Improving Access to Bachelor Degree Education in Washington State: Four New Community College Programs
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Presented to the Community College Baccalaureate Association
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March 4, 2007
Need for New Pathways
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- Applied Bachelor’s to facilitate career advancement for students
  - No educational path available for students
  - Fields require increasing levels of education
  - Move from technical work to management
  - Move into more advanced technical work
Pilot Degree Authority

- 2005 legislation approved four pilots
  - RFP for pilots, State Board selection 2006
  - Students begin upper-division work Fall 2007
Legislative Direction

- Definition of Applied Baccalaureate
  
  - Specifically designed for individuals who hold an associate of applied science degree, or its equivalent, in order to maximize application of their technical course credits toward the baccalaureate degree; and
  
  - Based on a curriculum that incorporates both theoretical and applied knowledge and skills in a specific technical field.
Principles

- Serve students from the area not otherwise served
- Extension of workforce mission – respond to increasing skill requirement of employers
- Pilot colleges have the capacity to develop and sustain new programs
- CTCs remain lower division institutions
- Maintain the open door in context of adding bachelor’s programs
Funding

- $100,000 per pilot one time funding in start up year
- Begin FTE funding in start up year (hire faculty and staff)
- 20 FTEs per pilot (average) for 2007-08
- 40 FTE per pilot (average) second year forward
- $6,300 per FTE plus ~$4,000 tuition same rate as regional universities
Approval Process
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- State Board Community and Technical Colleges selected pilots
- HECB approved program and curriculum
- Northwest Commission on Colleges and Universities approved substantive change
- All four pilots undergo full scale accreditation review fall 2009
Four Pilots

- Bellevue Community College – Bachelor of Applied Science in Radiation and Imaging Sciences
- Olympic College – Bachelor of Science Nursing
- Peninsula College – Bachelor of Applied Science in Applied Management
- South Seattle Community College – Bachelor Applied Science in Hospitality Management
Bachelor of Applied Science in Radiation and Imaging Sciences

Presented by
Elise Erickson
Special Assistant to the President
Why Radiation & Imaging Sciences?

- Increased scientific foundation and technology demands are beyond scope of two-year degree.
- R&I managers need business skills.
- Field will grow by 35% by 2012.
- Greater complexity requires higher thinking and problem solving skills.
- Technologists need BA to advance.
BAS in Radiation and Imaging Sciences

- Only program in Washington
- Four feeder programs
  - Radiologic Technology
  - Diagnostic Ultrasound
  - Radiation Therapy
  - Nuclear Medicine
- Provides management and advanced technology skills for career and salary advancement.
Benefits to the Community

- **Patients get:**
  - Access to new diagnosis and treatment options.
  - Technologists with more effective skills.

- **Hospitals get:**
  - More efficient and effective workers.
  - “Homegrown” managers and leads.
  - Better managed departments.

- **Technologists get:**
  - Affordable, local, useful education.
  - Career ladder.
  - Better access to wage progression.
  - Ability to continue at master’s level.
Addresses Student Needs

- Creates educational path to BA where there was none.
- Serves place bound students through distance delivery options and clinical sites throughout state.
- Evening, weekend and online courses make program accessible to working technologists.
- Tuition reimbursement and scholarships keep program affordable.
Creating a Statewide Model

- Admit students statewide to serve needs of state.
- Other CC two-year programs at will be instruction sites.
- Course delivery via ITV and course capturing system.
- Clinical courses offered in student’s region.
Expected Outcomes

- Program will produce 20 new managers and/or advanced technologists annually.
- Hospitals/clinics will get employees with advanced technical and management skills.
- Technologists will learn advanced skills for career and salary advancement.
- State will offer affordable degree pathway for career advancement.
Summary

- Program has tremendous community and industry support.
- Students are highly motivated – 94% retention.
- Will produce graduates within first 2 years.
- Affords a clear career path to advancement.
- Meets industry and student needs.
- Brings education into communities regionally.
“I, along with many others, have had to travel out of state to obtain advanced level degrees. We are losing some of our brightest technologists, many of which do not return once they receive the necessary education.”

Pamela Lee, M.Ed., R.T. (R)(CT)(QM)
President, WA Society of Radiologic Technologists
Bachelor’s Degree in Nursing

Presented by
Judi Brown, Ph.D.
Dean for Mathematics, Engineering, Sciences, and Health
Why Bachelor’s Degree in Nursing?
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• Documented desire for a local ADN-BSN degree for working nurses that requires less than a one hour commute.
Uniqueness of ADN to BSN Degrees

Olympic College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities.

