



CCBA Beacon

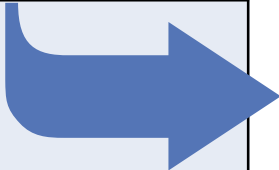
An International Organization for the Community College Baccalaureate Degree

VOL. 2 • No. 2

Laurie McDowell, Editor

Spring/Summer 2001

IN THIS ISSUE



• **CCBA Members Establish Strategies**

Find it on Page 2

• **Lessons From Rio Salado**

Find it on Page 3

• **Florida Legislature Passes Bill**

Find it on Page 4

• **Membership Application**

Find it on Page 5

What is the CCBA Mission?

To promote the development and acceptance of the community college baccalaureate degree as a means of addressing the national problems of student access, demand, and cost.

VISIT OUR WEBSITE

For articles, list of members and on-line application, be sure to check out our website at www.accbd.org.

First Annual CCBA Conference a Success

On February 7, the Community College Baccalaureate Association kicked off its first international conference in Orlando, Florida. Fifty-two people were in attendance, representing 17 states, two Canadian provinces, and two Caribbean nations. Highlights from some of the presentations will be featured in this issue of the Beacon. Look for more highlights in the Summer 2001 issue.

North Central Association Publishes Task Force Recommendations

In August of 1998, the North Central Association of Colleges and Schools Commission on Institutions of Higher Education received its first request from a community college to have its accreditation extended to a few competency-based programs leading to a Bachelor of Applied Technology. Because its response would set precedent for future requests, the Board of Trustees established a Task Force "to study the various ways in which quality baccalaureate education is currently provided in community college settings, to study the forces behind extending the community college mission to include the offering of baccalaureate education, and to recommend to the Commission the most appropriate and most effective strategies to follow in extending accreditation to baccalaureate education in community college settings."

Dr. Steven Crow, Executive Director of the Commission on Institutions of Higher Education, and Dr. Doreen Dailey, President of Yavapai Community College in Prescott, Arizona, served on the Task Force on Baccalaureate Education in the Community College Setting. Dr. Crow and Dr. Dailey made a presentation at the CCBA 1st annual conference, explaining the NCA's charge to the Task Force and the context in which it was formed.



Dr. Steven Crow



Dr. Doreen Dailey

continued on page 2

Mark Your Calendar

The second annual Community College Baccalaureate Association Conference will be held March 15 - 17, 2002. Our conference will precede the League for Innovation Conference - Innovation 2002 - in Boston

North Central Association Publishes Task Force Recommendations

(continued from page 1)

The Task Force focused on three primary models for delivery of baccalaureate education on community college campuses: (1) 2 + 2 programs where baccalaureate institutions offer on a community college campus one or more culminating years of the baccalaureate degree; (2) higher education centers where community colleges collaborate with baccalaureate institutions in developing and offering baccalaureate degrees; and (3) community colleges that offer the total baccalaureate degree program.

At the time of their presentation, the Task Force report had not yet been made public. The Task Force recommendations are now public and are summarized below. The full text of the Task Force Executive Summary with Recommendations can be found at the following URL:

www.ncahigherlearningcommission.org/resources/bacc_ed_cc/index.html

RECOMMENDATION ONE: The Task Force recommends that the Commission, through its current institutional change processes, consider requests from a community college to offer some programs leading to baccalaureate degrees. In making the recommendation, the Task Force also expects that the Commission will assure that accreditation policies and processes measure an institution against its stated mission.

RECOMMENDATION TWO: The Task Force recommends that in evaluating the request of a community college to offer baccalaureate education, the Commission apply established criteria, requirements, and expectations for general education, institutional capacity, commitment of resources, and assessment of achieved student learning for the baccalaureate program.

RECOMMENDATION THREE: The Task Force recommends that the Commission develop guidelines and good practices for unique institutional situations to inform institutional decision-making and team evaluations.

RECOMMENDATION FOUR: The Task Force suggests that the Commission consider developing a third-party, quality review program appropriate for higher education centers. ■

CCBA Members Establish Strategies

Participants in the 1st annual CCBA conference set the future direction of the organization in a session identifying strategies to accelerate widespread acceptance of the community college baccalaureate degree. As a first priority, members identified the need to develop a position statement that clearly defines the factors supporting the case for community college baccalaureate degrees; that addresses concerns about quality; and that reaffirms commitment to the community college mission of responsiveness at a local level and widespread access to higher education.

