

**FORM 3**

**EXTENSION OF AN EXISTING PROGRAM  
NOTIFICATION OF INTENT (LOCATION NOI)  
(Form 3 and 5 are required)**

**Program Information**

Program Name: **B.A.S. Information Technology and Administrative Management**

Institution Name: **Central Washington University**

Degree Granting Unit: College of Education and Professional Studies

Degree: BAS Information Technology and Administrative Management Level: Bachelor

Type: Applied Science

Major: Information Technology and Administrative Management CIP Code: 11.1099

Proposed Start Date: Fall 2009

Projected Enrollment (FTE) in Yr One: 20 At Full Enrollment: 80

Proposed New Funding (\$ amount): None

Funding Source – State

**Mode of Delivery / Locations**

Single Campus Delivery

Off Site (enter location(s))

Distance Learning (enter formats) **Online**

Other

HECB  
RECEIVED  
JUL 06 2009

**Scheduling**

Day Classes  Evening Classes  Weekend Classes

Other (describe)

**Attendance Options**

Full-Time  Part-Time

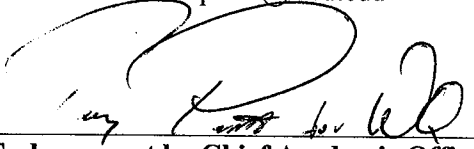
**Substantive Statement of Need** (Attach Sheet)

**Academic Department Representative**

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Endorsement by Chief Academic Officer

7-1-09  
Date

**CENTRAL WASHINGTON UNIVERSITY**  
**Substantive Statement of Need**  
**Bachelor of Applied Science in Information Technology**  
**and Administrative Management**

**Introduction**

Central Washington University (CWU) seeks Higher Education Coordinating Board (HECB) approval to expand the Bachelor of Applied Science in Information Technology and Administrative Management (BAS-ITAM) statewide through an online delivery mode.

The BAS-ITAM was originally developed to meet the needs of community college students graduating with an IT-related associate's degree. Offered through a hybrid modality at CWU - Des Moines, CWU - Lynnwood, CWU - Ellensburg, and Everett Station (with cooperation from Everett Community College), in three years student numbers have grown to approximately 70 students.

Although the BAS-ITAM program has historically been offered to those students with a technical associate's degree in an IT-related field, recent curriculum improvements allow students with any technical or applied associate's degree to obtain their baccalaureate degree.

Expanding the BAS-ITAM to include an online delivery mode will meet a statewide need for employees that have a mix of technical and management skills. Additionally, online curriculum will allow those students with a technical or applied degree who are place-bound the skills necessary to advance in their career.

**Relationship of BAS-ITAM to HECB Strategic Master Plan**

A BAS-ITAM online degree fits directly with the goals of the HECB Strategic Master Plan: Help more people achieve degrees, develop distance learning opportunities for place bound students, increase diversity into the program, build more accessible career pathways, and increase the number of high-demand degrees.

No current degree program in Washington State provides for a baccalaureate pathway for place bound students with a technical or applied associates degree. Providing this pathway through CWU will enable students to graduate with a mix of their specific technical area and a general set of administrative management, communication, and project management skills.

**State Need**

According to the Washington State Board for Community and Technical Colleges (SBCTC), "About 10 percent of the 7,000 graduates with technical associate degrees transfer to baccalaureate programs. This study suggests that a transfer rate of about 30 percent would

better meet student and industry needs.”<sup>1</sup> Providing accessible education to place bound students should help increase this transfer rate. The SBCTC indicated the following fields have a high need for this new pathway: Accounting and mid-management, education, social/legal paraprofessionals, engineering and information technologies, marketing/sales, and public safety. Thousands of students graduate each year from one of our 34 community and technical colleges in the above technical areas who could benefit from this new career path.

