CENTRAL WASHINGTON UNIVERSITY

October 21, 2011

Dr. Randy Spaulding
Higher Education Coordinating Board
P.O. Box 43430
Olympia, WA 98504-3430

Dear Dr. Spaulding:

Attached is a Location Notification of Intent for Central Washington University to offer a B.S. Information Technology and Administrative Management program as an on-line program.

This document has also been sent electronically.

Sincerely,

Tracy Pellett
Associate Vice President for Undergraduate Studies

attachment

Office of the Associate Vice President for Undergraduate Studies
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EEO/AA/TITLE IX INSTITUTION • TDD 509-963-2143

Central Washington University
Location Notification of Intent

Program Name: Bachelor of Science (BS) – Information Technology and Administrative Management

Degree Granting Unit: College of Education and Professional Studies

Degree: B.S. Information Technology and Administrative Management

Level: Bachelor **Type:** Science

Major: Information Technology and Administrative Management **CIP:** 11.1099

Proposed Starting Date: Winter Quarter, 2012

Location: Online

Mode of Delivery: Online

Scheduling: Primarily online, asynchronous and synchronous.

Attendance Options: Full-time/Part-time

Projected Enrollment: **See Form 5 attached**

Funding: Self-Support

Contact Information:
Dr. Robert Lupton, Chair
ITAM
400 E University Way – MS 7488
509-963-2611, luptonr@cwu.edu

Endorsement by Chief Academic Officer
Dr. Marilyn Levine
Provost/Vice President for Academic and Student Life

10-12-11
Date

Substantive Statement of Need

Overview

Central Washington University (CWU) proposes to expand the high demand Bachelor of Science Information Technology and Administrative Management (ITAM) degree by providing students an opportunity to complete their program 100% online. Currently, this program is offered at the Ellensburg campus with face-to-face, web enhanced, and through some online classes. This proposal is meant to serve three purposes: 1) expand access to current CWU university center place bound or time restricted students; 2) allow students without accessible enrollment at a university center and/or throughout the state of Washington an opportunity to complete a bachelor's degree, and 3) provide those students with a Direct Transfer Agreement (DTA) the skills and knowledge to work in industries (small, medium and large organizations) where information technology (IT) and managing resources are critical for success in the 21st century. The first two purposes will improve time-to-degree and increase the number of bachelor level degrees achieved and the latter help secure postsecondary education opportunities and jobs for transfer students. This is significant for the state as it directly supports the Washington Higher Education Coordinating Board's strategic master plan goals;[1] help more people achieve degrees, develop distance learning opportunities for place bound students, increase diversity into the program, build more accessible career pathways, and increase the number of high-demand degrees. The place bound nature of the program will allow students to more easily complete their studies, and, therefore, increase retention and graduation rates.

The Bachelor of Science (BS) is for those students who want to develop administrative management and information technology related skills who have a DTA (Associate of Arts) degree from a community college. It is anticipated that the degree program will have an initial target of 20 FTE for the 2011-2012 academic year with an increase of 10 additional FTE the following two years for a maximum online enrollment of 40 by year three.

Program Description

This 100% online BS ITAM degree is designed for students who have completed a transferrable associate degree. These students become qualified business professionals prepared to pursue careers that apply a blend of management, administrative, and information technology skills in contemporary administrative and information technology environments. Program coursework provides students with the information and skills needed in a variety of fields where the demand is high for skilled employees with a bachelor's degree. These qualifications are complemented by business communications and human centered skills to give students the skills to manage people, projects, and information. Students learn critical issues in their respective fields and apply their learning in practical experiences, internships, and through co-curricular and extracurricular offerings.

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[1] Strategic Master Plan for Higher Education in Washington (2008). Washington Higher Education Coordinating Board.

Responsiveness to Employer and Community Needs

This program provides the educational background and training necessary for a wide array of jobs at the national, state, and local levels where a blend of management, administrative, and information technology skills are needed. According to "*A Skilled and Educated Workforce,*" the state's current supply of workers who have completed mid-level preparation - more than one year but less than four years of postsecondary training or education - are estimated to prepare only 87 percent of the number needed to be competitive in the labor market during 2011-2016." Additionally, "Many Washington organizations and policymakers have studied and expressed concern about gaps between the state's production of, and the economic demand for, workers with specific academic degrees (and associated skills, knowledge, and abilities)".

