

Contact: Rachel Boon

**REQUEST TO CLOSE THE BIRCHWOOD LEARNING CENTER, OFFERING A MASTER OF SCIENCE IN BUSINESS ANALYTICS AND PROFESSIONAL MBA OF THE UNIVERSITY OF IOWA**

**Action Requested:** Approve the request by the University of Iowa to close the Birchwood Learning Center location, which offers a Master of Science in Business Analytics (MSBA) and Professional Master of Business Administration (MBA) through the Tippie College of Business (TCOB).

The Council of Provosts and Board office staff reviewed the proposal and recommend approval.

**Description of learning center.** The Birchwood Learning Center houses space for the University of Iowa to provide instruction for two programs, the Professional MBA and the MSBA. The Professional MBA is a 45-semester hour program that provides students with a foundation for future growth and flexibility in professional management. The MSBA is a 30-semester hour program that addresses the growing need to manage and analyze the rapidly increasing amount of data that is available to support business decision-making.

**Reason for proposed closure.** Working professional students are overwhelmingly selecting online courses for their flexibility and engaging format. Offering both in-person and online has become an inefficient use of resources. Therefore, theTCOB is requesting to end operation of the Birchwood Learning Center in Davenport.

**Effect on current students.** Current MBA and MSBA students in the Birchwood Learning Center will be able to complete coursework through online offerings at the pace of their choosing and with more flexibility.

**Application, Enrollment and Completion Trends.** Given the number of students applying to the Birchwood Center was so low that it would not be feasible to offer courses at that site, beginning in summer 2022 students applying to Birchwood were offered the option of moving to an online learning center.

Professional MBA

	Birchwood		
	Completed Applications	Admitted	Enrolled
2019	25	22	18
2020	67	59	59
2021	32	30	26
2022	12	10	5
2023	0	0	0

MSBA

	Birchwood		
	Completed Applications	Admitted	Enrolled
2019	22	22	19
2020	33	32	28
2021	34	33	29
2022	9	9	8
2023	0	0	0

**Impact on resources.** There will be cost savings from no longer leasing space in Davenport. Additionally, faculty resources can be focused on delivering the online program versus teaching courses at multiple in-person sites as well as online courses.

**Impact on workforce.** Students will still be able to pursue the MBA or the MSBA through the online learning center, which provides greater flexibility and access. This should remove barriers as it increases accessibility and convenience. No impact is expected on the Iowa workforce.

**Alternative programs.** As noted above, the Iowa MBA, a program designed for professional, part-time students, is available through the online learning center.

Additional part-time MBA programs in Iowa include:

- Iowa State Part-time MBA, hybrid or online
- Drake, online
- Saint Ambrose University, in-person or online
- Mount Mercy University, in-person or online

The MSBA at Iowa is available through the online learning center.

Additional MS Business Analytics programs in Iowa include:

- Iowa State MS Business Analytics, online for working professionals; in-person for full-time, on-campus students
- Drake University, online

**Effective date of closure.** Upon approval by the Board of Regents.