

Campus checklist for CPL business model considerations

CPL activities	Emerging	Developing	Advanced
CPL value proposition			
There is clarity about why CPL is offered at the department level.	✓	✓	✓
There is clarity about why CPL is offered throughout the institution.		✓	✓
The CPL value proposition is articulated on the institution website and in various media.			✓
Student target market and support			
Campus support personnel are onboard and knowledgeable about CPL options.	✓	✓	✓
The target market for CPL has been identified.		✓	✓
Messages about CPL are customized to the appropriate student audiences (adult learners, veterans, employers, and partners).			✓
Data collection and analysis			
CPL and PLA data is tracked, shared, and analyzed.	✓	✓	✓
Data is used for decision making at an institutional level.		✓	✓
Data is used for benchmarking within Minnesota State and nationally.			✓
Policy and procedures			
CPL policy and procedures are developed in alignment with Minnesota State 3.35 and related procedures.	✓	✓	✓
There is appropriate oversight to ensure quality assurance of internal assessment options.		✓	✓
CPL options			
There are a variety of CPL options offered appropriate to the mission of the institution.	✓	✓	✓
Support systems are in place to effectively guide students interested in CPL.		✓	✓
A workshop, training, or a course(s) are available to students on portfolio development and individual assessment.			✓
Faculty engagement			
Faculty are involved in developing and vetting CPL policies and CPL practices such as articulations and pathways.	✓	✓	✓

CPL advisory group(s) with broad representation is actively engaged in ongoing assessment and evaluation of CPL activities.		✓	✓
Opportunities exist for information sharing and collaboration across academic departments and institution constituencies.		✓	✓
Faculty are encouraged to include CPL activities in annual reviews and promotion/tenure evaluations.			✓
Professional development			
Ongoing professional development is available for faculty, staff, and administrators including meetings and conferences.		✓	✓
For faculty and other key personnel, a primer about CPL options is available as part of orientation.			✓
Faculty assessors/evaluators are identified and provided training and support.			✓
Pricing, expense, and revenue			
There is an awareness of the cost of offering CPL including marketing, advising, technology support, data tracking and analysis, and professional development.		✓	✓
The revenue goals of offering CPL have been identified. The institution has considered the R.O.I. (return on investment) of the CPL model as it relates to student recruitment and enrollment.			✓
The basic pricing of CPL options covers most associated costs but is still affordable for students.		✓	✓
Partners			
Relationships with key educational partners exist to expand the capacity of the institution to offer CPL options.		✓	✓
Partnerships with key industry associates and employers have been developed to expand opportunities for CPL through recognized industry credentials.			✓