

STATE BOARD FOR COMMUNITY COLLEGES AND OCCUPATIONAL EDUCATION

TOPIC: Bachelor of Applied Science in Business Administration

PRESENTED BY: Dr. Landon Pirius, President for Red Rocks Community College

RELATIONSHIP TO

THE STRATEGIC PLAN: Transform the student experience; create education without barriers through transformational partnerships; and refine 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), signed by the Governor on February 27, 2014.

This proposal seeks approval from the State Board for Community Colleges and Occupational Education (SBCCOE) for a BAS degree in Business Administration for 10 of the CCCS Community Colleges:

- Arapahoe Community College (ACC)
- Community College of Denver (CCD)
- Front Range Community College (FRCC)
- Morgan Community College (MCC)
- Northeastern Junior College (NJC)
- Pueblo Community College (PCC)
- Trinidad State College (TSC)
- Red Rocks Community College (RRCC)
- Pikes Peak State College (PPSC)
- Lamar Community College (LCC)

The proposed program would be offered through the Colorado Online Consortium and college online learning departments. The legislative criteria for approval of a BAS degree are set forth below, with a summary of the supporting data demonstrating that the criteria have been met. Additional information is provided in board packets prepared by each of the colleges.

Executive Summary

The Colorado Community College System (CCCS) continues to make strides in creating a suite of Bachelor of Applied Science (BAS) degrees to support the statewide student population. The BAS in Business Administration will serve as a foundational degree, providing a seamless pathway for students across the state. Historically, students completing an AAS Business, Accounting, or other similar degree, did not have the opportunity to continue their education as typically AAS degrees do not transfer to 4-year institutions in the state. This new BAS in Business Administration will provide this necessary pathway for the hundreds of CCCS students interested in pursuing a bachelor's degree in Business.

Although many of the previous BAS degrees have been adopted by 2-3 colleges, this is the first time over two-thirds of the colleges have worked collaboratively to develop a degree. The scale of this collaboration has contributed to several unique strengths:

- Collaborative course development under CDHE OER grants, resulting in a full Z-Degree (zero cost to students for course materials).

- Ability to assess a financial model that encompasses enrollment from all 10 colleges.
- A strategic approach to distributing courses to ensure:
 - Cost-effective compensation for teaching
 - Consistent, quality course delivery

Each participating college has submitted a comprehensive packet demonstrating the criteria needed to fulfill the program approval requirements. As a subgroup of system colleges, demonstrating the workforce and student demand for the degree was illustrated through Lightcast reports indicating national averages of new jobs above the national average. Colleges also reached out to current students and alumni and received consistent feedback on students' interest in pursuing a bachelor's degree at the college where they feel welcomed, know their faculty, and have the support systems in place to be successful. Industry surveys and advisory board minutes also support the industry claim that a bachelor's degree is the preferred level of education for many positions in organizations.

Providing the degree will also have low overhead. The courses will be offered online and so there are no facility or equipment costs, only staffing. The colleges already have faculty and instructors who are prepared to teach these courses (many of these faculty developed the courses for CCNS), and as the program grows, tuition revenues will support the addition of faculty as needed. The financial analysis for this program was done using a consortia approach. Attached is an analysis that provides an overview of the revenues and expenses aggregated across all 10 colleges. Additionally, there is a tab for each college, illustrating the tuition revenue and the costs associated with the courses each is assigned to teach. It is an innovative approach, one that demonstrates the strength of Colorado Online and what the future might hold for full online programs across the system.

Financial Analysis Methodology

The financial analysis for the BAS in Business Administration uses the Colorado Online Consortia approach. The Summary Financial Analysis includes total enrollments for all 10 colleges and the costs associated with teaching are also aggregated for all 10 colleges. Following this analysis are individual board packets for each college that also include a college-based financial analysis. These analyses include the percentage of enrollment represented by their college enrollment and the teaching costs for the courses assigned to the college. As students enroll in at the college, they will be distributed into courses at other institutions as needed, following the Colorado Online philosophy. Each college will be assigned a series of courses that they teach each semester so that all colleges, metro and rural, actively participate and benefit from the consortium. For the analysis, the assignment of courses was based on the number of courses assigned to large metro schools, metro schools, and rural schools. For example, each rural school will be assigned 2 courses, each metro school 3 courses, and large metro college 4 courses. Specific planning of course delivery will be strategic based on ability to deliver, expertise within the faculty, and equitable distribution.

A simplified model was used for the financial statements:

- COF is distributed based on the percentage of enrollment for each college, without recognition that a percentage of COF from the metro schools goes to the rural schools.
- Colorado Online Wildcard stipends are also equally distributed. Actuals would reflect a difference based on the Colorado Online funding model.
- A consistent pay rate for faculty and instructors was used and reflects a rate at the high end of the spectrum. Rural college actuals may be lower.
- Year 0 does not have expenses as all course design is covered by a CDHE Open Education Resource (OER) grant.

Attachments

The Appendix is loaded in OnBoard Resources under SBCCOE Supplemental Documents. It includes; 1) BAS Business Administration Degree Requirements; 2) Summary Financial Analysis; and 3) Board Packets: LCC, PPSC, and RRCC.