Attendees then identified strategies at the national, regional, state and local levels to communicate the CCBA position and increase acceptance of the concept of community college bachelor's degrees. Those strategies are summarized below:

National

- ❖ Elicit backing of organizations such as American Association of Community Colleges, Education Commission of the States and the Association of Community College Trustees
- ❖ Initiate a forum for discussion through the College Board Office of Adult Services
- ❖ Apply for grant from national foundation to support further development of educational materials and distribution avenues such as the website

Regional

- ❖ Organize approach to regional accrediting agencies

State

- ❖ Establish lines of communication with state departments of education and higher education boards to keep them in the loop
- ❖ Target efforts toward key states where initiatives have gained some momentum
- ❖ Elicit support of state business and trade associations
- ❖ Encourage statewide college president groups to endorse the CCBA position statement or something similar
- ❖ Relay CCBA position statement to governors and state legislators
- ❖ Encourage community college doctoral candidates to conduct further research on community college baccalaureate degrees

continued on page 3

CCBA Members Establish Strategies

(continued from page 2)

Local

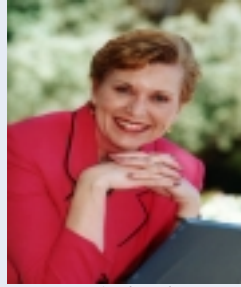
- ❖ Educate faculty, trustees, students and alumni to engage support
- ❖ Elicit support from chambers, economic development councils, and private foundations
- ❖ Identify and educate local opinion leaders ■

Lessons from Rio Salado

Dr. Linda Thor, President of Rio Salado College in Tempe, Arizona, presented at the CCBA 1st annual conference and provided an interesting synopsis of Arizona's experience with community college baccalaureate legislation. In 1997, Arizona State Senator Carol Spring drafted a bill providing for an appropriation to develop a 2 + 2 program with Yavapai College and Northern Arizona University. The bill also eliminated language from the community college authorizing legislation that restricted community colleges to programs of two years or less.

Rio Salado College had been approached by law enforcement leaders to develop an applied baccalaureate degree and was, therefore, supportive of Senator Springer's bill. However, the college decided to take a low profile approach in the hopes that the bill's language change would go unnoticed by universities. On the contrary, public and private universities banded together in opposition to the bill. They argued against a change in legislation on the grounds that there was insufficient need to justify the expense of new degrees; that applied baccalaureate degrees emphasize job preparation at the expense of general education; that the cost of accreditation for community college baccalaureate degrees would be prohibitive; that community colleges had inadequate faculty, libraries and distance learning resources; and that access needs were already met through 2 + 2 programs and interactive video conferencing.

Universities called on their presidents, influential alumni and the media to fight the legislation. In the end, the bill was amended to eliminate the language change and instead created a study committee to determine the need for additional baccalaureate-level programs. The revised bill passed both the Arizona House and Senate, but was vetoed by Governor Fife Symington. However, Senator Springer subsequently appointed a study committee regardless.



Dr. Linda Thor

Dr. Thor reflected on the approach taken by Rio Salado College. "In retrospect, I think we made a mistake with the low profile approach. We should have taken our case to the media and to our employers and students. We should have been better prepared with projected costs for implementation and documentation of the need.

We should have been on the offensive, rather than the defensive."

More than three years later, Rio Salado College has found an interim solution through a partnership with Ottawa University, headquartered in Kansas. Ottawa University has a Bachelor of Arts in Police Science or Law Enforcement Administration, which accepts all Rio Salado law enforcement and general education credits. The entire curriculum was co-developed by both institutions with input from police executives across the country. The upper level courses are available anytime and anyplace through distance learning. ■



Make it YOUR Newsletter

The CCBA Beacon is intended to be a forum for sharing information among our members, keeping each other apprised of developments in our states or provinces, relaying research findings, and voicing opinions about how best to state the case for the community college baccalaureate degree. Readers are encouraged to make submissions to lmcdowell@edison.edu or by mail to Laurie McDowell, Edison University Center, P.O. Box 60210, Fort Myers, FL 33906. A lively dialogue was begun at our conference in Orlando, and should continue through this newsletter and our e-mail group.

