

# **STATE BOARD FOR COMMUNITY COLLEGES AND OCCUPATIONAL EDUCATION**

**December 14, 2022**

## **TOPIC: Bachelor of Applied Science in Business for Creative Industries**

**PRESENTED BY:** Colleen Simpson, Ph.D., President – Front Range Community College;  
Landon K. Pirius, Ph.D., Vice Chancellor for Academic and Student Affairs,

### **RELATIONSHIP TO THE STRATEGIC PLAN:**

- Transform the student experience
- Create education without barriers through transformational partnerships
- Redefine our value proposition through accessibility, affordability, quality, accountability, resource development, and operational excellence

### **Explanation:**

Pursuant to CCCS's role and mission (§23-60-201, C.R.S.), CCCS may offer technical, career, and workforce development Bachelor of Applied Science (BAS) degree programs. Authority for the Colorado Community College System to offer BAS degrees was made possible by SB14-004 (Community College Four-year Programs), which was signed by the Governor on February 27, 2014.

As stated on the Board Home page, "BAS degrees continue to be of increasing importance in enabling individuals to qualify for and obtain jobs in specialized fields throughout Colorado. Offering BAS and BSN degrees has allowed the community colleges to provide an opportunity for underserved and first-generation students to continue their educational pathway in a familiar community college setting, thus making it more likely that these students will persist and complete their degrees while furthering statewide goals toward closing the attainment gap for historically underserved populations. In addition, CCCS colleges offer bachelor's degrees in a growing number of specific disciplines designed to enhance graduates' employment opportunities."

Front Range Community College (FRCC) is seeking approval for a BAS in Business for Creative Industries to create further educational opportunities for those with credentials in creative fields such as Multimedia Graphics, Interior Design, and Recording Arts by reducing student barriers and creating an accessible, affordable, and quality program. In addition, the program will enable students to advance in their fields and professions with the BAS degree.

### **RECOMMENDATION:**

Recommendation to the Board for approval of a BAS degree in Business for Creative Industries for FRCC. The legislative criteria for approval of a BAS degree are set by SB14-004, Additional information is provided in Attachments.

**SUPPLEMENTAL MATERIALS LOCATED IN RESOURCES SECTION OF ONBOARD:**

FRCC BAS BCI Key Assessments Student Survey

Employer Survey

EMSI Labor Market Data

HLC Substantive Change Application Cost Comparison

Financial Analysis

BAS BCI Course Descriptions