



# CCBA Beacon

*An International Organization*

*for the Community College Baccalaureate Degree*

*P.O. Box 60210, Fort Myers, FL 33906-6210*

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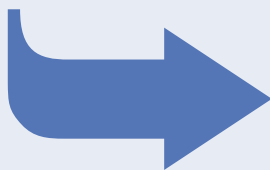
[www.accbd.org](http://www.accbd.org)

VOL. 3 • No. 1

Laurie McDowell, Editor

Winter 2002

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### ***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.***



***Find back issues of The Beacon on our website at [www.accbd.org](http://www.accbd.org)***

## Third Annual Conference Closing the Degree Divide

### Phoenix, March 14 - 16, 2003



The Community College Baccalaureate Association will hold its third annual conference immediately before the League for Innovation Conference at the Phoenix Civic Plaza. "Closing the Degree Divide" will include workshops, seminars, debates and round table discussions about issues relative to the offering of four-year degrees at community colleges.

Presentation Proposals will be accepted until November 30. The conference format, posted on our web site, consists of hour-long sessions and one session of Rotating Round Tables, titled "The News From ....." where participants can spend fifteen minutes with discussion leaders.

For additional information call Beth Hagan 941-947-8085 or visit the web site at [www.accbd.org](http://www.accbd.org). To register complete the enclosed form.

### **FROM BOSTON TO PHOENIX:**

#### **CCBA PLANS THIRD ANNUAL CONFERENCE**

From the Northern reaches of Canada, to the tropical Bermuda Triangle, to the Western frontier of Nevada, and the South Pacific Hawaiian Islands, two year college presidents, deans, and faculty gathered in Boston last spring to explore comparative approaches, best practices, and new baccalaureate degree completion options at community college campuses throughout the nation.

At the Second Annual CCBA Conference, participants learned about a wide range of community college bachelor degree models, including community college-based University Centers; collaborative degree affiliations with public and four-year institutions; and freestanding community college bachelor degree models. Last year, place bound community colleges also had a unique opportunity to meet in person with their counterparts to share a number of new approaches to community college bachelor degree curriculum

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## Community College Baccalaureate Association Research Bulletin Accreditation Issues to Consider After a Focused Interim Evaluation

by Danny A. Gonzales  
Director of Institutional Research & Assessment  
Great Basin College  
Elko, Nevada



*Great Basin College*

Great Basin College submitted focused accreditation self-studies for two of its three baccalaureate degree programs in spring 2002. The purpose of the focused interim evaluation was to examine the College's progress in implementing and administering the B.A. in Elementary Education and Bachelor of Applied Science upper-division programs.

As a result of the recent focused visit and in preparation for the full-scale visit, the College is assiduously concentrating on a spectrum of issues that require ongoing discussions. First, as an institution of higher education that offers and confers transfer, applied science, and select baccalaureate degrees, the College including the local communities in the service area, must actively engage in the ongoing discussion about the College's role, purpose, and mission.

Second, if applicable, the economic conditions present in the college's service area are a consequential issue. Similar to the scope of the College's mission, the campus and community will continue to anticipate the impact of economic conditions to both enrollments and regional workforce needs and available jobs.

Third, a focus on the relationship between associate and bachelor programs is required due to the natural tendency of hierarchical developments and relationship among academic programs that could be experienced between the College's academic programs, faculty, and students.

Fourth, the status of being a bachelor degree granting institution includes an ongoing conversation about what it exactly means to be a bachelor degree granting institution in terms of administration and faculty expectations regarding research and scholarship, and comparison of bachelor degree programs to similar programs at the state universities. Does faculty research and scholarship need to be incorporated into the college mission?



Danny Gonzales

It is worth noting that GBC's faculty, staff, and administration are engaged in the ongoing dialogue about the impact of baccalaureate degrees on the mission and culture of the campus. The development of two new baccalaureate degree programs is being considered. From an economic retention and diversification perspective, the local communities are also engaged in the dialogue as the College's associate and baccalaureate program offerings are an economic anchor in northeastern Nevada. The development of an institutional effectiveness model to track student retention and persistence rates concurrent with the introduction of bachelor degree programs should be a focus of institutional research, assessment, and planning endeavors.