Florida Legislature Passes Bill Authorizing Community College Baccalaureates

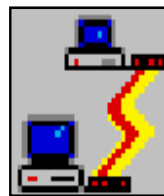
As part of the legislation relating to changes in educational governance, the Florida legislature approved language of significance to the community college baccalaureate movement in that state. Senate Bill 1162 amends existing legislation allowing community colleges to request authorization to offer baccalaureate degrees. The amended legislation would simplify the process for requesting approval, and eliminate the requirement that community colleges offer first right of refusal to at least three university partners before authorization is granted. The bill also eliminates the review of established programs by the Postsecondary Education Planning Commission, relying instead on regional accreditation for quality assurance. Added to the bill was a stipulation that a community college which gains baccalaureate-degree-granting authority retain its primary mission of providing associate degrees, and may not terminate its associate degree programs. The Legislature set aside \$5 million from which community colleges can apply for money to start bachelor's degree programs.

This same bill grants authority to St. Petersburg Junior College to offer bachelor's degrees in nursing, elementary education, special education, secondary education, and applied science in fields chosen by the board of trustees, and changes its name to St. Petersburg College. Additional baccalaureate degrees would be allowed after four years, upon approval of a coordinating board consisting of the Presidents and chairpersons of the boards of St. Petersburg College, Pasco-Hernando Community College and University of South Florida.

This legislation is part of an effort to increase access to bachelor's degrees in Florida, which ranks 38th among the states in the percent of the population with baccalaureate degrees. Florida has a lower rate of students who continue their education after the first 2 years of college, and a lower capacity in universities at the upper division. The Postsecondary Education Planning Commission, at a January 2001 conference on Access to Baccalaureate Education, made recommendations to include authorizing selected community colleges to award a limited number of baccalaureate degrees. According to a senate staff analysis of the pending legislation, "The state's rapid growth and

shortage of essential services – especially for teachers, health care professionals, and qualified managers – raises the potential of expanding the offerings of some community colleges to include a limited number of baccalaureate programs." ■

Save a Tree -- Get Your Newsletter Electronically



If you would prefer to receive an electronic version of our newsletter, e-mail Laurie McDowell at lmcdowell@edison.edu. An Adobe Acrobat version of the newsletter can be sent to your e-mail address. If you don't have Adobe Acrobat Reader, a free version can be downloaded from the Adobe website at <http://www.adobe.com/products/acrobat/readstep.html>.

Give 'em Something to Talk About . . .

Share your news, opinions and ideas with the CCBA e-mail group. If you have not already done so, you can join this members-only group by sending an e-mail request to: **Community_College_Baccalaureate_Assn-subscribe@egroups.com**. Institutional members can add anyone in their organization who is interested. This is an exciting way to keep our members connected, quickly and conveniently.



JOIN US AND MAKE IT HAPPEN

To become a member of the Community College Baccaalaureate Association, send your membership application today.

Community College Baccaalaureate Association

P.O. Box 60210 Fort Myers, Florida 33906-6210

Phone: (941) 489-9295 <http://www.accbd.org>

PLEASE PRINT

Name _____ Date _____
(Dr./Mr./Mrs./Ms.)

College/Campus _____ Position _____

College Address _____
(Street) (City/State) (Zip)

Phone No. _____ Fax No. _____ E-Mail _____

Membership Information: *Check one.*

	Membership Level	Annual Dues
<input type="checkbox"/>	Institutional Member	\$500.00
<input type="checkbox"/>	Individual Member	\$100.00

New CCBA Member

Renewing CCBA Member

Payment Information:

Please submit payment by check in U.S. dollars, payable to **Community College Baccaalaureate Association**.
Membership dues are tax deductible. The Employee Identification Number is 65-1026796.

Please return this form with your check to:

Laurie McDowell, Director
Community College Baccaalaureate Association
c/o Edison Community College
P.O. Box 60210
Fort Myers, FL 33906-6210