

**Eastern Washington University  
Location Notification of Intent**

**Program Name:** Bachelor of Arts – Psychology

**Degree Granting Unit:** College of Social and Behavioral Sciences

**Degree:** B.A. Psychology

**Level:** Bachelor                      **Type:** Arts

**Major:** Psychology                      **CIP:** 42.0101

**Proposed Starting Date:** September 2007

**Location:** Bellevue Community College  
3000 Landerholm Circle SE • Bellevue, Washington  
98007  
(425) 564-1000

**Mode of Delivery:** Primarily traditional face-to-face modality on the  
BCC campus with the option to take a few online  
courses.

**Scheduling:** Day and evening classes with the possibility of  
some weekend classes

**Attendance Options:** Full-time/Part-time

**Projected Enrollment:** See Form 5 attached

**Funding:** Self support

**Contact Information:** Kayleen Islam-Zwart, Ph.D.  
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**Endorsement by Chief Academic Officer**

John Mason, Provost/Vice President for Academic Affairs

Date 8-14-07



**Rationale for Need:**

Eastern Washington University (EWU) is seeking to offer a Bachelor of Arts in Psychology on the Bellevue Community College campus.

According to the United States Bureau of Labor Statistics, employment opportunities in psychology are expected to grow faster than average for related occupations through 2014. Professional opportunities in the area are expected to increase 10 to 20% in the next year alone, with continued demand for individuals in almost all specializations of the field (Worldwide Learn). The Bureau of Labor Statistics and American Psychological Association posit that employment in health care (e.g., outpatient mental health and substance abuse treatment clinics) and school psychology will grow fastest, but that there also will be numerous employment opportunities in public and private social service agencies and consulting. In the areas of industrial organization and business, companies will use college graduate's expertise in survey design, analysis, and research to provide marketing evaluation and statistical analysis and to develop and provide services as part of employee assistance programs. Specific to Washington state, the 2004 Report on Educator Supply and Demand (as outlined by the HECB), indicates there is a considerable shortage of people to work in school psychology.

Given the employment outlook, it is not surprising that in a 2003 survey of college freshman, psychology was the most popular intended major (American Psychological Association). In 2000, approximately 75,000 students graduated with a bachelor's degree in psychology. According to the HECB State and Regional Needs Assessment Report (2006, pg. 24), psychology is a major considered "impacted" or "competitive", with student demand being consistently greater than space available in the programs. This pattern has been observed on the EWU Cheney campus, with psychology being one of the most popular majors. The enrollment growth that the EWU Department of Psychology has experienced over the last few years will be mirrored in Bellevue region. Students on the BCC campus and in that region have consistently expressed interest in pursuing a psychology major and faculty and administration at BCC have sought to expand the opportunity for students to do so on that campus. There is only one Bachelor of Arts – Psychology program in the surrounding community and it is part of a private university with substantially higher tuition rates. Locating this program at BCC will not only increase the limited opportunities for pursuing a degree in psychology, it will reduce the barriers of travel time and the need to relocate cited by many prospective students.

In looking at the response from BCC faculty and indirectly from BCC students, the potential growth rate for psychology graduates, and the potential job market for these students, a compatible fit exists between the needs of the BCC community and the offerings from the EWU Psychology Department. Other EWU programs are already being offered successfully at BCC, which further attests to the feasibility of the program.

**HECB Form 5**  
**Enrollment Targets**

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3---Full enrollment</b>
<b>Headcount</b>	<b>20</b>	<b>30</b>	<b>50</b>
<b>FTE</b>	<b>15</b>	<b>20</b>	<b>35</b>

HECB P.O. Box 43430 Olympia, WA 98504-3430 [www.hecb.wa.gov/autheval](http://www.hecb.wa.gov/autheval)