

# In Focus: Credential Validation Service Program Titling Tips

Developing a program at your college? CVS is here to help!

Here are some important considerations and reminders regarding program titling.

## Is your proposed program aligned to a Program Standard or Program Description?

**If a proposed program aligns to a Provincial Program Standard (PPS) the title of the standard MUST be used.**

**\*\*Note:** Colleges MAY add a modifier (PPS Title – modifier) to a Program Standard but the modifier must be supported by a minimum of two additional Vocational Learning Outcomes (VLOs)

**Example:**

**Business – Sustainable Agriculture**

**\*\*CVS Tip:** a hyphen highlights a program's speciality.

**If a proposed program aligns with a Program Description, consideration is given to both the MTCU code titles as well as the existing APS program titles. There is more flexibility in these cases.**

**\*\*Note:** Colleges must maintain alignment with other titles of the same MTCU code, with at least ONE word from the MTCU code in the title.

**Example:**

**MTCU Code 70523**

**MTCU Title: Big Data Analytics**

**Proposed Program Title: Applied Data Analytics**

## Does the proposed program title describe the field of study?

- ✓ Program titling must reflect the field of study and not a job title or position.
- ✓ Titles must not contain delivery mode or language references

| Compliant Titles   | Non-Compliant Titles  |
|--|---|
| Home Child Care<br>Practical Nursing<br>Arts Administration<br>Social Service Worker | Day Care Assistant<br>(P-T) Practical Nursing<br>Arts Administration (bilingual)<br>Social Service Worker- Fast Track |

## Would students and employers understand the program title?

- ✓ Program titles clearly align to the field of practice and are clear to both students and employers.
- ✓ The title should align with the program's Vocational Learning Outcomes (VLOs).

| Proposed Title   | CVS Feedback  | Recommended Title(s)   |
|--|---|--|
| Creative Solutions Management  | Unclear field of study.   | Creative Industries Management   |
| Interdisciplinary Support for Child and Family Treatment               | Question: What value does the added words "interdisciplinary support" have from a student or employer perspective?<br>The interdisciplinary lens may emerge as a VLO. | Child and Family Treatment   |
| Supply Chain Management - Local, National and International Operations | Use a hyphen to delineate a specialized focus.  | Supply Chain Management-Global<br>Supply Chain Management-Global Operations OR<br>Supply Chain Management-Global Logistics |