In terms of the state’s economy, higher education levels are associated with higher wages. “The gain for the state in wages is largest with the transition from associate’s degree to bachelor’s degree, equal to \$21,754.”<sup>2</sup>

### **Employer Need**

According to “*A Skilled and Educated Workforce*,” the “state’s supply of workers who have completed mid-level preparation - more than one but less than four years of postsecondary training or education - meets only 83 percent of employer demand expected during 2007-2012.” Additionally, “Washington does not produce enough graduates at the baccalaureate level and above to meet demand for workers prepared in a number of fields, most notably computer science, engineering, and health care.” Finally, the report states that “Employers have become increasingly selective and are choosing to hire those workers who present a mix of deep technical knowledge in a given area and a set of more general or transferable skills in the areas of management, communication, and team-work.”<sup>3</sup>

Clearly, providing a baccalaureate pathway for place bound students with a technical or applied degree will help close the gap between Washington’s supply of workers and employer demands. The, BAS-ITAM is open to all students with a technical or applied degree. This degree will produce workers who have a deep technical knowledge in their given area, along with six courses in general management, three courses in communication, one course in project management, and several courses in information technology.

“Employer members of several of the state’s industry skill panels<sup>4</sup> indicate that the development of an applied baccalaureate degree would be beneficial to their employees who wish to be promoted to higher level management or specialized position. One industry representative working in the health care industry noted, ‘Simply having the technical skills isn’t enough for management or higher level positions, and employees often fail when promoted as they are not adequately prepared.’”

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<sup>1</sup> Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, “*Washington State Board for Community and Technical Colleges*, April 2005.

<sup>2</sup> 2008 Washington State Labor Market and Economic Report.

<sup>3</sup> *A Skilled and Educated Workforce: An assessment of the number and type of higher education and training credentials required to meet employer demand*, Higher Education Coordinating Board, January 2006.

<sup>4</sup> Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, “*Washington State Board for Community and Technical Colleges*, April 2005.

The Workforce Board found that among employers attempting to hire at the baccalaureate level, 68 percent had difficulty finding adequately prepared applicants.<sup>5</sup> “This represents an estimated 12,700 firms. Of employers who had ‘much difficulty’ recruiting applicants with a baccalaureate, they also had much difficulty finding applicants with job-specific skills, team-work skills, problem-solving skills, and communication skills.”<sup>6</sup>

It is highly likely that more students would transfer into baccalaureate programs if more opportunities were available. The BAS-ITAM program with its online modality would give students one more career path for earning a baccalaureate degree. The flexibility of the entrance requirements (inclusive of any student with an applied or technical degree), the online modality for place-bound students, and the fact that students are pursuing management, leadership, and communication skills to complement their already completed technical skills, will make the BAS-ITAM program particularly attractive to a great many students. In a state where increasing the opportunity for *any* baccalaureate education is a high priority, the BAS-ITAM program is an excellent solution for the state, our employers, our employees, and our students.

### **Student Need**

Since May, 2009, the department has received over 30 inquiries from students and community colleges concerning the potential of offering the BAS-ITAM program online. The BAS-ITAM coordinator has met individually with more than 50 students from the Puget Sound region who are excited about articulating their technical and applied degree into a potential online BAS-ITAM program. An additional 40 students attended advising sessions in Lynnwood in May, 2009 regarding the degree. Twenty students who have already applied for admission indicated their intention to increase their credit hour enrollment if the degree was primarily online.

In its survey of student and alumni, Columbia Basin College found “about 70 percent of Associate of Applied Science students surveyed at the college in December 2007 indicated an interest in completing a bachelor’s degree. Employers said the program would benefit their workers and their businesses, noting that a bachelor’s degree is often required for workers in technical positions who seek to be promoted.”<sup>7</sup>

A cursory count of eligible applied and technical degrees from the Washington State Board for Community and Technical Colleges indicates hundreds of degrees that could be articulated with the CWU BAS-ITAM program. Examples of selected programs are in Table 1.

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<sup>5</sup> Workforce Training and Education Coordinating Board, *Employer Survey 2004*.

<sup>6</sup> Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates, Research Report No. 05-1, “Washington State Board for Community and Technical Colleges, April 2005.

<sup>7</sup> Bachelor of Applied Science in Applied Management, Columbia Basin College, 2008.