The accreditation issues to consider included: community college mission, economic development, employment prospects for graduates, residence halls, relationship between associate and bachelor degrees, faculty workload, campus culture, faculty research and scholarship, and student expectations for campus life. The ability to balance the traditions of higher education, changing societal demands and expectations, and workforce demands will rely on innovation and leadership. As an emerging paradigm in higher education, the community college baccalaureate appears to be a direct response to a changing environment that is impacting the institutional mission in regard to increasing student access, addressing local workforce needs, providing specialized training and contributing to economic stability in local communities. From this perspective and from a college leadership perspective, it's beneficial for college leaders to be familiar with the issues related to developing and implementing bachelor degrees at community colleges, including the communication by campuses to local and state higher education decision makers. ■

This article was edited due to space considerations. The full text of this article appears on the CCBA website. For additional information, please contact: Danny A. Gonzales, Director of Institutional Research & Assessment, Great Basin College, Elko, Nevada, 89801, (775) 753-2114, dannyg@gbcnv.edu.

## FROM BOSTON TO PHOENIX: CCBA PLANS THIRD ANNUAL CONFERENCE

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development, co-delivery, co-marketing and co-branding. In plenary sessions and special panel discussions, conference participants spoke about contemporary means and methods for assessing educational attainment needs and career preparation expectations of students, alumni, and employers. CCBA conference participants also learned about special strategies for partnering with business and civic leadership for the timely and profitable establishment of niche bachelor degree program options.

Speaking for the Community Colleges of Southern Nevada, President Ron Remington noted that "CCSN is now thinking smart about new ways of building broader access to affordable, quality bachelor degrees in underserved areas of Greater Las Vegas and Southern Nevada." From Northwestern Connecticut Community College's perspective, President Eileen Baccus offered this perspective: "The key ingredient is not which institution confers the bachelor degree, but rather, where, when, what, and how the bachelor degree program...is offered." For those who still harbor serious doubts about the community college baccalaureate megatrend, Burlington (New Jersey) County College President, Robert Messina, offered this piece of advice: "The baccalaureate megatrend is not likely to reverse itself in the near future...savvy state colleges and universities will soon find themselves reevaluating their historical opposition to this movement."

Since the Second Annual CCBA Conference, Florida has enacted enabling legislation and authorization for Chipola, and Miami Dade to offer baccalaureate degree completion programs. Community college leaders in Maryland, Nevada, Utah, Illinois, and Colorado have considered new baccalaureate degree approaches.

Clearly, community colleges face, in the near-term, an era of doing more with less. Through collaborative baccalaureate programs, community and state colleges, as well as private colleges and universities, can plan together to effectuate non-duplication of program effort and avoid unnecessary head-to-head competition.

For the Third Annual CCBA Conference in Phoenix, it is our hope that conference participants will speak candidly about the post 9/11 fiscal environment, and its effect on the community college baccalaureate. Further, and importantly, it is our hope that CCBA conference participants at Phoenix will have an opportunity to assess the impact of regional economic and workforce development on the community college baccalaureate megatrend.

So, as the last leaves fall from the maple trees on the shores of Lake Cochituate in Massachusetts, we remember the 2nd Annual Conference in Boston with fondness, and we look forward with genuine enthusiasm to participating in the Third Annual Conference in Phoenix in March, 2003.

This opinion editorial was co-authored by Dr. James E. Samels, President and CEO, and Dr. James Martin, Academic Vice President, of The Education Alliance. Email: [edall@edalliance.com](mailto:edall@edalliance.com); web site: [www.edalliance.com](http://www.edalliance.com).

## Essay Contest

### \$1,000 prize for winner and \$1,000 for the winner's community college

The CCBA is conducting an essay contest to gather the input of those who are most affected by the issues of access and cost, the students. We ask that any community college, any organization within a community college, or any student enrolled in a community college submit as many entries as they would like, one per student. The winner will receive \$1,000 and will receive a trip to the CCBA annual conference that will be held in Phoenix in March. The club or college where the winner is enrolled will also receive \$1,000.

#### Community College Baccalaureate Association Essay Contest Awards, Rules and Regulations

##### Awards

\$1,000 and an all expense paid trip to the Third Annual Community College Baccalaureate Association Conference will be awarded to the individual with the winning essay. The conference, *Closing the Degree Divide*, will be held in Phoenix, Arizona on March 14 - 16, 2003.

\$1,000 will also be awarded to the Student Government Association or Community College of the winner.

