

**EXTENSION OF AN EXISTING PROGRAM
NOTIFICATION OF INTENT (LOCATION NOI)**

Program Information

Program Name: **Bachelor of Applied Science – Information Technology and Administrative Management**

Institution Name: **Central Washington University**

Degree Granting Unit: College of Education and Professional Studies

Degree: B.A.S. – ITAM Level: Bachelor Type: Applied Science

Major: Information Technology and Administrative Management CIP Code: 11.1099

Minor (*if required for major*):

Specialization(s) (*if applicable*):

Proposed Start Date: September, 2007

Projected Enrollment: **See Form 5 attached.**

Proposed New Funding (*\$ amount*):

Funding Source – (*State FTE, Self Support, Other*): Contract with Everett Community College

Mode of Delivery / Locations

Single Campus Delivery (*enter location(s)*) Everett Station/University Center

Off Site (*enter location(s)*)

Distance Learning (*enter formats*)

Other

Scheduling

Day Classes Evening Classes Weekend Classes

Other (*describe*)

Attendance Options

Full-Time Part-Time

Substantive Statement of Need (Attach Sheet)

Academic Department Representative

Name: Linda S. Beath, Associate Vice President for Undergraduate Studies

Address: 400 E. University Way, Ellensburg, WA., 98926-7503

Telephone: 509-963-1404

Fax: 509-963-2025

Email: beathl@cwu.edu

Endorsement by Chief Academic Officer

Date

FORM 5

ENROLLMENT AND GRADUATION TARGETS

Include this form with a new degree program proposal or a Notice of Intent to extend an existing program. Staff will post this information to the HECB Web site during the comment period.

Year	1	2	3	4	5
Headcount	18	30	30	30	30
FTE	15	25	25	25	25
Program Graduates	0	15	23	25	25

**Agreement to Offer Baccalaureate Degree Completion Program
Policy A-9 Higher Education Coordinating Board**

Partnership Institutions: Central Washington University
Everett Community College

Degree Title: Bachelor of Applied Science in Information Technology
Administrative Management

CIP: 11.1099

Implementation Date: Fall, 2007

Location: Everett Community College Facilities at 2000 Tower Street,
and 3201 Smith Avenue, Everett WA 98201

Delivery Mechanism: Instruction will be accomplished through traditional face-to-face interaction combined with distance education capabilities of the interactive television systems and on-line courses.

Student Population

This degree program is mainly directed toward students who have completed an associate degree or who have accrued at least 90 quarter hour credits in readiness for upper-division studies.

2007-08 Enrollment: 15 annual FTE
Full Enrollment Target: 25 annual FTE

Enrollment will be comprised of students enrolled in program classes in EvCC facilities.

Rationale

The outcomes for this contract proposal are:

1. Expand access to baccalaureate degrees in the North Snohomish, Island and Skagit Counties.
2. Increase the pool of highly qualified professionals in this region
3. Provide enhanced educational opportunities for current employees to complete a baccalaureate degree in a timely fashion.

All institutions are committed to this project. Further, all institutions are committed to their distinct role in this 2 + 2 partnership whereby the students complete their first two years of work at a community college and then complete their baccalaureate degree at a four year institution.

Substantive Statement of Need

Student Need

According to the October, 2005, *Higher Education Coordinating Board's Needs Assessment*,¹ significant population growth in Snohomish County has increased the need for access to both lower- and upper-division enrollments. The report notes that if the participation rate in the county remains constant, "enrollments would increase from 3,590 FTE in 2003-2004 to 4,276 in 2010-2011. If the participation rate increased to match the state average, an additional 338 FTE would be projected for 2010-2011."

The legislatively mandated most recent study of higher education needs, the December, 2005, *Interim Status Report: Assessment of the Higher Education Needs Snohomish, Island, and Skagit Counties Area*² involved efforts in "three main areas: 1) educational need/demand analyses and program analyses, 2) definition and description of alternative State responses to those needs, and 3) locale selection." Accordingly, the study suggests that in the four-year sector there is projected an "unmet need" for access to baccalaureate degrees of 2,920 by year 2015 and 6,970 by 2025.

In February 2004, the UW Extension conducted a "NSIS Educational Market Needs Survey"³ to determine degree choices in the area. The survey included community college students at Edmonds, Everett, and Skagit Valley Community Colleges, as well as the general population. The results showed a strong interest in the general population in computer technology-related programs; both groups preferred programs offered in the community, rather than at a distant campus:

Students (718 of 3036 surveys were returned):

- Top program interests in order of preference were psychology, accounting and finance, general management, marketing, nursing, communications, human services, and education (elementary and secondary combined).
- Location/mode: The top preference was to stay on the campus in their community; second choice was a combination of online and classroom involvement.

