

**BACCALAUREATE PROPOSAL APPLICATION**  
**Form No. BAAC-02**

Section 1007.33(5)(d), Florida Statutes, and Rule 6A-14.095, F.A.C., outline the requirements for a Florida College System baccalaureate program proposal. The completed Proposal form shall be submitted by the college president to the chancellor of the Florida College System at [ChancellorFCS@fldoe.org](mailto:ChancellorFCS@fldoe.org). In addition, a printed version shall be mailed to the Division of Florida Colleges at 325 West Gaines Street, Suite 1244, Tallahassee, Florida 32399-0400.

The proposal requires completion of the following components:

- Program summary
- Program description
- Workforce demand and unmet need
- Planning process
- Enrollment projections and funding requirements
- Student costs: tuition and fees
- Program implementation timeline
- Facilities and equipment specific to program area
- Library and media specific to program area
- Academic content
- Program termination
- Appendix tables
- Supplemental materials

Florida College System Institution Name: Daytona State College  
 Florida College System Institution President: Dr. Thomas LoBasso

**PROGRAM SUMMARY**

1.1	Program Name:	<u>Bachelor of Science in Accounting</u>
1.2	Degree Type:	<input checked="" type="checkbox"/> Bachelor of Science <input type="checkbox"/> Bachelor of Applied Science
1.3	How will the program be delivered (check all that apply);	<input type="checkbox"/> Face-to-face <input checked="" type="checkbox"/> Hybrid <input type="checkbox"/> Online only
1.4	List the counties in the college's service district:	<u>Volusia, Flagler</u>
1.5	Degree CIP code (6 digit):	<u>52.03 or 52.0301 Accounting</u>
1.6	Anticipated Program implementation date:	<u>Fall 2020</u>
1.7	What is the primary associate degree pathway for admission to the program?	<u>Associate of Arts, Associate of Science in Accounting Technology, or Associate of Science in Business Administration</u>

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|------|--|---|--|
| 1.8  | Is the degree a STEM focus area?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 1.9  | List Program Concentration(s) (if applicable):   | N/A                                     |  |
| 1.10 | Will the program be designated such that an eligible student will be able to complete the program for a total cost of no more than \$10,000 in tuition and fees? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |

**PROGRAM DESCRIPTION**

2.1 Describe the program.

Daytona State College (DSC) presents this proposed Bachelor of Science in Accounting program that aims to close the gap in the supply of graduates in this field and the existing demand in our service area. The students in this program will acquire skills related to accounting principles and theory, financial accounting, managerial accounting, cost accounting, budget control, tax accounting, legal aspects of accounting, auditing, reporting procedures, statement analysis, planning and consulting, business information systems, accounting research methods, professional standards and ethics, and applications to specific for-profit, public and non-profit organizations. This highly specialized body of technical knowledge requires a four-year program.

In fact, data released by the Florida Department of Economic Opportunity (DEO) projects 1,007 accounting job openings in our service area over the next eight years, or 126 per year (<http://www.floridajobs.org/workforce-statistics/data-center/statistical-programs/employment-projections>). The universities operating in our district have graduated an average of 34 students per year over the past five years, leaving a gap of 92 openings. Furthermore, a survey targeted at about 4000 local employers confirmed business demand for graduates holding four-year degrees in Accounting. A survey among our own Business Advisory Board reached similar conclusions.

This proposed program will provide a pathway for students currently enrolled in the AS degrees in Business Management, Accounting and embedded certificates, as well as AA students. Average enrollment for these two AS programs was above 400 for the academic years 2012-13 through 2017-18 (Table 2.1). Based on the successful implementation of our BAS degree in Supervision and Management, we also expect to attract students who can transfer in lower level pre-requisites. We estimate enrollment will grow from 27 students in year 1 to 91 or more students by year 4. The enrollment assumptions are explained in section 5.2 and they take into account attrition for a resulting completion rate of 65% at 150%

**Table 2.1 Headcount by Academic Year**

<b>Major</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
BUSINESS OPERATIONS ENTREPRENEURSHIP CERTIFICATE (18 cr)	6	8	5	10	18	8
BUSINESS MANAGEMENT CERTIFICATE (24 cr)	44	41	57	36	84	46
<b>TOTAL BUSINESS CERTIFICATE PROGRAMS</b>	<b>50</b>	<b>49</b>	<b>62</b>	<b>46</b>	<b>102</b>	<b>54</b>
ACCOUNTING OPERATIONS-TAX PREPARATION CERTIFICATE (18 cr)	4	6	4	6	13	4
ACCOUNTING TECHNOLOGY MANAGEMENT CERTIFICATE (27 cr)	24	25	21	20	30	33
<b>TOTAL ACCOUNTING CERTIFICATE PROGRAMS</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>26</b>	<b>43</b>	<b>37</b>
BUSINESS ADMINISTRATION AS DEGREE (60 CR)	243	277	349	332	315	322
ACCOUNTING TECHNOLOGY AS DEGREE (60 cr)	120	102	104	104	79	91
<b>TOTAL ACCOUNTING AND BUSINESS AS DEGREES</b>	<b>363</b>	<b>379</b>	<b>453</b>	<b>436</b>	<b>394</b>	<b>413</b>

Our BS in Accounting will be staffed by experienced faculty holding CPA licenses and advanced degrees in accounting, and with faculty from our BAS in Supervision and Management to teach the upper level core courses. The electives will be taught by a combination of adjunct and full-time faculty.

This proposed program will offer admission every fall, spring, and summer term and will use the state's 2+2 model. The program will be open to all applicants who have completed an AA degree, an AS degree, or at least 60 transferable credit hours of coursework. Students will be required to complete 42 credit hours of upper level core courses and 18 credit hours of General Education or elective coursework. Students may begin their career pathway with an 18-credit Associate of Science (AS) Certificate in Accounting Technology Operations-Tax Preparation. This certificate is embedded in the

next level, the 27-credit AS Certificate in Accounting Technology Management. Students can use all of those credits in obtaining the AS in Accounting Technology, a 60-credit degree. Similarly, students could start with an AS certificate in Business Entrepreneurship, 18 credits, or a AS Certificate in Business Management, 24 credits; both certificates lead to the AS degree in Business Administration which provides the pre-requisites for a Bachelor of Science in Accounting.

For either AS pathway, as well as for AA students that have completed pre-requisite courses, the BS in Accounting would be the next step. The curriculum will focus on providing students with essential skills in general accounting, auditing, finance, cost and tax accounting, knowledge that will allow graduates to pursue careers in public or private accounting. Students that complete the program may choose to pursue a Certified Public Accountant (CPA) license after graduation, provided they meet all Florida requirements.

Daytona State College (DSC) is well prepared to offer a high quality, low cost program to our district's residents and help fill a gap in the accounting workforce. It also has good enrollment in the programs noted in Table 2.1 and these will provide a healthy pipeline into our new BS in Accounting. The program will draw on the strength of existing Associate and Baccalaureate offerings to provide a cost-effective solution to the gap in accounting BS graduates. Once this Bachelor of Science in Accounting degree is established, DSC will monitor the enrollment growth and the job market to determine if there is sufficient demand to develop concentrations within this degree.

### **WORKFORCE DEMAND AND UNMET NEED**

#### **3.1 Describe the career path and potential employment opportunities for graduates of the program.**

Graduates of the Bachelor of Science in Accounting degree can choose career paths in two main fields: public accounting and corporate accounting. Public accounting involves working for a company that provides accounting services. Typical job titles include Auditor, Revenue Tax Accountant, Forensic Accountant and Financial Accountant. Professionals in the corporate accounting pathway typically work within a company preparing and analyzing reports of business operations. Typical job titles include Accounting Officer, Business Analyst, Cost Accountant, Financial Reporting Accountant and Internal Auditor. Government accounting and non-profit accounting are another area of practice that requires specialized knowledge of the laws that regulate these entities. In each of the above fields, there is strong demand for qualified applicants with a solid foundation in accounting and finance.

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- 3.2 Describe the workforce demand, supply and unmet need for graduates of the program that incorporates, at a minimum, the shaded information from appendix tables A.1.1 to A.1.3.

To assess the workforce demand we retrieved data from our service area, Flagler and Volusia counties. The 2018-2026 Florida Department of Economic Opportunity growth projection for accountants in the Flagler/Volusia area is 12.2%. The projected number of openings by the year 2026 is 1,007, with an average of 126 per year. These numbers vary slightly from those submitted in our Notice of Intent, as the Florida Department of Economic Opportunity data has been updated. We surveyed the supply of accounting graduates from the major providers in the area: Keiser, Bethune-Cookman, and Stetson Universities (Table A.1.2). The latest available data, for the year 2016-17, indicates a total number of 34 graduates from all three institutions, as well as a 5-year average of 34 graduates. When this supply figure is compared against the demand of 126 annual openings (Table A.1.1) there is a gap of 92 unfilled jobs. This gap is significantly large and supports the addition of a local Bachelor of Science in Accounting program. We have also received strong support from the local Chambers of Commerce and accounting employers to offer the Bachelor of Science in Accounting (Letters of Support are found in Supplemental Material B.1.3).

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- 3.3 Describe any other evidence of workforce demand and unmet need for graduates as selected by the institution, which may include qualitative or quantitative data information, such as local economic development initiatives, emerging industries in the area or evidence of rapid growth, not reflected in the data presented in appendix tables A.1.1 to A.1.3. For proposed programs without a listed SOC linkage, provide a rationale for the identified SOC code(s).

We also looked to other sources of labor market information to verify the occupation trends discussed in the previous item. According to the Bureau of Labor Statistics, "Employment of accountants and auditors is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations." (<https://www.bls.gov/ooh/business-and-financial/accountants-and-auditors.htm>). The August 2019 Employment Figures report from the Florida Department of Economic Opportunity (DEO) indicate a 6.5% annual growth in employment for Accounting, Tax Preparation, and Bookkeeping occupations in the state. (<http://lmsresources.labormarketinfo.com/library/press/release.pdf>). Another quantitative measure of the strength of the demand is the Non-Agricultural Gains, which shows job gains of 4,200 for Accounting, Tax Preparation, and Bookkeeping occupations in the state in the past year.

Additionally, we conducted a local survey of employers through a direct marketing

company, DME, which targeted small businesses, government organizations, tax and law firms in our service area. The project consisted of an email announcement and a survey web page <http://accounting.daytonastate.edu/>. The email targeted an audience of 4000 business contacts in Volusia and Flagler counties. The site had 390 total visits, 157 unique visits and 29 people completed the entire survey. An important highlight is that on the question related to the level of education required for accounting positions, 44.07% of respondents indicated they sought people with Bachelor's degrees. Results also indicated 6.78% of employers sought people with Master's degrees or higher. However, 22.03% required a two-year college degree, 8.47% preferred a certificate, and 18.64% a high school degree. Survey results and questions are included as Supplemental Material B.1.1.