Additionally, "Washington does not produce enough graduates at the baccalaureate level and above to meet demand for workers prepared in a number of fields, most notably computer science, engineering, and health care." Administrative management with complementary curriculum in IT will find employment in these fields. Finally, the report states that "Employers have become increasingly selective and are choosing to hire those workers who present a mix of deep technical knowledge in a given area and a set of more general or transferable skills in the areas of management, communication, and team-work."[2]

Clearly, providing a baccalaureate pathway for place bound students with a DTA degree will help close the gap between Washington's supply of workers and employer demands. The ITAM programs already produce workers who have a deep technical knowledge in their given area as well as a strong core of coursework that is necessary in any profession today. All ITAM specializations share a core set of courses, including project management skills, communications, general management, leadership, accounting, policy, as well as professional development courses. In addition to the core, students take a series of theoretical and practical coursework within their specialization. The BS ITAM coursework creates an applied "connection" between the IT and administrative management coursework to increase employability and meet the demands of the workplace of the 21st century. Currently, all courses are offered in a variety of methods including, face-to-face courses, distance education or ITV coursework, and online options. This request to offer the degree 100% online increases the access to a baccalaureate degree for students who are time and/or place bound.

One industry representative working in the health care industry noted, "Simply having the technical skills isn't enough for management or higher level positions, and employees often fail when promoted as they are not adequately prepared."[3] This is true for all high-demand areas; a bachelor's degree provides students with increased job market options.

A Workforce Board survey of employers taken in the summer of 2010 found "...one out of six employers had difficulty finding qualified employees, underscoring a persistent skill gap. Almost 40 percent of those employers, or roughly 11,000 firms statewide, were unable to fill at least one opening. Furthermore, the Workforce Board's latest forecast is that demand for mid-level workers will exceed supply in 2013 by 8 percent.[4] Of employers who had 'much difficulty' recruiting applicants with a baccalaureate, they also

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[2] A Skilled and Educated Workforce: An assessment of the number and type of higher education and training credentials required to meet employer demand, *Higher Education Coordinating Board,* January 2009.
[3]Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, "*Washington State Board for Community and Technical Colleges*, April 2005.
[4] High Skills, High Wages, Workforce Board Annual Progress Report to the Legislature July 2009 to June 2010.

had much difficulty finding applicants with job-specific skills, team-work skills, problem-solving skills, and communication skills."[5]

It is highly likely that more students would transfer into baccalaureate programs if more online opportunities were available. The BS ITAM program will provide students one more career path for earning a baccalaureate degree. The fact that students are pursuing management, leadership, and communication skills to complement technical IT skills, will make the Information Technology and Administrative Management program particularly attractive to a great many students in Washington State. In a state where increasing the opportunity for *any* baccalaureate education is a high priority, the BSITAM degree is an excellent solution for the state, our employers, our employees, and our students.

Expansion of this program aligns with the goal of the Washington Higher Education Coordination Boards' State and Regional Needs Assessment: "to increase participation in higher education in areas and among groups where need is great"[2] In addition, graduates can go on to graduate school in a number of related areas and fields (e.g., Information Technology, Business, Technology Management, Management).

National –

National demand for graduates in administrative management and IT fields will see continued growth in the next few years. According to the 2010-2011 Occupational Outlook Handbook[6] from the Bureau of Labor Statistics, employment is expected to grow faster on average than other occupations through 2018. In fact, it is expected that there will be an employment growth between 25-28 percent by 2018.

State and Local –

The online website for Work Force Explorer-Washington[7] indicates whether certain occupations are currently in demand, balanced or not in demand in specific regions. A search of ITAM related occupations in Washington State indicated the following anticipated demands for occupations such as:

Project Managers & Facilities Managers	- March 2011 - Average Hourly wage - $49.16 - Annual (2008-2013) growth rate of .3% - Projected (2013-2018) growth rate of 7.8% - Average annual openings (2013-2018) = 717
General and Operations Managers	- March 2011 - Average Hourly wage - $63.94 - Annual (2008-2013) growth rate of .3% - Projected (2013-2018) growth rate of 6.2% - Average annual openings (2013-2018) = 803
Administrative Services Managers	- March 2011 - Average Hourly wage - $47.09 - Annual (2008-2013) growth rate of .6% - Projected (2013-2018) growth rate of 11.3% - Average annual openings (2013-2018) = 145
Computer and Information Systems Managers (listed as an InDemand field)	- March 2011 - Average Hourly wage - $61.83 - Annual (2008-2013) growth rate of .7%

[5]Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, "*Washington State Board for Community and Technical Colleges*, April 2005.
[6] Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition

[7] WorkForce Explorer-Washington, (2011)