General population (744 of 6469 surveys were returned):

- Half said they wanted to continue their education.
- Most popular areas of interest in order of preference were computer science, general management, project management, and software systems. Respondents also indicated interest in the arts.
- Respondents preferred a combination of online and classroom involvement, followed by classes in the Everett area.

¹ Please see <http://www.hecb.wa.gov/news/newsreports/newsreportsindex.asp>

² *Interim Status Report: Assessment of the Higher Education Needs Snohomish, Island, and Skagit Counties Area* submitted to the Higher Education Coordinating Board by NBBJ and MGT of America, Inc, December 30, 2005.

³ *Higher Education Opportunity in the NSIS Region*; Everett Community College Submittal to the Washington State Legislature, November 2005; pages 13-14.

Regional Demand

The HECB's 2005 *State and Regional Needs Assessment Report* provides evidence of community demand in the region. The report attributes some of the strength of demand in Snohomish County to the focus of the county on developing an "Innovation Economy."

*Though this type of economy includes high-tech industries like biotechnology, medical devices, telecommunications, high-tech manufacturing, and software, it also refers to new ways of doing business in traditional sectors with rapidly changing technology, processes, and information. Thus, local planners point out that college access is increasingly important, not only to traditional-age college students, but for older incumbent and dislocated workers as well.*⁴

Population growth also will push up community demand for higher education. According to the *Interim Status Report Assessment of Higher Education Needs Snohomish, Island, and Skagit Counties Area*,⁵ population in Snohomish County is expected to increase by 39 percent by 2025, from the current 666,700 to 929,000.

Snohomish County's growing population, too, will increase pressure for employment opportunities. In 2004, the Snohomish County Workforce Development Partnership contracted with a research firm to study specific industry clusters in Snohomish County⁶. One of these clusters was "business services," which includes the information technology occupations of software engineer and developer, computer support specialist, and computer systems analyst.

The business services cluster included 351 firms in Snohomish County with five or more employees. This industry group employs 17,999 people, accounting for nine percent of the county's total employment at the time of the research. Key findings included the following:

- The projected growth rate for the business services industry (6 percent) was higher than the overall projected growth rate for the County (2.5 percent).
- Six percent of business services employees were expected to retire within the next three years, opening up an additional 1,028 potential positions.
- Firms reported the most difficulty "recruiting non entry-level employees with adequate skills and experience" (57 percent great or some difficulty) and "recruiting entry-level employees with adequate training and education" (53 percent great or some difficulty).
- Computer systems analysts historically have not been required to have a bachelor's degree, but labor market demands have moved employers to include this requirement in their recruitment.
- 49 percent of the firms reported that they recruit candidates from outside the firm in order to fill non-entry level positions.
- 28 percent of the firms reported that they promote employees from within to fill non-entry level positions.

⁴ Please see <http://www.hecb.wa.gov/news/newsreports/newsreportsindex.asp>

⁵ *Interim Status Report: Assessment of the Higher Education Needs Snohomish, Island, and Skagit Counties Area* submitted to the Higher Education Coordinating Board by NBBJ and MGT of America, Inc, December 30, 2005, p. 8.

⁶ *Key Findings in Business Services Industry Cluster Labor Market Survey 2004*; conducted by Godbe Research for the Snohomish County Workforce partnership, July 2004, p. 6-8

WorkSource Snohomish County develops relationships with businesses in the construction and the information technology sectors of Snohomish County. Early in January 2006, WorkSource account representative, Stephen Baldwin, stated that companies need advanced information technology professionals who can move between technical details and business administration. He said the need was growing for IT professionals with four-year degrees who are able to assess business processes, the technology available, and the cost of implementing new technology systems. He added that employers are looking for people who can understand technical jargon and translate that jargon within the context of a particular business environment⁷.

Employer Demand

Many data sources point to the need for employers to have highly qualified, well-trained workers in the information technology fields. Generally, Washington State is facing a growing demand for workers in the information technology (IT) industry. Key elements of this statewide shortage have been well documented over the past few years.

Approximately 8,000 students major in IT programs in Washington community and technical colleges. Those leaving the program with two-year degrees and certificates are well prepared in a variety of technology areas. Many, however, do not possess the administrative and supervisory skills to advance. Some who complete community and technical-college programs seek to move into supervisory and IT administrative roles. For those positions, workers need broad problem-solving skills and knowledge of human behavior and organizational culture — precisely the knowledge and skills that an applied baccalaureate degree can provide. This assertion is confirmed by the research of the following organizations.