In addition, we surveyed the members of the School of Business Advisory Board. Of the 20 active members, 12 responded to the survey (Supplemental Material B.1.2). All 12 responded affirmatively to the question of whether there is regional demand for graduates with a Bachelor of Science in Accounting.

The College also received 12 letters of support (Table 3.3) from the Central Florida Higher Education Consortium, community firms, and chambers of commerce, including: the VMA, representing over 200 manufacturers and service business firms in Volusia and Flagler counties; Team Volusia Economic Development Corporation; James Moore Certified Public Accounting and Consulting, a statewide accounting firm with offices in Daytona Beach; and Brown & Brown Insurance, the sixth largest independent insurance intermediary in the US, headquartered in Daytona Beach (Copies of the letters are attached as Supplemental Material B.1.3).

Brown & Brown Insurance recently announced the creation of a new headquarters in downtown Daytona Beach that will bring over 600 new jobs to the area, many of them requiring bachelor's degrees in accounting and related fields.

All of the above represent state and regional trends showing strong growth in the industry sector that includes accounting. These trends, coupled with a positive economic outlook, point to a continued gap in the supply of accountants and the addition of a new program addressing this need.

**Table 3.3 Local Business Letters of Support for a BS in Accounting**

<b>Organization</b>	<b>Signatory</b>	<b>Position</b>
UCF Connect	J. Jeffrey Jones	Vice Provost
VMA	Jayne C. Fifer	President/CEO
Brown & Brown	J. Hyatt Brown	Chairman
Rice Law Firm	Patty Humphreys	Legal Administrator
Daytona Chamber	Skip Lilly	Chairman of the Board
Flagler Chamber	Jorge Luis Gutierrez	President/CEO
Team Volusia	Keith A. Norden	President/CEO
Top Build	Ninette Turay Lewis	Director of Internal Audit
James Moore Certified Public Accounting and Consulting	James A. Halleran	Partner
James Moore Certified Public Accounting and Consulting	Michael J. Sibley	Partner
James Moore Certified Public Accounting and Consulting	Suzanne E. Forbes	Partner
James Moore Certified Public Accounting and Consulting	Zach A. Chalifour	Partner

3.4 If the education level for the occupation identified by the Florida Department of Economic Opportunity presented in appendix table A.1.1 is below a bachelor’s degree, provide justification for the inclusion of that occupation in the analysis.

N/A

**PLANNING PROCESS**

4.1 Summarize the internal planning process.

Daytona State College’s internal planning process for curriculum development of bachelor, associate, and occupational certificate programs is established in the College’s Policy 4.02 and coordinated by the Office of Academic Affairs. In sum, it is a one-year process requiring multiple tiers of internal review and approval. The particular steps and approval timeline are detailed in the *Curriculum Development: Steps in the Process* document made available on the college’s intranet and included as Supplemental Material B.1.4. Faculty and administrators must submit a curriculum development proposal to the Office of Academic Affairs to initiate the process. All proposals must be approved by the Provost, the college-wide Curriculum Committee, College President and Board of Trustees.

Prior to submission, the faculty and/or administrator consults with the Office of Academic Affairs and non-academic departments across the College to evaluate the viability of the proposed program. The faculty/administrator must also obtain academic department approval from the chair and associate vice president. After submission, the

Provost conducts a preliminary review of the proposal. If no issues are found, the proposal is then forwarded to the Curriculum Committee for its review and approval. The Committee, which is made up of 14 faculty representing each academic college at DSC, then reviews the proposal to ensure internal consistency within curriculum development proposals and to uphold high standards and quality of education. If approved, proposals are forwarded to the Provost, College President and subsequently, the Board of Trustees for recommendation to approve and implement.

The changes within the approved proposal are effective for the upcoming academic year. The Office of Academic Affairs coordinates with staff in the Admissions and Academic Advising departments on implementing the approved program. These departments are also included throughout the curriculum development process.

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#### 4.2 Summarize the external planning process.

The external planning process includes consultation with the members of the School of Business Advisory Board. Through the discussions at the regular meetings and also through the interaction between the faculty and local businesses, the need for bachelor's degree accountants was identified. At an advisory board meeting on March 26, 2018 a representative from Brown & Brown Insurance briefed the group on plans to add 600+ new positions in Daytona Beach in the areas of insurance and accounting, as the firm completes construction of their new headquarters building (Meeting Minutes, Supplemental Material B.1.5). In addition, and as noted earlier, an online survey was conducted among the members of the School of Business Advisory Board, representing the firms listed below. Of the 20 active members in 2018, 12 responded to the survey. All 12 responded affirmatively to the question of whether there is regional demand for graduates with a Bachelor of Science in Accounting.

**Table 4.2 School of Business Administration Advisory Board Members Surveyed**

Name	Organization
Bon Fleur, Erik	Boston Whaler
Capote, Charlotte	Fairwinds Credit Union
Coleman, Rob	Coleman Goodemote Construction
Edghill, Kadir	Brown & Brown Insurance
Fifer, Jayne	Volusia Manufacturers Association
Halter, Kathryn	Randstad
Howe, Dean	Career Center, Daytona State College
Humphreys, Patti	Rice & Rose Law Firm
Kenyon, Lee	Associate Professor, School of Business Administration
Manley, Kevin	Manley Strategic
Marotti, Joseph A.	Economic Opportunity AC
Meeks, Grady	Associate Professor, School of Business Administration
Mills, Nancy	Workforce Development Board of Volusia & Flagler- Center for Business Excellence
Mueller, Justyna	James Moore Certified Public Accounting and Consulting
Musyimi, Jackson	Professor, School of Business Administration
Reynolds, Stephanie	Community Insurance Services, A Division of Brown & Brown Insurance
Norden, Keith	Team Volusia Economic Development Corporation
Sarjeant, Amanda	City of Port Orange
Thomas, Stephen C.	(formerly) Flagler College
Wells, Mary	Oasis Outsourcing

As noted earlier, the School of Business conducted a survey inclusive of all accounting firms in Volusia County to identify the skills needed and the demand for bachelor’s level training in this profession. The survey, conducted through DME, targeted small businesses, government organizations, and tax and law firms in our service area. (If only accounting companies had been targeted we would have been limited to the 200 plus companies in our area, which would have likely yielded only 7 or 8 respondents. Including other businesses that also employ accounting services allowed us to gather better information.) The email survey thus reached a broad audience of business contacts and among the highlights, 44.07% of respondents indicated they require a bachelor’s degree for their accounting openings.

4.3 List engagement activities; this list shall include APPRiSe, meetings, and other forms of communication among institutional leadership regarding evidence of need, demand, and economic impact.

	Date(s)	Institution	Description of activity
APPRiSe	July 25, 2018	Daytona State College	Entered into APPRiSe
Public universities in college's service district	July 16, 2018	University of Central Florida	Email from President LoBasso (DSC) to President Whittaker (UCF); summary and description of program sent to Dr. Pam Cavanaugh, Associate Vice Provost (UCF) from Dr. Amy Locklear, Provost (DSC). President Whittaker acknowledged receipt with no objection.
Regionally accredited institutions in the college's service district	July 16, 2018	Bethune-Cookman University	Email communication between President LoBasso (DSC) and President Grimes (BCU). President Grimes acknowledged receipt of communication with no objection.
	July 16, 2018	Stetson University	Email communication between President LoBasso (DSC) and President Libby (Stetson). President Libby acknowledged receipt of communication and suggested exploration of an articulation agreement between DSC's BS in Accounting and Stetson's Master's in Accounting.
	July 17, 2018	Embry-Riddle Aeronautical University	Email communication between President LoBasso (DSC) and President Butler (ERAU). President Butler acknowledged receipt of the communication with no objection.
	July 17, 2018	Keiser University	Email communication between President LoBasso (DSC) and President Champlin (KU). President Champlin acknowledged receipt of the communication with no objection.

	Date(s)	Institution	Description of activity
Additional meetings:	August 10, 2018	Brown & Brown Insurance, Hyatt Brown, CEO	Meeting between President LoBasso and CEO Hyatt Brown to discuss new opportunities for employment in the area as a result of 600+ new jobs associated with construction of Brown & Brown Headquarters in Daytona Beach.
	March 26, 2018, 5:30-7:00 PM	School of Business Advisory Board meeting, News Journal Center, Daytona Beach, FL	Discussion of new job growth (600+) in area of insurance and accounting as a result of new Brown & Brown headquarters located in Daytona Beach. Brown & Brown representative discussed workforce needs with the group.
APPRISe	April 22, 2019	Daytona State College	Notice of Intent
Public universities in college's service district	July 2, 2019	State University System	No objections
Regionally accredited institutions in college's service district	August 6, 2019	Independent Colleges and Universities	No objections

## ENROLLMENT PROJECTIONS AND FUNDING REQUIREMENTS

- 5.1 Provide a brief explanation of the sources and amounts of revenue that will be used to start the program.

The main source of revenue to start the program will be the Fund 1 operating budget. The program will be part of the School of Business and no additional facilities or equipment will be needed to open the program. The student tuition and fees estimates are calculated according to the enrollment projections shown in Appendix A.2. On year 1 the revenue collected will total \$62,756.56. As the enrollment continues to grow in subsequent years, the revenue will increase to \$310,904.33 in year 4. During the first two years of the program expenditures will outpace revenue and the college will use its own operational funds to cover the difference. Starting with the third year and beyond, as enrollment increases, the program will be self-supporting.

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- 5.2 Provide a narrative justifying the estimated and projected program enrollments, outcomes, revenues and expenditures as they appear in Appendix Table A.2.

The enrollment estimates are based on admissions entry points every semester, with summer enrollments starting with elective courses and joining the fall cohorts. The number of degrees awarded is the result of an average completion rate of 65% at 150%, similar to our existing BAS program. Enrollment is expected to grow from a head count of 27 students in year 1 to 91 or more students by year 4. These figures reflect enrollment patterns shown in our other baccalaureate programs.

### Instructional Expenditures

The upper level accounting classes will be taught by full-time faculty as part of their load and business electives will be taught by a mix of adjunct and full-time faculty; no additional full-time faculty will be needed. The faculty Full-Time Equivalent (FTE) numbers are calculated on a 30-credit teaching load per year. The teaching loads follow the recommended course sequence described in section 10.11. The salaries and benefits are based on the current earnings of the faculty from the AS in Accounting and the BAS in Supervision and Management programs. A 3% cost of living increase was included in year 3.

### Operating Expenses

The operating expenses include funds for Materials/Supplies and faculty travel to conferences. We have also included funds for Library Support to cover the purchase of additional program specific subscriptions and collections. The miscellaneous Support Services amounts were estimated based on the actual expenses incurred by our BAS in Supervision and Management adjusted to reflect the size of the faculty FTE of this proposed program. We have kept the non-recurring expenditures to a minimum; they include additional file cabinets and bookcases for the faculty.

The total program costs will vary from \$91,886.46 in year 1 to \$223,151.38 in year 4. The resulting cost per student FTE is \$6,208.54 and \$2,817.57 respectively. This latter value is very much in line with the actuals observed in our BAS program.