Friday, November 19, 2010
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- Students also transfer a maximum of 40 nursing credits from ADN program
- Ideal for working nurses:
  - Full-time option can lead to degree in one year
  - Part-time option can earn degree in two or three years
Benefits to the Community

• Registered nurses with clinical reasoning and analytical skills that will facilitate a broader scope of practice
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- Nurses educated in issues surrounding public health
- Professionals educated in research theories leading to evidenced-based practice.
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• Bridge to Master’s level education and beyond
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  - Olympic College faculty continue BSN curriculum development
- Instructional Year Two (2008–09)
  - Olympic College assumes program instruction and administration
  - 2007–08 cohort have option to continue with UW–T in Tacoma or become OC BSN students
  - 2008–09 student cohort admitted as OC BSN students
Expected Outcomes/Benefits

- In Spring 2009, Olympic College expects to graduate 70% of the students admitted to the RN-to-BSN program in the Fall of 2007.

- In the Olympic and Pac Mountain Workforce Development areas (in Olympic College’s service area) there are over 100 agencies that could potentially employ baccalaureate prepared nurses.
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• The benefit to the baccalaureate prepared student will be realized in career advancement and wage progression leading to improved quality of life.

• The benefit for local employers will be well qualified nurses providing an increased level of professional practice and raising the level of quality of patient care.
Summary

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• Offers an affordable, local option for career advancement.
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• Completion rates for ADN–BSN programs is typically over 90%.
• According to the Olympic Healthcare Alliance there are over 100 agencies in the Olympic/Pac Mountain Workforce area who currently have openings for baccalaureate–prepared nurses.
• Offers an affordable, local option for career advancement.
• Meets critical need for nurses with advanced skills and knowledge of evidence–based practice.
“With Olympic College being the primary provider of nurse education on the Kitsap Peninsula and Harrison Medical Center being the primary healthcare provider, we have a unique partnership and responsibility to our community. The advent of a BSN program at Olympic College with the full support of Harrison will elevate the level of professional nursing practice for our patients and the residents of Kitsap and Jefferson counties. We are looking forwarded to this becoming a reality for our community.”

Ms. Patty Cochrell, RN, MBA
CNO/Vice President Operations, Harrison Medical Center
Bachelor of Applied Science
In
Applied Management

Presented on behalf of
Dr. Vicki DeLorey
BAS Student Services Liaison
Bachelor of Applied Science
In
Applied Management

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BAS Student Services Liaison
Service to Place-bound Students

Geographic Isolation

- No other BAS/Mgmt. degrees offered on Peninsula
- Five hour round trip to attend a four-year college
- Clallam County is fourth in WA for community college completion
- 36th in WA for completion of four-year college
Student Interest Survey

65% Graduates
77% Current students
Service to Place-bound Students

Student Interest Survey

65% Graduates
77% Current students
Service to Employers

Surveyed 200 Employers

• 72% indicated need for BAS
• 80% have 1-6 employees that would benefit from BAS
• 60% said BAS would mean salary increase or career advancement for employees
Service to Employers

Decrease out-of-area recruitment, hire management-level employees locally
Align with Economic Development Councils
Meet growing management needs
Create internships in local businesses
Workforce Mission

**BAS is for Managers and Supervisors**
- Job advancement into management
- Qualified for applying for positions in management

**AAS Graduates**
- Administrative Assistant
- Automotive
- Accounting
- Marketing
- Fisheries
- Criminal Justice
- Early Childhood Education
- Information Technology
- Multimedia
- Medical Assisting
- Chemical Dependency Counseling
Curriculum

Management Courses
Accounting, Economics, Statistics Courses
Humanities, Social Science, Seminars
Internships
Bachelor of Applied Science in

South Seattle Community College

B.A.S. Degree
Bachelor of Applied Science in Hospitality Management
Long-term sustainable industry demand
- Hospitality industry growth especially strong in Puget Sound
- Rising educational skill requirements for management-level positions
- Documented need by local employers and employees
- Industry executive support for degree program
- Industry advisory group consensus

Sustainable student demand
- Significant student support for degree program across programs
- Established articulation agreements
- Strong culinary arts and business management program growth projections
- Growing waiting list for BAS degree program entry
- Marketing and outreach plan underway to sustain high demand

No program in Puget Sound
- Highest industry concentration of hospitality management positions
- Washington State University program is overenrolled