▶ The Workforce Training and Education Coordinating Board (WTECB). The need for workers in information technology fields is rising, after a brief decline in the late 1990s. According to the WTECB's report, *High Skills, High Wages: Washington State – 2004*⁸, "The job market for IT workers appears to have revived," with the projected annual openings summarized in the following table:

⁷ Interview with Stephen Baldwin, WorkSource business services account representative, Everett, Washington, January 4, 2006.

⁸ High Skills, High Wages: Washington State – 2004; Workforce Training and Education Coordinating Board; p. 12

Employment and Projected Annual Openings in Selected Information Technology Occupations		
	2002-07	2007-
12		
Software Engineers, Applications	670	750
Programmers	620	720
Software Engineers, Systems Software	490	580
Computer Support Specialists	450	560
Systems Analysts	250	470
Network Administrators	230	290
Network Systems Analysts	190	230
Database Administrators	80	100
TOTAL		2980
3490		
Note: Estimates are rounded to the nearest 10 openings.		

In order to meet the demand for skilled workers in technical fields, the WTECB recommends increasing the availability of applied degrees, noting that, “Employers have stressed their need for skilled workers in technical fields, including workers who have one or two years of education or training beyond a two-year program”⁹.

▶ National Workforce Center for Emerging Technologies. Through Bellevue Community College, the National Workforce Center for Emerging Technologies has published a report, *Applications of Information Technology: Trends Assessment for 2004*. It supports the projection for significant employer demand for highly qualified IT employees. The report notes that, “In Washington State, eight of the ten fastest growing occupations are computer-related.” In addition, this report emphasizes that, “Employment in occupations requiring at least a bachelor’s degree is expected to grow by 21.6 percent and account for five out of the six fastest growing education or training categories.” The report recommends increasing access to baccalaureate degrees for students interested in IT careers.

▶ Higher Education Coordinating Board. Access to a baccalaureate degree also meets regional industry demands. The HECB’s *State and Regional Needs Assessment Report*, issued in October 2005, finds that, “The economy of Snohomish County is diverse and requires a highly skilled workforce.” The report goes on to note that a third of the state’s workforce is employed in King County, which is experiencing a steady economic recovery. According to the report, “Growth in key industries like construction and health care services signals demand for middle-level preparation occupations, while

⁹ High Skills, High Wages: Washington State – 2004; Workforce Training and Education Coordinating Board; pp. 85-86

growth in many technology-related industries and education will require baccalaureate preparation.”¹⁰

► Washington State Employment Security Department. In two separate Snohomish County employment needs forecasts, IT-related jobs are anticipated to have a significant number of openings between 2002 and 2012 as detailed in the table below:

Snohomish County IT Position Openings, 2002-2012		
Title	Avg. Annual Openings	Earnings
Business Operation Specialists	270*	\$76,714
Business Operations Specialist	325**	\$76,714

- *Snohomish Co. Workforce Explorer; Washington State Employment Security Department.*
** *Community College Strategic Planner, Ccbenefits Data Subscription Service.*

Additionally, Employment Security’s October 2005 Job Vacancy Survey¹¹ reported 6,521 job vacancies in the information job industry category. These included 262 vacancies in network systems and data communications analysts, 233 vacancies in business operations specialists, and 132 vacancies in computer and information systems managers. Nearly all of these job vacancies — 95 percent to 99 percent — were in King County.

One factor driving this remarkable increase will be the \$1-billion expansion of Microsoft. In February 2006, the Redmond-based firm announced plans to expand its campus over the next three years. The expansion will accommodate up to 12, 000 employees, and make meeting the regional demand for information technology employees an even higher priority.

Finally, the *Interim Status Report*¹² sponsored through legislation directed at assessing the higher education needs in the three county area clearly makes the case for increased baccalaureate access in this geographic region to meet the needs of employers. Programs identified to be needed in this area include computer science/systems/networks.

Clearly, there is significant employer demand in the Snohomish and King County areas that will be addressed through the BAS-ITAM degree program funded through this contract proposal.

¹⁰ For “Key Occupations Requiring Long Preparation,” please see table 16 on page 65 of the HECB’s *State and Regional Needs Assessment Report*, <http://www.hecb.wa.gov/news/newsreports/newsreportsindex.asp>.

¹¹ Please see <http://www.workforceexplorer.com/article.asp?ARTICLEID=6084>

¹² *Interim Status Report: Assessment of the Higher Education Needs Snohomish, Island, and Skagit Counties Area* submitted to the Higher Education Coordinating Board by NBBJ and MGT of America, Inc, December 30, 2005.

Impact on other Institutions

Central Washington University is the only public university authorized to offer this degree. The degree offering has just started enrolling students in Lynnwood. It is not anticipated that offering it in Everett will diminish the enrollment pattern in Lynnwood.

The availability of this program is expected to boost enrollment in preparatory coursework at local community colleges.