#### Revenue

The revenue estimates are based on the enrollment projections described earlier in this section. The head count will grow from 27 students in year 1 to 91 or more in year 4. Revenue is based on the assumption of 5 semesters of 12 credits each, which is reasonable and realistic for students at this level.

To calculate the tuition revenue we adjusted the total student credit hours by 70% to reflect only the upper division tuition, conservatively estimating tuition. This ratio is the result of a curriculum that consists of 42 hours of upper level courses versus 18 hours of lower level general education/electives. The share of out of state students is estimated at 5%.

With the preceding assumptions, the tuition revenue is projected to grow from \$62,756.56 in year 1 to \$313,645.70 in year 4. Initially the program expenditures will be larger than the revenue collected and the college will use its own operating funds in years 1 and 2 to cover these gaps. Starting with year 3, the program will be self-supporting.

**STUDENT COSTS: TUITION AND FEES**

6.1 Anticipated cost for a baccalaureate degree (tuition and fees for lower and upper division credit hours) at the proposing FCS institution (tuition and fees x credit hours).

	Cost per credit hour			Number of credit hours		Total cost
Tuition & Fees for lower division:	\$102.38	X	Credit hours	78	=	\$7,986
Tuition & Fees for upper division:	\$120.32	X	Credit hours	42	=	\$5,053
Tuition & Fees (Total):	\$	X	Credit hours	120	=	\$13,039*

\*Out-of-Pocket cost to students will be \$10,000 or less. After subtracting costs covered by federal or state grants, Bright Future Scholarship awards, dual enrollment, articulation agreements with some colleges, and other forms of financial aid, DSC will refund any amount over \$10,000.

6.2 Estimated cost for a baccalaureate degree (tuition and fees) at each state university in the college’s service district.

Institution Name: University of Central Florida

Tuition & Fees	\$212.28	X	Credit hours	120	=	\$25,474
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\* The University of Central Florida does have a location within our campus but does not offer an online or face to face Accounting program at this Daytona Beach location.

6.3 Estimated cost for a baccalaureate degree (tuition and fees) at each nonpublic institution in the college’s service district (if available)\*

Institution Name: Stetson University

Tuition & Fees:	\$4760	X	Unit Courses	32	=	\$152,320
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Institution Name: Bethune-Cookman University

Tuition & Fees:	\$461.47	X	Credit hours	124	=	\$57,222
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Institution Name: Keiser University

Tuition & Fees:	\$660.27	X	Credit hours	120	=	\$79,232
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Institution Name: Embry-Riddle Aeronautical University

Tuition & Fees:	\$1,476	X	Credit hours	120	=	\$177,120
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Note. \*If the institution does not provide the tuition cost per credit hour, please provide the cost information provided on the institution’s website.

## **PROGRAM IMPLEMENTATION TIMELINE**

7.1	APPRISe notice:	July 2018
7.2	Board of Trustees approval:	November 2019
7.3	Notice of Intent:	April 2019
7.4	Completed proposal submission:	September 2019
7.5	Targeted State Board of Education consideration:	November 2019
7.6	Targeted SACSCOC approval (if applicable):	March 2020
7.7	Targeted initial teacher preparation program approval (If applicable):	N/A
7.8	Targeted date upper division courses are to begin:	Fall 2020

## **FACILITIES AND EQUIPMENT SPECIFIC TO PROGRAM AREA**

- 8.1 Describe the existing facilities and equipment that will be utilized for the program.

The Bachelor of Science in Accounting program will be housed within the School of Business Administration at the Daytona Beach Campus, 1200 W. International Speedway Blvd., Daytona Beach, FL 32114. The campus is the largest of our seven locations, houses our administrative offices, and is well equipped with state of the art instructional space. The School of Business Administration is located in the upper floor of Nunamann Hall and has multiple classrooms, as well as faculty and support staff office space. It also has a dedicated Academic Support Lab equipped with multiple computers and the latest business software necessary for instruction and learning.

- 8.2 Describe the new facilities and equipment that will be needed for the program (if applicable).

The program will not require new facilities or equipment.

## **LIBRARY AND MEDIA SPECIFIC TO PROGRAM AREA**

- 9.1 Describe the existing library and media resources that will be utilized for the program.

The Daytona State College Library is housed within a newly built facility, alongside the Writing Center and our Career Center. The library offers an environment conducive to study and learning and its infrastructure includes group study rooms, a computer commons area, quiet study areas and academic support centers.

The library has a dedicated Accounting infoguide that provides access to

essential information and learning resources specific to the discipline. The e-book collection includes over 9000 titles on the topic of accounting while our print collection contains over 1000 accounting titles. Our Accounting and Business databases include Business Source Complete (EBSCO), Business Insights: Essentials (Gale), Business Collection (Gale), Academic Search Complete (EBSCO), Regional Business News (EBSCO), and Small Business Resource Center (Gale). Furthermore, the library has a dedicated School of Business Administration librarian who holds an advanced degree in Business Administration. In addition to these resources, we have included funding in the program budget for Library Support to cover the purchase of other collections or subscriptions recommended by the faculty.

The Daytona State College library is also part of Direct Interlibrary Loan services with the 28 Florida colleges. Our students also have access, through borrowing agreements, to the Bethune-Cookman University and Embry-Riddle University libraries, as well as to UCF online resources and databases. A staff of six full time librarians provide guidance and assistance to students, faculty and staff.

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- 9.2 Describe the new library and media resources that will be needed for the program (if applicable).

We have included funding in the program budget for Library Support to cover the purchase of other collections or subscriptions recommended by the faculty.

## **ACADEMIC CONTENT**

- 10.1 List the admission requirements for the program.

Admission to the Bachelor of Science in Accounting program will use the state's 2+2 model. The program will be open to all applicants who have completed an AA degree, an AS degree, or at least 60 transferable credit hours of coursework with a minimum GPA of 2.0. These credit hours must have been completed at a regionally or nationally accredited college or university and should include credits necessary for satisfying general education requirements.

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- 10.2 What is the estimated percentage of upper division courses in the program that will be taught by faculty with a terminal degree?

The School of Business Administration has four full-time faculty members that have a CPA and/or advanced expertise in the field of accounting and two of these faculty members hold Doctor of Business Administration (DBA) degrees. All of our Accounting courses are taught by these four faculty members. We expect 70% of the upper division accounting courses will be taught by faculty holding CPA licenses and

DBA degrees.

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10.3 What is the anticipated average student/teacher ratio for each of the first three years based on enrollment projections?

The projected student/teacher ratios for the first 3 years will be 12:1, 15:1, and 21:1. As the enrollment continues to grow, the ratio will reach 25:1 in year 4 and beyond.

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10.4 What is the anticipated SACSCOC accreditation date, if applicable?

03/2020

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10.5 What is the anticipated Florida Department of Education initial teacher preparation approval date, if applicable?

N/A

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10.6 What specialized program accreditation will be sought, if applicable?

Once this BS degree has graduated two cohorts, we will pursue accreditation under ACBSP (Accreditation Council for Business Schools and Programs).

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10.7 What is the anticipated specialized program accreditation date, if applicable?

Fall 2024. The Accreditation Council for Business Schools and Programs (ACBSP) is a three-year process.

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11 Are there similar programs listed in the Common Prerequisites Manual for the CIP code (and track, if any) proposed for this program  Yes  No

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- 11.1 List the established common prerequisites for this CIP code (and track, if any) as listed in the Common Prerequisites Manual proposed for this program:

Common Program Prerequisites

ACGX021

ACGX071

ISMX000

ECOX013

ECOX023

STAX023

MACX233

Common Program Prerequisites Daytona State College equivalent courses:

ACG2021 Principles of Financial Accounting (3credits)

ACG2071 Principles of Managerial Accounting (3credits)

ISM2000 Business Information Processing (3credits)

ECO2013 Principles of Macroeconomics (3credits)

ECO2023 Principles of Microeconomics (3credits)

STA2023 Elementary Statistics (3credits)

MAC2233 Calculus for Business (3credits)

- 
- 11.2 Describe any proposed revisions to the established common prerequisites for this CIP (and track, if any).

N/A

---

- 11.3 List all courses required once admitted to the baccalaureate program by term, in sequence. For degree programs with concentrations, list courses for each concentration area. Include credit hours per term, and total credits for the program:

**B.S. in Accounting – Program of Study for students with A.S. degree**

General Education	15 credit hours
Program Core	45 credit hours
<b>PLUS</b>	
B.S. Credit Core Courses	42 Credit hours
Remaining Gen Ed. (AS)	18 Credit Hours
<b>Total required for program</b>	<b>120 Credit Hours</b>

**B.S. in Accounting – Program of Study for students with A.A. degree**

General Education	36 Credit Hours
Electives	24 Credit Hours
<b>PLUS</b>	
B.S. Credit Core Courses	42 Credit hours
Business Electives	18 Credit Hours
<b>Total required for program</b>	<b>120 Credit Hours</b>

**Table 10.11.1 B.S. Accounting Credit Core Courses (42 credit hours)**

Course	Title	Credit Hours
ACG3103	Intermediate Accounting I	3 credit hours
ACG3113	Intermediate Accounting II	3 credit hours
ACG3123	Intermediate Accounting III	3 credit hours
ACG3341	Cost Accounting	3 credit hours
ACG4401	Accounting Information Systems	3 credit hours
ACG4501	Governmental and Nonprofit Accounting	3 credit hours
ACG4632	Auditing	3 credit hours
BUL3130	Legal Ethical and Social Aspects of Business	3 credit hours
GEB3231	Business Writing	3 credit hours
FIN3403	Business Finance	3 credit hours
MAN3353	Management Theory and Practice	3 credit hours
MAN4504	Operational Decision Making	3 credit hours
TAX3001	Federal Income Tax	3 credit hours
TAX3011	Taxation of Business Organizations	3 credit hours

**Table 10.11.2 B.S. Accounting Elective Courses (18 credit hours) select six courses**

Course	Title	Credit Hours
BUL2241	Business Law I	3 credit hours
BUL2242	Business Law II	3 credit hours
FIN2000	Principles of Finance	3 credit hours
GEB2430	Ethics and Social Responsibility	3 credit hours
GEB2531	International Business	3 credit hours
MAN2021	Principles of Management	3 credit hours
MAR2011	Principles of Marketing	3 credit hours
SBM2000	Small Business Management	3 credit hours
MAN3240	Organizational Behavior	3 credit hours
MAN4301	Human Resource Management	3 credit hours
MAN3802	Principles of Entrepreneurship	3 credit hours

**Table 10.11.3 Sample Program of Study**

Semester 1		
ACG3103	Intermediate Accounting I	3 credit hours
ACG4401	Accounting Information Systems	3 credit hours
ACG3113	Intermediate Accounting II	3 credit hours
BUL3130	Legal Ethical and Social Aspects of Business	3 credit hours
	Total	12 credit hours

Semester 2		
ACG3123	Intermediate Accounting III	3 credit hours
FIN3403	Business Finance	3 credit hours
ACG3341	Cost Accounting	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
	Total	12 credit hours

Semester 3		
GEB3231	Business Writing	3 credit hours
MAN3353	Management Theory and Practice	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
	Total	12 credit hours

Semester 4		
TAX3001	Federal Income Tax	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
TAX3011	Taxation of Business Organizations	3 credit hours
ACG4501	Governmental and Nonprofit Accounting	3 credit hours
	Total	12 credit hours

Semester 5		
MAN4504	Operational Decision Making	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
ACG4632	Auditing	3 credit hours
	Business Elective or Gen. Ed Requirement	3 credit hours
	Total	12 credit hours
	Program Total	60 credit hours

- 11.4 Is the program being proposed as a limited access program? (If yes, identify admission requirements and indicate enrollment capacity):  Yes  No

### PROGRAM TERMINATION

- 11.1 Plan of action if program must be terminated, including teach-out alternatives for students.