	- Projected (2013-2018) growth rate of 12.5% - Average annual openings (2013-2018) = 275
Administrative & Executive Assistants (listed as an InDemand field)	- March 2011 - Average Hourly wage - $24.15 - Annual (2008-2013) growth rate of .5% - Projected (2013-2018) growth rate of 8.5% - Average annual openings (2013-2018) = 463
Purchasing Managers	- March 2011 - Average Hourly wage - $49.02 - Annual (2008-2013) growth rate of .0% - Projected (2013-2018) growth rate of 3.0% - Average annual openings (2013-2018) = 56
Business Operations Specialists	- March 2011 - Average Hourly wage - $34.06 - Annual (2008-2013) growth rate of .1% - Projected (2013-2018) growth rate of 5.6% - Average annual openings (2013-2018) = 782
Computer Support Specialists (listed as InDemand field)	- March 2011 - Average Hourly wage - not available - Annual (2008-2013) growth rate of 1.0% - Projected (2013-2018) growth rate of 14.7% - Average annual openings (2013-2018) = 569
Sales Representatives, Services, All Other (listed as InDemand field)	- March 2011 - Average Hourly wage - $27.97 - Annual (2008-2013) growth rate of 0.9% - Projected (2013-2018) growth rate of 12.2% - Average annual openings (2013-2018) = 470

Student Demand

ITAM currently offers both the BS and BAS ITAM degrees. On the Ellensburg campus, the BS ITAM degree has 166 onsite students (plus another 87 students in the minors). There are currently 193 BAS ITAM online students. The high demand BAS ITAM major is only for those with two year applied or technical degrees. The Ellensburg campus program precludes place bound students from attending. Thus, those place bound students who are about to complete or who have completed a DTA (AA) from Washington State two year schools are NOT currently afforded the opportunity to complete the BS ITAM degree without relocating to Ellensburg.

As a result of the successful BAS ITAM program, students, both community college students and those with DTAs, have consistently expressed an interest in pursuing the BS ITAM related curriculum and degree as an online only format. This is because the degree is accepted by many different industries and companies (small, medium and large). In the past few months, CWU ITAM has had over 40 inquiries from students and community colleges concerning the need for a BS ITAM administrative management online option.

Table1 reflects the growth in online enrollment for all CWU degree programs and campuses the past two years. Demand for online instruction is pronounced. Indeed, almost 800 more students were enrolled at CWU in online classes in the 2010-2011 academic year than the previous year. This reflected a total net gain of 389 FTE. ITAM's BAS 100% Online program, as of October 2011, has 193 students. More than 50% of all ITAM courses are already offered 100% online representing approximately 238 online FTES over two majors, six specializations, and five minors. Based on the clear interest of students and availability of online courses, it seems appropriate to allow students greater modality options and scheduling flexibility for partial and full degree completion.

Table 1. Online Enrollment by Campus

	2009-2010		2010-2011	
Campus	Head Count	FTE	Head Count	FTE
Ellensburg	2028	674	2455	798
Des Moines	675	271	762	331
Everett	175	100	259	170
Kent	17	1	36	10
Lynnwood	618	279	703	333
Moses Lake	75	48	82	49
Pierce	154	56	240	113
Wenatchee	100	52	133	79
Yakima	184	83	153	70
Totals	4026	1564	4823	1953

In reviewing CWU student transfer associate degrees (DTAs) from 2006-2011, evidence supports the offering of the BS ITAM degree at all CWU university center locations through an online modality. Everett Community College awarded 467 transfer associate degrees in 2006-07 while Yakima Valley Community College awarded 432 in 2010-11. Wenatchee Valley College awarded 350 transfer associate degrees in 2006-2007 with Big Bend Community College reporting transfer associate degrees for 2007-2008 at 350. This data is reflective of the diverse location and potential interest of students in more accessible degree completion programs in the information technology and administrative management area.

Summary –

Overall, expanded access of the BS ITAM degree provides the educational background and flexibility necessary for a wide array of jobs at the national, state, and local levels. The employer/community need combined with the demand by students of greater flexibility and access support Washington Higher Education Coordinating Board's strategic plan goals and CWU's request for a location addition from the Higher Education Coordinating Board.

HECB Form 5

Enrollment Targets

Bachelor of Science Information Technology and Administrative Management

Year	1	2	3	4	5
Headcount	20	30	40	40	40
FTE	20	30	40	40	40

1. Strategic Master Plan for Higher Education in Washington (2008). Washington Higher Education Coordinating Board. http://www.hecb.wa.gov/

2. A Skilled and Educated Workforce: An assessment of the number and type of higher education and training credentials required to meet employer demand, *Higher Education Coordinating Board,* January 2009. http://www.hecb.wa.gov/sites/default/files/Skilled-EducatedWorkforce2009.pdf

3. Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, "*Washington State Board for Community and Technical Colleges*, April 2005. http://www.sbctc.ctc.edu/docs/data/research_reports/resh_05-1_baccalaureate_apr2005.pdf

4. High Skills, High Wages, Workforce Board Annual Progress Report to the Legislature July 2009 to June 2010. http://www.wtb.wa.gov/Documents/HighSkillsHighWages2010AnnualReport.pdf

5. Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, http://www.bls.gov/oco/

6. WorkForce Explorer-Washington, (2011) https://fortress.wa.gov/esd/lmea/countydashboard/OccDetails.