##### Essay Rules and Regulations

All essays must comply with the following contest rules before submission:

- Each contestant may submit only one essay.
- No literary form other than an essay will be accepted for judging.
- Contestant must be currently enrolled in a community college. Please include a copy of a student ID.
- Essay must be typed using 12 point type.
- The essay text is limited to a maximum of 500 words and a minimum of 400.
- Essay must reflect the contestant's own research, writing and original thinking.
- Essay must have the following at the top of the first page submitted:
  - Essay title
  - Author's name, address, telephone number and email address
  - Community College name, address, telephone number
- Additional essay pages must have the author's name typed at the top right hand corner.
- Entries must be postmarked by **December 15, 2002** or emailed by midnight of the same date to Beth Hagan, Community College Baccalaureate Association, P.O. Box 60210, Ft. Myers, FL 33906 or [Admin@accbd.org](mailto:Admin@accbd.org).

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## Essay Contest

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- Essays will become the property of the Community College Baccalaureate Association. The essays may be printed in educational publications and used in the future to promote the CCBA mission.

### Essay Topics

Contestant must choose to write about one of the following three topics:

- "Why it's important for me to earn my Baccalaureate degree while I live at home."
- "Should my state offer 4-year degrees in our Community Colleges?"
- "Why I need easier access to a Baccalaureate degree."

### Judging

Judging will take place in early January and the winner will be notified by February 1.

For more information about CCBA, visit our website at [www.accbd.org](http://www.accbd.org) or call Beth Hagan at 239-947-8085. ■

## Sponsorship Opportunities

The CCBA has developed annual and conference sponsorship opportunities. We encourage institutions who wish to support the mission of the CCBA to consider these.

### Annual Sponsorships

#### Platinum Partner Benefits/Annual Contribution: \$10,000

- Logo and link from CCBA home page to partner's web site
- Quarter page advertisement in every issue of the Beacon, the CCBA quarterly newsletter
- Recognition at annual conference
- Institutional membership in CCBA
- Complimentary conference registrations for four participants

#### Gold Partner Benefits/Annual Contribution: \$5,000

- Logo in sponsorship section of CCBA website
- Eighth page advertisement in every issue of the Beacon, the CCBA quarterly newsletter
- Recognition at annual conference
- Institutional Membership in CCBA
- Complimentary conference registrations for two participants

#### Silver Partner Benefits/Annual Contribution: \$2,500

- Listing in sponsorship section of CCBA website
- Listing in sponsorship section of the Beacon, the CCBA quarterly newsletter
- Recognition at annual conference
- Institutional Membership in CCBA
- Complimentary conference registrations for one participant

#### Open Reception/Contribution: \$4,000

- Recognition and brief speech at the reception
- Article about sponsor in the Beacon
- Listing as Sponsor in all promotional material
- Listing on the Welcome sign
- Two complimentary conference registrations
- Institutional membership in CCBA

#### Saturday Luncheon or Dinner/Contribution: \$3,000

- Recognition and brief speech at the reception
- Listing as Sponsor in all promotional material
- Listing on the Welcome sign
- One complimentary conference registration
- Seat at head table, recognition and brief speech

#### Breakfasts & Break Refreshments/Contribution: \$1,000 (three available)

- Recognition at Breakfast
- Listing as Breakfast Sponsor in all promotional material
- Listing on the Welcome sign and on Breakfast Buffet ■

## Research Articles

Be sure to check the CCBA website at [www.accbd.org](http://www.accbd.org) for research articles and back issues of The Beacon. Click on the Research Resource Center link on the left. Then click the Articles link toward the middle of the page. The most recent article posted was submitted by Dr. John Garmon, President of Vista Community College in Berkeley, California. The article is entitled, "Closing the Degree Divide," in which Dr. Garmon makes the case for the community college baccalaureate as a means of increasing access to bachelor's degrees.

Members and interested parties are encouraged to submit articles or news of interest for publication in The Beacon, or for posting on the website. Submissions can be directed to Beth Hagan, Program Coordinator, at [Bhagan7@aol.com](mailto:Bhagan7@aol.com). ■

# JOIN US AND MAKE IT HAPPEN

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

## Community College Baccalaureate 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 Baccalaureate Association** or by credit card. Membership dues are tax deductible. The tax exempt number is 46-07-109680-85C.

Please return this form to:

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

Payment by credit card:

Exact name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Type (Visa, M/C, AmEx): \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_