In the event of program termination, a gradual phase out of the program will be implemented. Admission to the program will be halted and students enrolled in the program will be notified. The Department Chair will contact existing students to work out a plan that will enable them to complete their program of study within a given timeframe. A degree audit of enrolled students and the courses necessary for students to meet graduation requirements will be carried out to determine a course sequencing and schedule. This would allow the college to teach out the program with necessary courses without imposing an undue burden on students.

**Appendix Table A.1.**

**INSTRUCTIONS FOR COMPLETING THE DEMAND SECTION OF APPENDIX TABLE A.1.1 and A.1.1.2:** To complete the following table, use the [CIP to Standard Occupational Classification \(SOC\) crosswalk](#) of the U.S. Department of Education to identify the SOC codes for occupations associated with the proposed program’s CIP code. Fill in Table A.1.1 using the employment projections data produced by the Florida Department of Economic Opportunity (DEO), pursuant to Section 445.07, F.S., for the workforce region aligned with the college’s service district for each SOC code associated with the proposed program’s CIP code. The employment projections data may be accessed at <http://www.floridajobs.org/labor-market-information/data-center/statistical-programs/employment-projections>. For proposed programs without a listed SOC linkage, identify the appropriate SOC codes for which the program prepares graduates. Insert additional rows as needed. The total job openings column value shall be divided by eight to reflect total annual job openings. The annualized salary shall be calculated by multiplying the average hourly wage times 40, and then multiplying that value times 52. Complete table A.1.1.2 in the same manner as A.1.1 for any additional sources of employment projections. Duplicate Table A.1.1.2 for additional sources as needed.

**DEMAND: FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY (DEO) EMPLOYMENT PROJECTIONS**

A.1.1

Occupation			Number of Jobs				Salary		Education
Name/Title	SOC Code	County/Region	Base Year 2018	Projected Year 2026	Level Change	Total Job Openings (divided by 8)	Average Hourly Wage	Annualized Salary	Level
Accountants and Auditors	132011*	Volusia, Flagler	1,168	1,311	143	126	\$ 29.98	\$ 62,358	B

\*This SOC code only was used despite others associated with the accounting CIP, as it was linked to the DEO list of high demand occupations and the main focus of our program. While aware of other occupations that require a BS in Accounting, the career pathway choice will be that of the individual student.



**INSTRUCTIONS FOR COMPLETING THE ESTIMATES OF UNMET NEED SECTION OF APPENDIX TABLE A.1.3:** To complete the following table, the total in column A should be derived from the total job openings from Table A.1.1 and the totals in columns B and C should be derived from Table A.1.2. Input the figures in the “Total” row in Table A.1.1 for total job openings and Table A.1.2 for most recent year and 5-year average. The range of estimated unmet need should be derived from 1) subtracting the figure in column B from the figure in column A and 2) subtracting the figure in column C from the figure in column A.

<b>ESTIMATES OF UNMET NEED</b>						
A.1.3		DEMAND	SUPPLY		RANGE OF ESTIMATED UNMET NEED	
		(A)	(B)	(C)	(A-B)	(A-C)
		Total Job Openings (divided by 8)	Most Recent Year	5-year average or average of years available if less than 5 years	Difference	Difference
Total	DEO A.1.1	<b>126</b>	<b>34</b>	<b>34</b>	<b>92</b>	<b>92</b>

**Appendix Table A.2**

**INSTRUCTIONS FOR COMPLETING THE PROJECTED BACCALAUREATE PROGRAM ENROLLMENT SECTION OF APPENDIX TABLE A.2:**

To complete the following table, enter the projected enrollment information for the first four years of program implementation. Unduplicated headcount enrollment refers to the actual number of students enrolled. Full-time equivalent (FTE) refers to the full-time equivalent of student enrollment.

**PROJECTED BACCALAUREATE PROGRAM ENROLLMENT**

		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
<b>A.2.1</b>	<b>Unduplicated headcount enrollment:</b>	27	59	79	91
A.2.1.1	Admitted Student Enrollment (First-time)*	27	40	50	60
<b>A.2.2</b>	<b>FTE Enrollment</b>				
A.2.2.1	Program Student Credit Hours (Resident)	410	1224	1920	2232
A.2.2.2	Program Student Credit Hours (Non-resident)	34	84	108	120
A.2.2.3	Total Program Student Credit Hours	444	1308	2028	2352
A.2.2.4	Program FTE (30 Credits) – (Resident)	13.66	40.80	64.00	74.40
A.2.2.5	Program FTE (30 credits) –(Non-resident)	1.14	2.80	3.60	4.00
A.2.2.6	Total Program FTE	14.80	43.60	67.60	78.40

\*The unduplicated headcount includes attrition, to end up with 65% completers at 150%.

**INSTRUCTIONS FOR COMPLETING THE PROJECTED DEGREES AND WORKFORCE OUTCOMES SECTION OF APPENDIX TABLE A.2:**

To complete the following table, enter the projected number of degrees awarded, the projected number of graduates employed and the projected average starting salary for program graduates for the first four years of program implementation.

**PROJECTED DEGREES AND WORKFORCE OUTCOMES**

		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
A.2.3	Degrees	0	0	18	26
A.2.4	Number Employed	0	0	14	22
A.2.5	Average Starting Salary	\$	\$	\$40,000	\$41,300

**INSTRUCTIONS FOR COMPLETING THE REVENUES AND EXPENDITURES SECTION OF APPENDIX TABLE A.2:** To complete the following table, enter the projected program expenditures and revenue sources for the first four years of program implementation.

<b>REVENUES AND EXPENDITURES</b>				
<b>I. PROJECTED PROGRAM EXPENDITURES</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
<b>INSTRUCTIONAL</b>				
1. Faculty Full-Time FTE	1.10	2.10	2.30	2.30
2. Faculty Part-Time FTE	0.10	0.70	0.90	0.90
1. Faculty Full-Time Salaries/Benefits	\$81,782.80	\$156,130.80	\$176,130.41	\$176,130.41
2. Faculty Part-Time Salaries/Benefits	\$3,400.00	\$23,800.00	\$31,518.00	\$31,518.00
3. Faculty Support: Lab Assistants				
<b>OPERATING EXPENSES</b>				
1. Academic Administration	\$0.00	\$0.00	\$0.00	\$0.00
2. Materials/Supplies	\$1,500.00	\$1,500.00	\$2,000.00	\$2,000.00
3. Travel	\$1,000.00	\$1,000.00	\$1,500.00	\$1,500.00
4. Communication/Technology	\$0.00	\$0.00	\$0.00	\$0.00
5. Library Support	\$2,500.00	\$3,000.00	\$3,500.00	\$4,000.00
6. Student Services Support				
7. Professional Services				
8. Accreditation			\$4,550.00	\$3,850.00
9. Support Services	\$1,703.66	\$3,598.62	\$4,152.97	\$4,152.97

CAPITAL OUTLAY				
1. Library Resources				
2. Information Technology Equipment				
3. Other Equipment				
4. Facilities/Renovation				
TOTAL PROJECTED PROGRAM EXPENDITURES	\$91,886.46	\$189,029.42	\$223,351.38	\$223,151.38
II. NATURE OF EXPENDITURES				
1. Recurring	\$91,586.46	\$188,729.42	\$223,001.38	\$222,801.38
2. Nonrecurring	\$300.00	\$300.00	\$350.00	\$350.00
TOTAL	\$91,886.46	\$189,029.42	\$223,351.38	\$223,151.38
III. SOURCES OF FUNDS				
A. REVENUE				
1. Special State Nonrecurring				
2. Upper Level - Resident Student Tuition Only	\$34,515.00	\$103,090.18	\$163,731.46	\$190,009.34
Upper Level - Nonresident Student Fees Only	\$14,921.56	\$36,649.45	\$47,120.72	\$52,356.36
Upper Level - Other Student Fees	\$13,320.00	\$39,240.00	\$61,560.00	\$71,280.00
3. Contributions or Matching Grants				
4. Other Grants or Revenues				
5. Florida College System Program Funds	\$29,129.90	\$10,049.79		
6. Unrestricted Fund Balance				
7. Interest Earnings				
8. Auxiliary Services				
9. Federal Funds – Other				
B. CARRY FORWARD	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL FUNDS AVAILABLE	\$91,886.46	\$189,029.42	\$272,412.18	\$313,645.70
TOTAL UNEXPENDED FUNDS (CARRY FORWARD)	\$0.00	\$0.00	\$49,060.80	\$90,494.32

## Supplemental Materials B.1

### SUPPLEMENTAL MATERIALS

B.1 Summarize any supporting documents included with the proposal, such as meeting minutes, survey results, letters of support, and other supporting artifacts.

#### B.1.1 Survey Results DME

- The School of Business Administration conducted a local survey of employers that targeted small businesses, government organizations, tax, and law firms in our service area. The survey website had 390 total visits, 157 unique visits, and 58 people responded to some or all of the survey questions. Of 58 responses to the question of what level of education is required for positions in accounting in their firms, 44.83% indicated they sought a bachelor's degree.

#### B.1.2 Advisory Board Survey

- School of Business Advisory Board were surveyed and of the 20 active members, 12 responded affirmatively to the question of whether there is regional demand for graduates with a Bachelor of Science in Accounting

#### B.1.3 Letters of Support

- Letter of Support from the University of Central Florida (UCF) and the Central Florida Higher Education Consortium.
- The college received 11 letters of support from community firms and chambers of commerce, including: Volusia Manufacturers Association, Team Volusia Economic Development Corporation, Daytona Regional Chamber of Commerce, Flagler County Chamber of Commerce, James Moore Certified Public Accounting and Consulting, Brown & Brown Insurance, Rice Law Firm, and Top Build.

#### B.1.4 Curriculum Development: Steps in the Process

- Copy of document accessible to faculty and staff in the DSC intranet.

