

FORM 1

**COVER SHEET
NEW DEGREE PROGRAM PLANNING NOTIFICATION OF INTENT
(PLANNING NOI)**

Program Name: **Business and Marketing Education**

Institution Name: **Central Washington University**

Degree Granting Unit: **College of Education and Professional Studies**

Degree: **Bachelors of Arts in Education** Level: **Bachelor** Type: **Arts in Education**

Major: **Business & Marketing Education** CIP Code: **(see below)**

From link on HECB site for locating CIP Codes:

13.1303 Business Teacher Education. A program that prepares individuals to teach vocational business programs at various educational levels. (Occupational Crosswalk)

13.1310 Sales and Marketing Operations/Marketing and Distribution Teacher Education. A program that prepares individuals to teach vocational sales and marketing operations/marketing and distributive education programs at various educational levels. (Occupational Crosswalk)

Proposed Start Date: **Fall 2012**

Projected Enrollment (FTE) in Yr One: **5** At Full Enrollment: **45**

Funding Source : **Self Support**

Mode of Delivery / Locations

- Off Site
- Single Campus Delivery
- Distance Learning
- Other

Substantive Statement of Need *(See Attachment)*

Academic Department Representative

Dr. Kimberlee Bartel, Professor
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Chief Academic Officer/Provost Date



Dean of College Date

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Evidence of Community Need

In its *Regional Needs Report*, the Washington Higher Education Coordinating Board (2011), states “Registered nurses, teachers, and business, management, and accounting occupations all appear near the top of each region’s list of high-wage, high demand occupations requiring postsecondary education” (p. ii) Business and marketing education teachers help fill the demand in four of these occupations. First, they are teachers. Second, the subject matter taught in business and marketing courses includes business, management, and accounting. Furthermore, this report states, “In selecting which fields of study to focus on for college program expansion, institutions would do well to focus on the highest wage, highest growth occupations” (p. 109).

The Educator Supply and Demand in Washington State, published by OSPI (Lashway, 2007), states that a need for both business and marketing education teachers exists. For example, the report states that the number of openings for the 2005-2006 AY (the most recent data available) were 52.7 for business education and 20 for marketing education. The same report states that district perceptions of shortages in the 2005-2006 AY ranked in the considerable range as well. Additionally, this document reports that the number of current business and marketing education teachers who are eligible to retire is increasing. From a sample size of 96 school districts, the estimated number of eligible retirees in business education during the period of 2006-2011 is 96. From a sample size of 62 school districts, the estimated number of eligible retirees in marketing education during the same period is 16.

The OSPI 2008-2009 Annual Report on Certificates Issued and Certificated Personnel Placement Statistics reports that 27 Career and Technical Education (CTE) Business Education and 15 CTE Marketing Education Initial teaching endorsements were issued. These numbers are significant for two reasons. First, when compared with the number of Business and Marketing

CTE programs in Washington state, the low numbers for initial business and marketing education endorsements indicates a shortage of incoming teachers to replace those who are currently eligible to retire. Second, candidates who receive this endorsement are able to teach any courses in the broad categories of CTE Business and Marketing Education, while other specific endorsements limit candidates to teaching in limited subcategory specialty areas. Thus, the needs of school districts can be better met by hiring CTE Business and Marketing Education endorsed teachers.

Evidence of Employer Need

A 2009 CTE demand study was completed by Dr. Pam Weigand, Director of Business and Marketing Education and Plan 2 Certification at Eastern Washington University (EWU). The purpose of the study was to determine demand for CTE instructors throughout the state both for the 2009-2010 academic year and for the five future years through academic year 2012-2013.

The study (Weigand, 2009) included only school districts in Washington state. CTE instructors were asked to provide estimates for new CTE teacher needs in their school districts. Of the 248 districts statewide, 140 responded for a response rate of 59 percent. The results indicated that, during the next five-year period, an estimated 90 new positions will be needed for Business and Marketing Education instructors.

Each of the studies cited above indicate a strong and continuing need for new Business and Marketing Education instructors, thus justifying the need for such a program at Central Washington University.

Evidence of Student Demand

A survey of high school students from four Washington state high schools regarding their interest in majoring in business and marketing education was completed in Spring 2011. The results are illustrated in the Table 1 below:

Table 1: Secondary Student Survey Results

School	N	“Yes” Response	Percent “Yes”
Fife High School	303	20	6.60
Okanogan High School	97	9	9.28
Kittitas High School	82	13	15.85
Ellensburg	171	13	7.60
<i>Total</i>	653	55	8.42

As illustrated in Table 1, 55 out of 653 Washington state high school students surveyed indicated an interest in the business and marketing education program.

During 2010 and 2011, several potential students have expressed interest in completing the CWU business and marketing program. Ten of these potential majors have inquired via email, while others have spoken personally with the program coordinator. Given these numbers of interested program candidates, at least five student majors for the first year of the program is conservatively estimated.

The only other business and marketing teacher preparation program in Washington state is located at Eastern Washington University. The program director at EWU fully supports development of a new program at Central Washington University. Additionally, EWU and CWU faculty and administration have discussed a possible future goal of collaborating with each other to create more economically cost-effective programs.

References

- Office of the Superintendent of Public Instruction. (February 2010). *Annual Report 2008 – 2009: Certificates issued and certificated personnel placement statistics*. Olympia, Washington.
- Lashway, L., Bryant, B., Burton, C., and Hett, A. (2007). *Educator Supply and Demand in Washington State*. Office of Superintendent of Public Instruction, Olympia, Washington.
- Washington Higher Education Coordinating Board. (2011). *Regional Needs Analysis Report*. Olympia, Washington.
- Weigand, P. (2009). *CTE 2009 demand study: Washington state*.