricular revisions.
☐ Program will be deactivated.
☐ Program will be voluntarily terminated.
☐ Other (identify/add text):

Provost or VPAA Signature: Date:

2/5/25