#### B.1.5 Meeting Minutes

- At the advisory board meeting of March 26, 2018 a Brown

& Brown Insurance representative briefed the group on plans to add 600+ new positions in Daytona Beach in the areas of insurance and accounting.

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B.2 List any objections or alternative proposal received from other postsecondary institutions for this program.

None received.

## **Supplemental Materials Baccalaureate Proposal Application Daytona State College**

- B.1.1 Survey Results DME
- B.1.2 Advisory Board Survey
- B.1.3 Letters of Support
- B.1.4 Curriculum Development: Steps in the Process
- B.1.5 Meeting Minutes

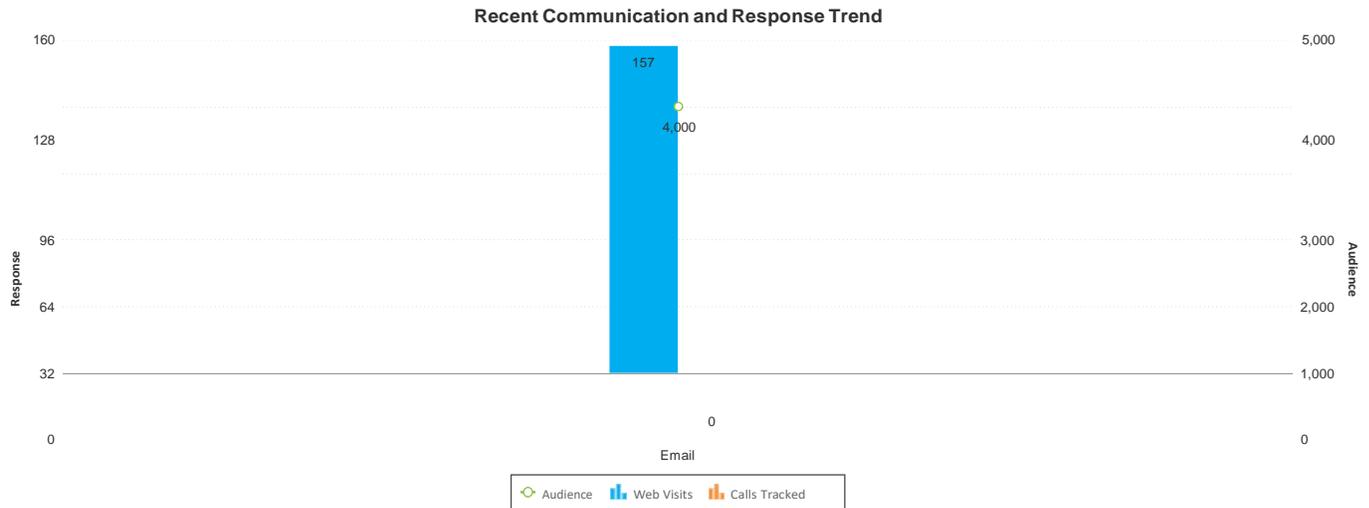
## **B.1.1 Survey Results DME**



Base Organization: Daytona State College

### Marketing Overview

<b>1</b> Campaign(s)	<b>1</b> Initiative(s)
<b>1</b> Communication(s)	<b>4,000</b> Audience
<b>157</b> Web Site Visit(s)	<b>0</b> Call(s) Tracked



### Recent Initiatives

---

Initiative Name	Campaign Name	StartDate	Audience
Accounting Survey (InitiativeOverview.aspx?initId=1197)	Daytona State Email / PURL (CampaignOverview.aspx?campId=698)	6/13/2018	4,000

**Recent Response by Communication**

Communication Name	Delivery Date	Audience Count	Web Hit	Calls Count
Email (CommunicationOverview.aspx?commld=2447)	6/13/2018	4,000	157 (WebSiteOverView.aspx?commID=2447)	-

**Recently Launched Web Sites**

WebSites	Launch Date
<a href="http://accounting.daytonastate.edu/./WebSiteOverview.aspx?websiteld=281">http://accounting.daytonastate.edu/./WebSiteOverview.aspx?websiteld=281</a>	6/14/2018

**Recent Call Tracking Numbers**

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(/)

Base Organization: **Daytona State College**

## Survey Results

[Web Site Overview \(WebSiteOverview.aspx?commId=2447\)](#)

# 29

Completed

# 29

In Progress

# 50%

Complete Percentage

### 1 : How would you describe your current uses of accountants / bookkeepers? (58)

Currently employ an in house CPA with one or more staff accountants/bookkeepers. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3056) - (13)

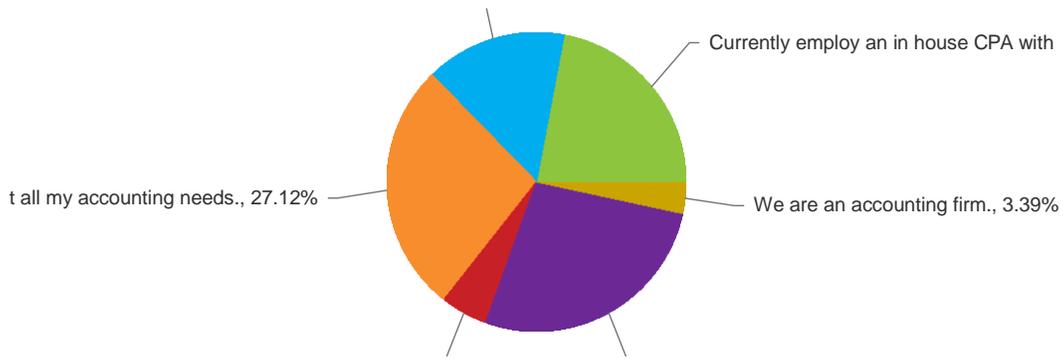
Currently employ a full time accountant bookkeeper with no staff accountants/bookkeepers. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3057) - (9)

Use an outside CPA firm to meet all my accounting needs. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3058) - (16)

Use an outside non CPA accounting service to meet my accounting needs. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3059) - (3)

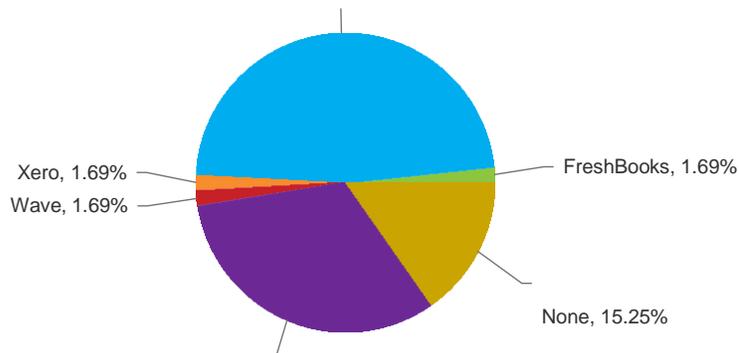
Use an accountant for income tax preparation only. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3060) - (16)

We are an accounting firm. (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=753&answer=3061) - (2)



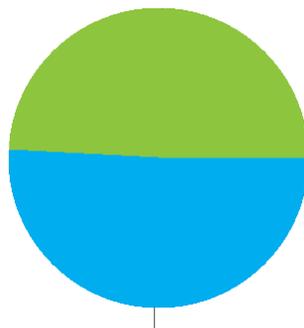
**2 : Please indicate the accounting software that you currently use. (58)**

- FreshBooks (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3072) - (1)
- QuickBooks (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3075) - (28)
- Xero (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3076) - (1)
- Wave (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3078) - (1)
- Other (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3082) - (19)
- None (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=754&answer=3083) - (9)



**3 : Do you have current or past employees who are/were students at Daytona State College? (58)**

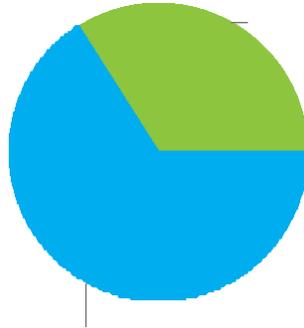
- Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=755&answer=3054) - (29)
- No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=755&answer=3055) - (30)



**4 : Are you interested in participating in a Daytona State College internship program? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=756&answer=3054) - (20)

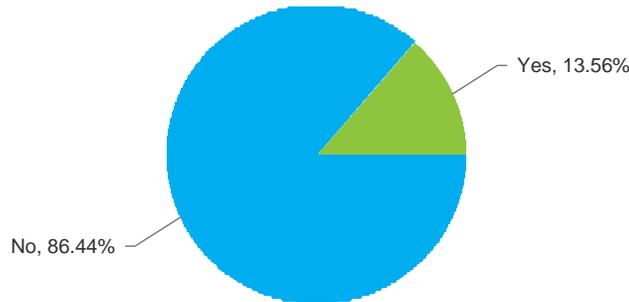
No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=756&answer=3055) - (39)



**5 : Are you interested in becoming a member of the Accounting Advisory Board? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=757&answer=3054) - (8)

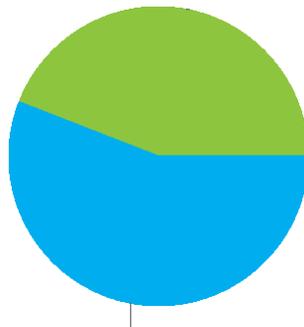
No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=757&answer=3055) - (51)



**6 : Would a seminar or workshop on sales tax, business tax, employee benefits, or income tax offered at Daytona State College be of interest to you? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=758&answer=3054) - (26)

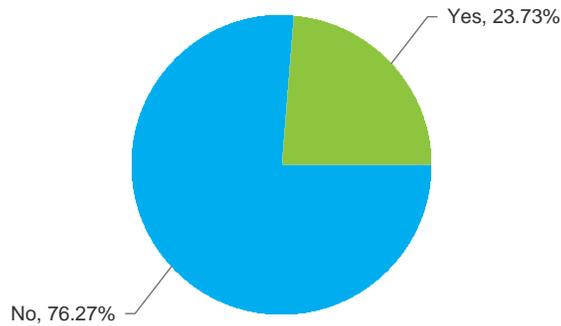
No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=758&answer=3055) - (33)



**7 : Does your company offer tuition reimbursement to your employees? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=759&answer=3054) - (14)

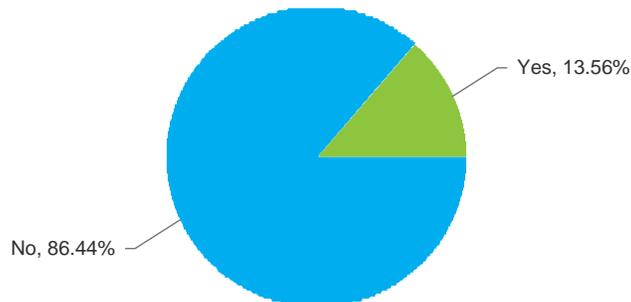
No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=759&answer=3055) - (45)



**8 : Would you be interested in making a presentation to a class or other group about opportunities at your company? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=760&answer=3054) - (8)