<ul style="list-style-type: none"> <li>• Criminal Justice - Law Enforcement</li> <li>• Industrial Trades and Technology</li> <li>• Medical Assisting</li> <li>• Organizational Leadership</li> </ul>	
<p style="text-align: center;"><b>Skagit Valley College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Human Services</li> <li>• Management Information Systems</li> <li>• Marine Maintenance Technology</li> <li>• Office Administration and Accounting Technologies</li> <li>• Parks Services and Protection</li> </ul>	<b>11 degrees</b>
<p style="text-align: center;"><b>Spokane Community College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Architectural Technology</li> <li>• Automotive Machinist</li> <li>• Biotechnology</li> <li>• General Business</li> <li>• Civil Engineering Technology</li> <li>• Corrections</li> <li>• Health Information Technology</li> <li>• Management; Marketing</li> <li>• Office Information Systems</li> <li>• Vision Care Technology</li> </ul>	<b>60 degrees</b>

In Spring 2008, CWU offered few online courses. In Spring 2009, over 1,000 students were taking an online course through CWU. Students taking online courses indicated the flexibility of the online course - helping them maintain work and family obligations while continuing their education - was the major driver behind this modality choice.

Finally, CWU has an excellent track record with the BAS-ITAM program. In only its third year, nearly 70 students are enrolled, with approximately 10 graduates. Networking already established with community and technical colleges in the Puget Sound region will be used to market the degree. Additionally, heavy marketing will occur with community and technical colleges throughout Central and Eastern Washington - areas perhaps less well served for students desiring a baccalaureate degree to attach to their technical or applied degree.

**Summary**

The CWU BAS-ITAM program, offered online to students with an applied or technical degree, is timely, is needed, and will be successful. This degree will help meet the goals of the HECB, the SBCTC, the State of Washington, our employers, our employees, and our students.

Central Washington University

LNOI

B.A.S. Information Technology and Administrative Management

Form 5.

Online Enrollment and Graduation Targets

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Headcount</b>	25	50	75	100	100
<b>FTE</b>	20	40	60	80	80
<b>Program Graduates</b>		15	30	45	50

**Table 1**  
**Selected Applied and Technical Degrees, by Community or Technical College**

<p align="center"><b>Bellingham Technical College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Accounting Technician</li> <li>• Administrative Assistant</li> <li>• Automotive Technology</li> <li>• Civil Engineering Technology</li> <li>• Culinary Arts</li> <li>• Operations Management</li> <li>• Technical Sales Specialist</li> </ul>	<p><b>25 degrees</b></p>
<p align="center"><b>Big Bend Community College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Accounting Technician</li> <li>• Agriculture</li> <li>• General Office/Clerical</li> <li>• Medical Office Management</li> <li>• Secretarial and Office Management</li> </ul>	<p><b>16 degrees</b></p>
<p align="center"><b>Clark College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Automotive Technology</li> <li>• Accounting Clerk</li> <li>• Business Admin - Merchandising</li> <li>• Business Admin - Supervisory</li> <li>• Business Technology</li> <li>• Construction Technology</li> <li>• Dental Hygiene</li> <li>• Graphic Communications</li> </ul>	<p><b>26 degrees</b></p>
<p align="center"><b>Grays Harbor College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Automotive Technology</li> <li>• Business Management</li> <li>• Criminal Justice</li> <li>• Human Service Training</li> <li>• Natural Resources Technology</li> </ul>	<p><b>11 degrees</b></p>
<p align="center"><b>Lower Columbia College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Administration of Justice</li> <li>• Business Technology</li> <li>• Chemical Dependency Studies</li> <li>• Fire Science Technology</li> <li>• Legal Administrative Support</li> </ul>	<p><b>19 degrees</b></p>
<p align="center"><b>Olympic College Sample Degrees</b></p> <ul style="list-style-type: none"> <li>• Accounting Technology</li> <li>• Business Management</li> <li>• Chemical Dependency Professional</li> </ul>	<p><b>24 degrees</b></p>