B.A.S. Degree
South Seattle Community College
Friday, November 19, 2010
Student Pathways into BAS Degree Program

- **HIGH SCHOOL Running Start Tech Prep**
- **WORKFORCE**
- **OTHER DEGREES AND TRAINING**

  **SCCD Business Information Technology**
  **SCCD Culinary Arts**

  **OTHER COLLEGE PROGRAMS (Articulation Agreements)**

  **AAS-T**

- **BAS**
  **BACHELOR'S OF APPLIED SCIENCE IN HOSPITALITY MANAGEMENT**

- **MBA / MIT**

  **MASTER'S IN BUSINESS ADMINISTRATION** (Washington State University)
  **MASTER'S IN TEACHING** (Evergreen State College)
Quality Program

• South Seattle Mission:
  “SSCC is a constantly evolving educational community
dedicated to providing quality learning experiences which
prepare students for life and work…”

• Outstanding accreditation report
• Strong culinary arts and business management programs
• Strong diversity
• Part of Seattle Community College District (with enrollments exceeding 50,000 students annually)
• Support from Washington State University
• Broad-based general education
• Outstanding technical education program
• Have college-level knowledge and skills in critical thinking, quantitative analysis and written composition.

• Have college-level mastery of information literacy and technology literacy.

• Have effective skills for in person and media-based interactions with individuals and within groups.

• Understand the interdisciplinary nature of knowledge.

• Understand methods and methods of inquiry specific to traditional and contemporary areas of knowledge in the humanities and arts, natural and physical sciences, mathematics, and the social sciences.

• Understand the global society and process of globalization from mostly, but not exclusively, non-Western and indigenous perspectives.

• Understand the United States as a multicultural society.

B.A.S. Degree

South Seattle Community College
General Education Outcomes

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Hospitality Management Technical Outcomes

• Read and analyze financial statements and budgets
• Demonstrate specific hospitality industry accounting skills
• Describe a hospitality business philosophy
• Use computer technology
• Describe the building of a brand positioning statement
• Demonstrate expertise in hospitality sales and marketing
• Demonstrate confidence in leveraging Internet marketing
• Demonstrate competency in human resource policy and practices consistent with organizational objectives and regulatory entities
• Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
• Apply basic principles of management and leadership
• Recognize diversity of cultural influences and values
• Manage and implement daily operations of a hospitality enterprise
Outcomes-based Upper Division Technical Curriculum

- Introduction to Hospitality
- Hospitality Computer Applications
- Hospitality Management
- Lodging Operations
- Legal Issues in Hospitality
- Entrepreneurship Hospitality Marketing
- Cost Controls
- Human Resource Management
- Services Operations Management
- Hospitality Accounting
- Professional Career Development
- Ethical Leadership
- Hospitality Management Capstone
Educational Partners

Universities

Washington State University
- Curriculum development
- Faculty recruitment
- Online (distance learning) courses offered in BAS program
- Master’s in Business Administration program

The Evergreen State College
- Master’s in Teaching program

University of Washington

Community and Technical Colleges

Local School Districts
Highline, Seattle, Tukwila
Industry Partners

Hotels
- Raddison Hotel, Seatac; Doubletree Guest Suites; Seattle Airport Hilton; The Roosevelt Hotel; Seattle Marriott Waterfront Hotel

Cruise Lines
- Argosy; Holland America

Restaurants
- Anthony’s Restaurants; Mitchelli Family Restaurants; Salty’s on Alki; Ray’s Boat House; Washington Restaurant Association

Wine Operations
- Washington Wine Commission; Apex Winery; Chateau St. Michelle

Business and Government
- Tillicum Village: Fran’s Chocolates; Association of Washington Business; Port Jobs; Southwest King County Chamber of Commerce; Puget Sound Business Journal; Ultimate Journeys; Seattle Hospitality; Southside Visitors Center; Seattle Chamber of Commerce; Seattle 4 Rotary; West; Seattle Hospitality Group, LLC; Economic Development Council of Seattle King County; Trade Development Alliance of Greater Seattle; Port of Seattle; Seattle’s Convention and Visitors Bureau; Great Western Dining


Class of 2009
Hospitality Bachelor's Degree

B.A.S. Degree
South Seattle Community College

Friday, November 19, 2010
Our Students

Class of 2009
Hospitality Bachelor's Degree

B.A.S. Degree
South Seattle Community College

Friday, November 19, 2010