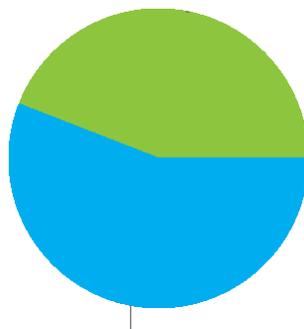
No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=760&answer=3055) - (51)



**9 : Do you have a training program for new employees? (58)**

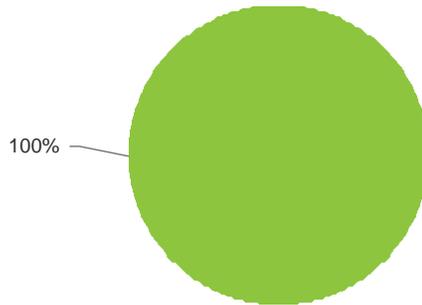
Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=761&answer=3054) - (26)

No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=761&answer=3055) - (33)



**10 : Please provide us with your thoughts of how Daytona State College accounting program can better meet your employee needs. (58)**

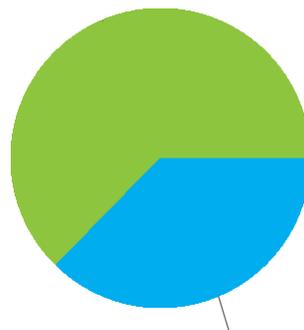
[Write-In] (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=762&answer=3071) - (59)



**11 : Do you see the market within Volusia/Flagler County for students earning the Enrolled Agent certification? (58)**

Yes (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=763&answer=3054) - (37)

No (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=763&answer=3055) - (22)



**12 : What level of education do you require of your accounting personnel? (58)**

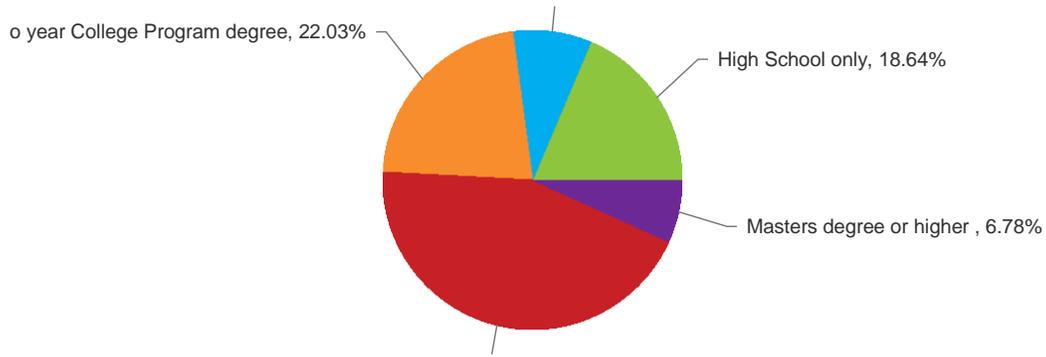
High School only (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=764&answer=3066) - (11)

One year College certificate degree (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=764&answer=3067) - (5)

Two year College Program degree (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=764&answer=3068) - (13)

Four year College Program degree (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=764&answer=3069) - (26)

Masters degree or higher (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=764&answer=3070) - (4)



**13 : If yes, please indicate areas that you identified as needing improvement (29)**

Accounting Knowledge (ResponseSurveyDetail.aspx?

sender=web&commId=2447&surveyid=115&Question=765&answer=3062) - (4)

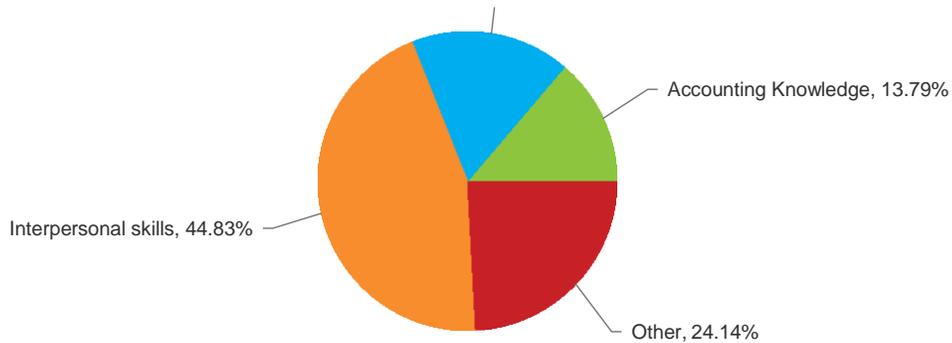
Technical skills such as competency in Excel or accounting software (ResponseSurveyDetail.aspx?

sender=web&commId=2447&surveyid=115&Question=765&answer=3063) - (5)

Interpersonal skills (ResponseSurveyDetail.aspx?

sender=web&commId=2447&surveyid=115&Question=765&answer=3064) - (13)

Other (ResponseSurveyDetail.aspx?sender=web&commId=2447&surveyid=115&Question=765&answer=3065) - (7)



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(/)

Base Organization: **Daytona State College**

### Initiative Overview

[Campaign Overview \(CampaignOverview.aspx?campID=698\)](#)

## Accounting Survey

Name

**4,000**  
Audience

**1**  
Communication(s)

**146879**  
Job ID

**6/13/2018 - 8/31/2018**  
Time Period

### Web Response

**3.93 %**

Response Rate

**157**

Unique Visits

**390**

Total Visits

### Call Track Response

**0.00 %**

Response Rate

**0**

Unique Calls

**0**

Total Calls

### Initiative Communications

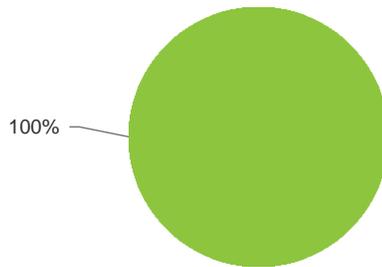
Communication	Method	Format	Delivery Date	Audience
Email (CommunicationOverView.aspx?commId=2447)	Email	HTML	06/13/18 - 12:00 am	4000

1 to 1 of 1 Segments

<< < 1 > >>

### Audience List Segment Breakdown

#### Top 10 Initiative Audience By List Segment



#### Total Responses Grouped by Month for each List Segment



List Segment Description	Audience	Total Response	Web Visits	Calls Tracked	Response Rate
Unknown	4000	157	390	0	3.9%

1 to 1 of 1 Segments

<< < 1 > >>

Copyright © 2019 DME Holdings LLC. All rights reserved.

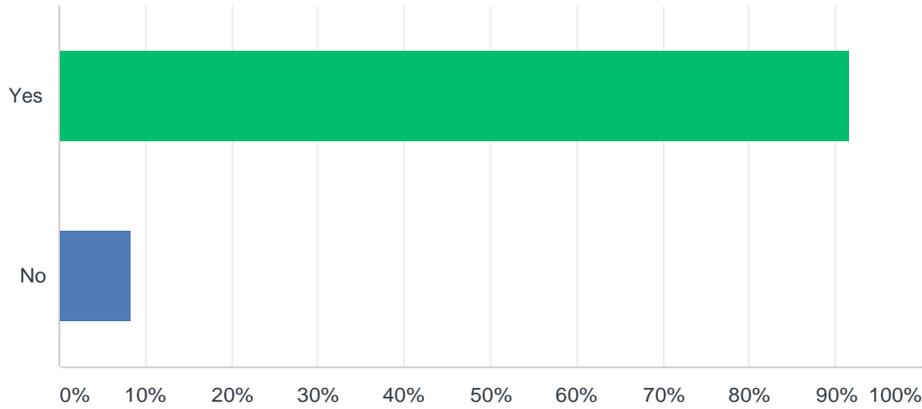
## **B.1.2 Advisory Board Survey**

### Advisory Board Members Surveyed

Name	Organization
Bon Fleur, Erik	Boston Whaler
Capote, Charlotte	Fairwinds Credit Union
Coleman, Rob	Coleman Goodemote Construction
Edghill, Kadir	Brown & Brown Insurance
Fifer, Jayne	Volusia Manufacturers Association
Halter, Kathryn	Randstad
Howe, Dean	Career Center, Daytona State College
Humphreys, Patti	Rice & Rose Law Firm
Kenyon, Lee	Associate Professor, School of Business Administration
Manley, Kevin	Manley Strategic
Marotti, Joseph A.	Economic Opportunity AC
Meeks, Grady	Associate Professor, School of Business Administration
Mills, Nancy	Workforce Development Board of Volusia & Flagler- Center for Business Excellence
Mueller, Justyna	James Moore Certified Public Accounting and Consulting
Musyimi, Jackson	Professor, School of Business Administration
Reynolds, Stephanie	Community Insurance Services, A Division of Brown & Brown Insurance
Norden, Keith	Team Volusia Economic Development Corporation
Sarjeant, Amanda	City of Port Orange
Thomas, Stephen C.	(formerly) Flagler College
Wells, Mary	Oasis Outsourcing

# Q1 DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field?

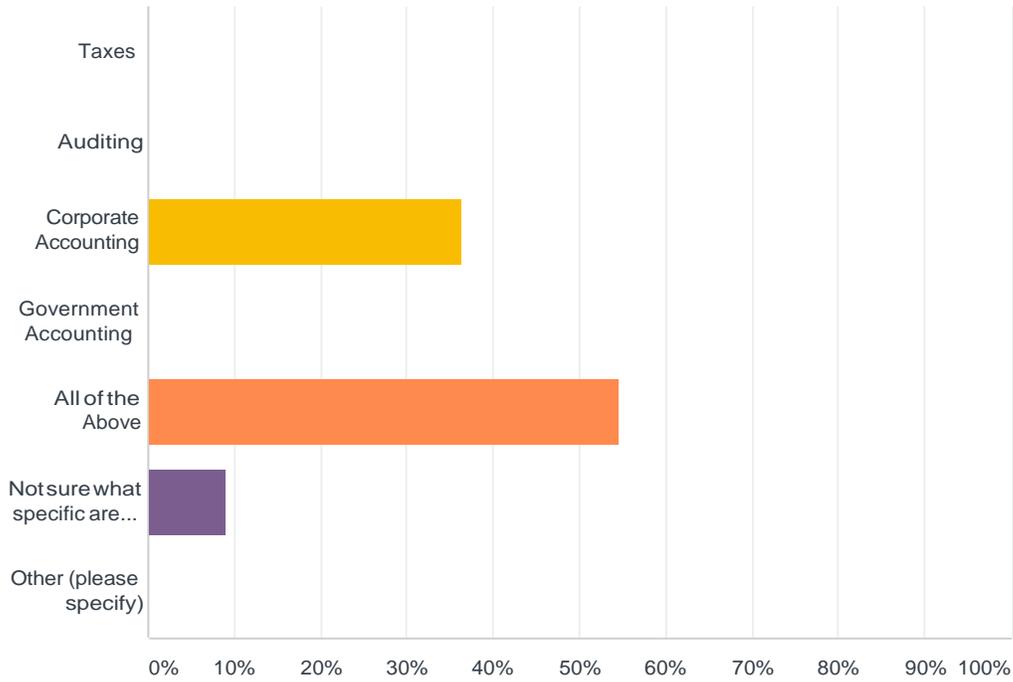
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	91.67% 11
No	8.33% 1
Total Respondents: 12	

