Central Washington University
Location Notification of Intent

Program Name: Bachelor of Science – Social Services
Bachelor of Arts – Law and Justice
Bachelor of Science – Interdisciplinary Studies – Social Sciences
Bachelor of Arts – Psychology
Bachelor of Arts – Sociology

Degree Granting Unit: College of the Sciences

Degree: B.S. Social Services
B.A. Law and Justice
B.S. IDS: Social Sciences
B.A. Psychology
B.A. Sociology

Level: Bachelor **Type:** Social Science Related

Major:	**CIP:**
Social Services	44.0000
Law and Justice	43.0104
Interdisciplinary Studies: Social Sciences	52.1003
Psychology	42.0101
Sociology	45.0101

Proposed Starting Date: Fall 2011

Location: Online

Mode of Delivery: Potential combination of traditional classroom, interactive television capabilities of CWU's university center system, and web-based coursework.

Scheduling: Primarily online and asynchronous.

Attendance Options: Full-time/Part-time

Projected Enrollment: **See Form 5 attached**

Funding: Self-Support

Contract Information:

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Associate Vice President for Undergraduate Studies

6-29-11
Date

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

6-29-11
Date

Substantive Statement of Need

Overview

Central Washington University (CWU) proposes to expand access of five bachelor degrees (B.S. Social Services; B.A. Law and Justice; B.S. Interdisciplinary Studies: Social Sciences (IDS); B.A. Psychology; and B.A. Sociology) by providing students an opportunity to complete these social and behavioral science programs primarily online. Currently, all programs in this proposal, other than B.A. Sociology are offered at Ellensburg and at one or more of CWU's university centers (see Table 1). This proposal is meant to serve two purposes: expand access to current CWU university center place bound or time restricted students; allow students without accessible enrollment at a university center an opportunity to complete a bachelor's degree. Both purposes will improve time-to-degree and increase the number of bachelor level degrees achieved. This is significant for the state as it directly supports the Washington Higher Education Coordinating Board's strategic master plan goals.[1] It is anticipated that each degree program will have an initial target of 10 FTE for the 2011-2012 academic year with an increase of 10 additional FTE the following year for a maximum online enrollment gain of 20 per degree.

Table 1. Degree and Current Location of Offerings

Degree	Location of Degree Offering	Location of Minor Offering
B.A. Law and Justice	Ellensburg Pierce County Des Moines Lynnwood Yakima	Ellensburg Pierce County Des Moines Lynnwood Yakima
B.S. IDS: Social Sciences	Ellensburg Pierce County Des Moines Lynnwood Yakima Wenatchee Moses Lake	No minor offered
B.A. Psychology	Ellensburg Des Moines	Ellensburg Lynnwood Des Moines Pierce County Yakima
B.A. Sociology	Ellensburg	Ellensburg Lynnwood Des Moines Yakima Moses Lake Wenatchee Pierce County
B.S. Social Services	Ellensburg Pierce County	Ellensburg Pierce County Yakima

Program Description

The degree programs are presented in one proposal as they all are designed to meet the needs of students interested in working in human, social, and behavioral science type fields and delivery systems. The coursework for each program 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. All of these degrees are grounded in psychology as well as social science theory and application. Curriculum within all programs emphasizes theory, research methods, data analysis, as well as substantive knowledge and skills in social and behavioral science related professions. Students learn critical issues in their respective fields and apply their learning in practical experiences, internships, and through co-curricular and extracurricular offerings.

Responsiveness to Employer and Community Needs

The programs within this proposal provide the educational background and training necessary for a wide array of jobs at the national, state, and local levels. Graduates work alongside social workers, counselors, law enforcement officers, doctors, therapists, and other specialists who help individuals tackle major challenges in their lives. Graduates also fill some job categories within the social and behavioral science spectrum including social work, law enforcement, counseling, psychology, sociology, mental health, employee assistance, substance-abuse and domestic violence treatment, youth development, child welfare, and developmental disabilities case management. Expansion of these programs align 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., Social Work, Mental Health Counseling, Human Resource Management, Law).