## Q2 If yes, what areas would be in most demand?

Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Taxes	0.00%	0
Auditing	0.00%	0
Corporate Accounting	36.36%	4
Government Accounting	0.00%	0
All of the Above	54.55%	6
Not sure what specific area but accounting in general	9.09%	1
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>11</b>

# #1

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 9:12:58 AM  
**Last Modified:** Friday, August 31, 2018 9:16:39 AM  
**Time Spent:** 00:03:41  
**IP Address:** 67.78.166.98

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

# #2

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 9:50:08 AM  
**Last Modified:** Friday, August 31, 2018 9:50:25 AM  
**Time Spent:** 00:00:16  
**IP Address:** 104.7.215.73

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

# #3

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 10:16:13 AM  
**Last Modified:** Friday, August 31, 2018 10:16:42 AM  
**Time Spent:** 00:00:29  
**IP Address:** 8.41.93.10

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **Corporate Accounting**

---

# #4

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 10:36:27 AM  
**Last Modified:** Friday, August 31, 2018 10:37:05 AM  
**Time Spent:** 00:00:37  
**IP Address:** 75.112.90.131

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

# #5

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 11:31:19 AM  
**Last Modified:** Friday, August 31, 2018 11:32:03 AM  
**Time Spent:** 00:00:43  
**IP Address:** 75.112.90.131

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **Corporate Accounting**

---

# #6

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 12:13:29 PM  
**Last Modified:** Friday, August 31, 2018 12:14:06 PM  
**Time Spent:** 00:00:37  
**IP Address:** 108.212.188.22

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

# #7

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 2:43:10 PM  
**Last Modified:** Friday, August 31, 2018 2:43:32 PM  
**Time Spent:** 00:00:21  
**IP Address:** 67.79.186.186

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **Corporate Accounting**

---

# #8

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, August 31, 2018 3:43:38 PM  
**Last Modified:** Friday, August 31, 2018 3:44:04 PM  
**Time Spent:** 00:00:25  
**IP Address:** 66.194.111.137

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **Not sure what specific area but accounting in general**

---

# #9

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, September 01, 2018 10:57:41 AM  
**Last Modified:** Saturday, September 01, 2018 10:58:11 AM  
**Time Spent:** 00:00:29  
**IP Address:** 148.109.90.7

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **Corporate Accounting**

---

# #10

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, September 04, 2018 7:22:54 AM  
**Last Modified:** Tuesday, September 04, 2018 7:23:22 AM  
**Time Spent: IP** 00:00:28  
**Address:** 104.7.213.242

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

# #11

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, September 04, 2018 8:12:37 AM  
**Last Modified:** Tuesday, September 04, 2018 8:12:55 AM  
**Time Spent:** 00:00:17  
**IP Address:** 209.16.112.66

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **No**

---

**Q2** If yes, what areas would be in most demand? **Respondent skipped this question**

---

# #12

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, September 04, 2018 11:11:41 AM  
**Last Modified:** Tuesday, September 04, 2018 11:12:09 AM  
**Time Spent:** 00:00:27  
**IP Address:** 174.227.8.179

---

Page 1

**Q1** DSC is planning on offering a BS in Accounting in the near future. Do you think there is a regional demand for graduates in that field? **Yes**

---

**Q2** If yes, what areas would be in most demand? **All of the Above**

---

### **B.1.3 Letters of Support**

Letters of Support Listing

<b>Organization</b>	<b>Signatory</b>	<b>Position</b>
UCF Connect	J. Jeffrey Jones	Vice Provost
VMA	Jayne C. Fifer	President/CEO
Brown & Brown	J. Hyatt Brown	Chairman
Rice Law Firm	Patty Humphreys	Legal Administrator
Daytona Chamber	Skip Lilly	Chairman of the Board
Flagler Chamber	Jorge Luis Gutierrez	President/CEO
Team Volusia	Keith A. Norden	President/CEO
Top Build	Ninette Turay Lewis	Director of Internal Audit
James Moore Certified Public Accounting and Consulting	James A. Halleran	Partner
James Moore Certified Public Accounting and Consulting	Michael J. Sibley	Partner
James Moore Certified Public Accounting and Consulting	Suzanne E. Forbes	Partner
James Moore Certified Public Accounting and Consulting	Zach A. Chalifour	Partner



UNIVERSITY OF CENTRAL FLORIDA

**UCF Connect**

April 18, 2019

**RE: Support for Daytona State College's proposed Bachelor of Science in Accounting**

On behalf of the University of Central Florida (UCF) and the Central Florida Higher Education Consortium including representation from College of Central Florida, Daytona State College, Eastern Florida State College, Lake-Sumter State College, Seminole State College, Valencia College, and UCF, I am writing this letter to support the Bachelor of Science in Accounting being proposed by Daytona State College.

In 2005, the Central Florida Higher Education Consortium was formed to guarantee students graduating with an Associate of Arts, as well as selected Associate of Science degrees, from Consortium member institutions admission to the University of Central Florida. The Consortium operates within the guidelines of a Regional Operational Plan. With this agreement, Consortium member institutions agree to conduct a collaborative review of new baccalaureate degrees being proposed by any of the six state college members. This review process involves a regional workforce supply-demand gap analysis, and an extensive review of data shared among the chief academic officers of each member institution.

The Consortium members believe that this review process is thorough, and it is consistent with the members' shared goals of meeting local and regional workforce demands without unnecessary duplication of degree programs.

Therefore, I add my support to this proposed Bachelor of Science degree in Accounting for Daytona State College.

Sincerely,

J. Jeffrey Jones, Ph.D.

Vice Provost

UCF Connect

cc: Provost Elizabeth Dooley



*...the Region's #1 Resource for Manufacturers*

VMAonline.com

May 18, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200W. International Speedway Blvd.  
Daytona Beach, FL 32114

Dear Dr. LoBasso:

The Volusia Manufacturers Association strongly supports the development of a Bachelor of Science program in Accounting by Daytona State College. This program is very important to our company as it will help sustain a pipeline of local talent to meet the need for accounting professionals.

Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new Bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local economy.

With Kindest Regards,

Jayne C. Fifer  
President/CEO



**J. Hyatt Brown**  
*Chairman*

August 10, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 W. International Speedway Blvd. d.  
Daytona Beach, FL 32114

Dear Dr. LoBasso,

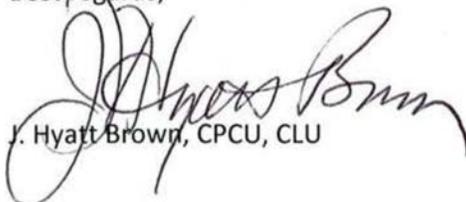
As a longtime community supporter and major employer in Volusia County, Brown & Brown Insurance strongly supports the development of a Bachelor of Science in Accounting at Daytona State College. We are pleased to hear the college is exploring this expansion of educational options in our community.

Our company is the sixth largest independent insurance intermediary in the U.S. with offices worldwide, but our headquarters have always been in our hometown of Daytona Beach. Sustaining a pipeline of qualified employees in our local community is one of our top priorities and a reflection of our community-based values. An accessible, affordable and high-quality degree program in accounting at DSC would certainly help meet that need.

As you know, in 2020 we will open a new 11-story headquarters in downtown Daytona Beach that will bring an additional 600 employees to the area. Labor market data show that there are already unfilled positions in Volusia and Flagler counties in the field of accounting, so we know the need will continue to grow. Educational institutions close to home that can offer applicable degrees in the fields of business and accounting will help fill those jobs with local talent.

We look forward to supporting this effort by Daytona State.

Best regards,



J. Hyatt Brown, CPCU, CLU

# RICE LAW FIRM

*Serving Central Florida Since 1983*

May 31, 2018

**Dr. Thomas LoBasso**

**President**

**Daytona State College**

**1200 W. International Speedway Blvd.**

**Daytona Beach, FL 32114**

Dear Dr. LoBasso,

Rice Law Firm strongly supports the development of a Bachelor of Science program in Accounting by Daytona State College. This program is very important to our company as it will help sustain a pipeline of local talent to meet the need for legal professionals.

Accounting professionals can operate in many areas of our business such as financial paralegal, financial estate planning and legal management. This new Bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local economy.

Sincerely,



Patti Humphreys

Legal Administrator, Rice Law Firm

Principal Office: 222 Seabreeze Boulevard, Daytona Beach, FL 32118 • 386.257.1222, Fax 386.258.9694

Flagler County Office 386.445.9007

Southeast Volusia Office: 386.426.6463

[www.RiceLawFlorida.com](http://www.RiceLawFlorida.com)



**Daytona Regional**  
CHAMBER OF COMMERCE

**ACCREDITED**

September 28, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 W. International Speedway Blvd.  
Daytona Beach, FL 32114

TRUSTEE  
PILLAR



Dear Dr. LoBasso,

On behalf of the Daytona Regional Chamber of Commerce we would like to strongly support the development of a Bachelor of Science program in Accounting by Daytona State College.

This program is very important to our community as it will help sustain a pipeline of local talent to meet the need for accounting professionals. Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new Bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local economy.

Sincerely,



Skip Lilly, Vision HR, Inc.  
2018 Chairman of the Board, Daytona Regional Chamber

Cc: Nancy P. Keefer, President & CEO, Daytona Regional Chamber

126 East Orange Avenue | Daytona Beach, Florida 32114  
386.255.0981 | DaytonaChamber.com

The Daytona Beach  
**NEWS-  
JOURNAL**

TRUSTEE  
VISIONARY

FLORIDA  
HOSPITAL





May 29, 2018

Dr. Thomas LoBasso, President  
Daytona State College  
1200 W. International Speedway Blvd.  
Daytona Beach, FL 32114

Dear Dr. LoBasso,

I am writing to you as President and CEO of Team Volusia Economic Development Corporation to express our organization ' s support for the development of a Bachelor of Science program in Accounting by Daytona State College .

Team Volusia EDC is a public/private not-for-profit corporation funded by Volusia County and 13 of its cities, seven colleges and universities and over 70 private businesses/ companies. With its primary mission to market and recruit businesses from outside the area to Volusia Count y. Accounting professionals are crucial in many areas of business such as banking , financial planning, sales, procurement, taxation, audits, compliance and risk management. By offering this new Bachelor ' s degree program in Accounting, this will address Volusia County ' s need for current vacancies and projected vacancies in our area.

Daytona State College is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers and others to achieve county-wide economic growth. In addition to being active within the community, we thank you for your continued service on the Team Volusia Board of Directors.