National –

National demand for graduates such as those from the social and behavioral science fields within this proposal will see continued growth in the next few years. According to the 2010-2011 Occupational Outlook Handbook[3] from the Bureau of Labor Statistics, employment in most social science service related fields 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[4] indicates whether certain occupations are currently in demand, balanced or not in demand in specific regions. A search of Social and Behavioral Service related occupations in Washington State indicated the following anticipated demands for occupations such as:

- Life, Physical, and Social Science Occupations
  - March 2011 – Average Hourly wage - $33.00
  - Annual (2008-2013) growth rate of 1.4%
  - Projected (2013-2018) growth rate of 1.7%
  - Average annual openings (2013-2018) = 2,582

- Community & Social Services Occupations
  - March 2011 – Average Hourly wage - $21.00
  - Annual (2008-2013) growth rate of 1.2%
  - Projected (2013-2018) growth rate of 1.6%

- Average annual openings (2013-2018) = 2,363

- Protective Services Occupations
  - March 2011 – Average Hourly wage - $25.00
  - Annual (2008-2013) growth rate of 1%
  - Projected (2013-2018) growth rate of 1.6%
  - Average annual openings (2013-2018) = 2,652

The Higher Education Coordinating Board's *State and Regional Needs Assessment* notes that the growth in human and protective service occupations relies most heavily on graduates of social science programs. The HECB report goes on to say "…growth in specific majors may be warranted to meet employer needs, especially in social work and protective service professions.[2]" All of these occupations require significant training in social science related content, with most requiring a minimum of a bachelor's degree. The CWU programs listed in the proposal provide the educational background and training necessary for most of these positions. There seems to be support and demonstrated state need for the types of positions graduates would be employed.

Student Demand

Students have consistently expressed both an interest in pursuing social and behavioral science related degrees and a need regarding scheduling options at the university centers for timely completion of program requirements. CWU has responded to these issues by creating new ways of "packaging" it's educational offerings. Students can enroll in face-to-face, interactive television, web enhanced, and through totally online offerings. Table 2 demonstrates the substantial interest and growth of the social and behavioral science programs offered across all campuses at CWU.

Table 2. Degree Enrollment

Degree	2009	2010
BA Law & Justice	423	531
BS Interdisciplinary Studies	201	294
BA Sociology	78	89
BS Social Services	28	55
Psychology	80	83
Total	810	1052

Table 3 reflects the growth in online enrollment for all 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. The number of students within specific social and behavioral science degree programs has similarly and significantly increased (see Table 4) in online enrollment. Law and Justice online enrollment increased approximately 6% in one year while Sociology and Social Services has increased approximately 37%. Psychology has increased the greatest (i.e., 67%). 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 3. 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

Table 4. Online Class Offerings and Head Count by Degree

Psychology				Sociology & Social Service				Law & Justice			
Class Offerings		Enrollment		Class Offerings		Enrollment		Class Offerings		Enrollment	
09-10	10-11	09-10	10-11	09-10	10-11	09-10	10-11	09-10	10-11	09-10	10-11
30	51	720	1202	46	57	1015	1390	32	39	1081	1154

In reviewing CWU student transfer associate degrees (DTAs) from 2006-2011, evidence supports the offering of social and behavioral science related programs at all CWU university center locations and online. Everett Community College awarded 467 transfer associate degrees in 2006-07 while Yakima Valley Community College awarded 432 in 2010-11. While these degrees were not specified by student "pre-major", a review of student program interests in both cases indicated about 30 percent of the transfer student enrollment focused in the broad area of social sciences. Wenatchee Valley College awarded 350 transfer associate degrees in 2006-2007 and reported student program interest (75% of students) in the broad area of social sciences. A similar examination at Big Bend Community College reported transfer associate degrees for 2007-2008 at 350 with 75 percent of students showing interest in the broad areas of

social sciences. This data is reflective of the diverse location and potential interest of students in more accessible degree completion programs in the social and behavioral science areas.

Summary –

Overall, expanded access of five bachelor degrees (B.S. Social Services; B.A. Law and Justice; B.S. IDS: Social Sciences; B.A. Psychology; B.A. Sociology program) 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.

References

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

2. Washington Higher Education Coordinating Board (2005). *State and Regional Needs Assessment* (http://www.hecb.wa.gov/boardmtgs/documents/Tab3-Combined-NeedsAssessmentreport.pdf)

3. Bureau of Labor Statistics: Occupational Outlook Handbook, 2010-1011: http://www.bls.gov/oco/

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

HECB Form 5

Enrollment Targets

Bachelor of Science – Social Services
Bachelor of Arts – Law and Justice
Bachelor of Science – Interdisciplinary Studies – Social Sciences
Bachelor of Arts – Psychology
Bachelor of Arts – Sociology

Year	1	2	3	4	5
Headcount	10	20	20	20	20
FTE	10	20	20	20	20
Program Graduates	0	10	10	10	10