We support Daytona State College and their continued efforts towards economic growth, higher education and job creation for the St ate of Florida.

Respect fully,

A handwritten signature in black ink that reads 'Keith A. Norden'.

Keith A. Norden, CEcD  
President & CEO



Flagler County Chamber of Commerce  
20 Airport Road, Suite C  
Palm Coast, FL 32164  
386-437-0106 | [www.flaglerchamber.org](http://www.flaglerchamber.org)

October 1, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 W. International Speedway Blvd.  
Daytona Beach, FL 32114

Dear Dr., LoBasso,

The Flagler County Chamber of Commerce strongly supports the development of a Bachelor of Science program in Accounting by Daytona State College. This program is vital to our County, as it will help sustain a pipeline of local talent to meet the need for accounting professionals.

Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

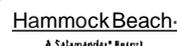
We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and bachelor's degree programs and this new Bachelor's in Accounting will make a significant contribution to our local economy.

Sincerely,

A handwritten signature in black ink that reads "Jorge Luis Gutierrez".

Jorge Luis Gutierrez,  
President and CEO, Flagler County Chamber of Commerce

**Special thanks to our Benefactor Partners**





September 28, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 W. International Speedway Blvd.  
Daytona Beach, FL 32114

Dear Dr. LoBasso,

TopBuild strongly supports the development of a Bachelor of Science program in Accounting by Daytona State College. This program is very important to our Company as it will help sustain a pipeline of local talent to meet the need for accounting professionals.

Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new Bachelor's degree in Accounting from Daytona State will address current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local economy.

Sincerely,

A handwritten signature in black ink that reads "Ninette Turay Lewis". The signature is written in a cursive style with a small apostrophe at the end of the last name.

Ninette Turay Lewis

Director of Internal Audit, CAE

October 3, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 West International Speedway Boulevard  
Daytona Beach, Florida 32114

RE: Bachelor of Science Program  
in Accounting

Dear Dr. LoBasso,

James Moore & Company currently employs five graduates of Daytona State College and we very much support the development of a Bachelor of Science program in Accounting by Daytona State. This program would help sustain a pipeline of local talent to meet the area needs for accounting professionals and would be very important to our firm.

Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new Bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local community.

Sincerely,

JAMES MOORE & CO., P.L.

By   
James A. Halleran, Partner

121 Executive Circle  
Daytona Beach, FL 32114-1180  
Telephone: 386-257-4100

133 East Indiana Avenue  
Deland, FL 32724-4329  
Telephone: 386-738-3300

5931 NW 1st Place  
Gainesville, FL 32607-2063  
Telephone: 352-378-1331

2477 Tim Gamble Place, Suite 200  
Tallahassee, FL 32308-4386  
Telephone: 850-386-6184

October 3, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 West International Speedway Boulevard  
Daytona Beach, Florida 32114

RE: Bachelor of Science Program  
in Accounting

Dear Dr. LoBasso,

We at James Moore & Company strongly support the development of a Bachelor of Science program in Accounting by Daytona State College. This program would help sustain a pipeline of local talent to meet the area needs for accounting professionals and would be very important to our firm.

A Bachelor's degree in Accounting from Daytona State College will address our current and projected vacancies in the areas serviced by accounting professionals such as banking, financial planning, sales, procurement, taxation, compliance and risk management.

We fully support this effort by Daytona State College and look forward to reaping the benefits of this program. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local community.

Sincerely,

JAMES MOORE & CO., P.L.



By \_\_\_\_\_

Michael J. Sibley, Partner

121 Executive Circle  
Daytona Beach, FL 32114-1180  
Telephone: 386-257-4100

133 East Indiana Avenue  
Deland, FL 32724-4329  
Telephone: 386-738-3300

5931 NW 1st Place  
Gainesville, FL 32607-2063  
Telephone: 352-378-1331

2477 Tim Gamble Place, Suite 200  
Tallahassee, FL 32308-4386  
Telephone: 850-386-6184

October 3, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 West International Speedway Boulevard  
Daytona Beach, Florida 32114

RE: Bachelor of Science Program  
in Accounting

Dear Dr. LoBasso,

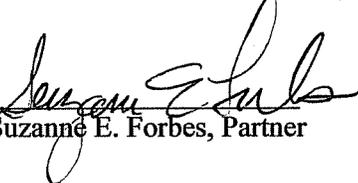
James Moore & Company strongly supports the development of a Bachelor of Science program in Accounting by Daytona State College. This program is very important to our company because it will help sustain a pipeline of local talent to meet the need for accounting professionals.

Accounting professionals can operate in many areas of business such as banking, financial planning, sales, procurement, taxation, compliance and risk management. This new Bachelor's degree in Accounting from Daytona State will address our current and projected vacancies in this area.

We look forward to supporting this new effort by Daytona State. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local community.

Sincerely,

JAMES MOORE & CO., P.L.

By   
Suzanne E. Forbes, Partner

121 Executive Circle  
Daytona Beach, FL 32114-1180  
Telephone: 386-257-4100

133 East Indiana Avenue  
Deland, FL 32724-4329  
Telephone: 386-738-3300

5931 NW 1st Place  
Gainesville, FL 32607-2063  
Telephone: 352-378-1331

2477 Tim Gamble Place, Suite 200  
Tallahassee, FL 32308-4386  
Telephone: 850-386-6184

October 3, 2018

Dr. Thomas LoBasso  
President  
Daytona State College  
1200 West International Speedway Boulevard  
Daytona Beach, Florida 32114

RE: Bachelor of Science Program  
in Accounting

Dear Dr. LoBasso,

We at James Moore & Company strongly support the development of a Bachelor of Science program in Accounting by Daytona State College. This program would help sustain a pipeline of local talent to meet the area needs for accounting professionals and would be very important to our firm.

A Bachelor's degree in Accounting from Daytona State College will address our current and projected vacancies in the areas serviced by accounting professionals such as banking, financial planning, sales, procurement, taxation, compliance and risk management.

We fully support this effort by Daytona State College and look forward to reaping the benefits of this program. The college has a long history of successful delivery of Certificate, Associate and Bachelor degree programs and this new Bachelor's in Accounting will make a significant contribution to our local community.

Sincerely,

JAMES MOORE & CO., P.L.

By   
Zach A. Chalifour, Partner

121 Executive Circle  
Daytona Beach, FL 32114-1180  
Telephone: 386-257-4100

133 East Indiana Avenue  
Deland, FL 32724-4329  
Telephone: 386-738-3300

5931 NW 1st Place  
Gainesville, FL 32607-2063  
Telephone: 352-378-1331

2477 Tim Gamble Place, Suite 200  
Tallahassee, FL 32308-4386  
Telephone: 850-386-6184

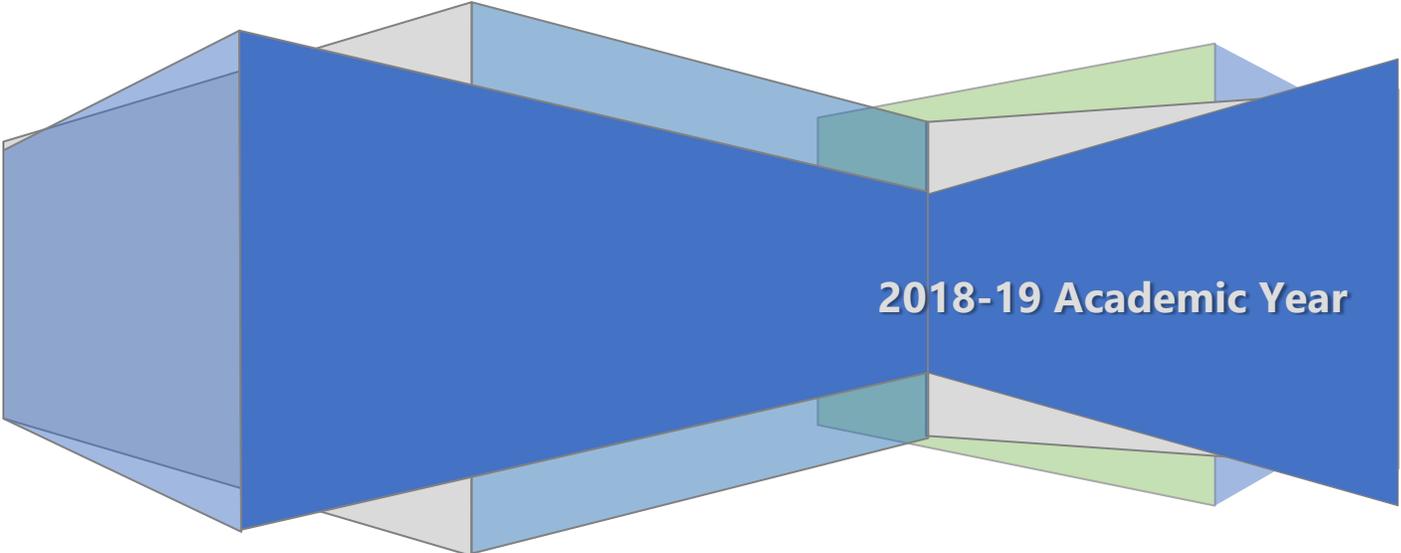
## **B.1.4 Curriculum Development: Steps in the Process**



**DAYTONA  
STATE COLLEGE**

# **Curriculum Development: Steps in the Process**

*Procedures Related to  
New Degree Programs and Courses,  
Major and Minor Revisions to Existing Curriculum and  
Master Course Descriptions*



**2018-19 Academic Year**

# STEPS FOR NEW PROGRAM APPROVAL PROCESS

**DEADLINE FOR FALL 2019: October 1, 2018**

## INITIATION

- I. Prior to beginning the new program approval process, the initiator (faculty or administrator) contacts the Office of Academic Affairs to ensure that the proposed program is an approved Career and Technical Education program by the Division of Florida Colleges and Division of Career and Adult Education within the Florida Department of Education. If no approved program exists, the College works with the Florida Department of Education to have the new program approved.

If the program exists, the initiator must complete the **New Program Abstract Form**. ([Access Form on Document Repository - MYDAYTONASTATE – Resources – Document Repository – Departments – Academic Affairs – Curriculum Development Process](#)).

## ACADEMIC DEPARTMENT APPROVAL

- II. The initiator seeks approval of the **New Program Abstract Form** from the appropriate Department Chairperson and Associate Vice President to proceed with the new program approval process.

## ACADEMIC AFFAIRS INITIAL APPROVAL

- III. The academic department submits the approved abstract to the Director of Academic and Curriculum Services for review and initial approval by the Provost.

## FINALIZATION

- IV. After approval by the Provost, the Director of Academic and Curriculum Services finalizes the abstract, in coordination with the initiator, appropriate Department Chairperson and/or Associate Vice President. The finalized abstract is presented to the **Teaching and Learning Committee** and forwarded to the **Office of Financial Aid** (*informational only*).

A favorable recommendation from the **Teaching and Learning Committee** will authorize initiator to proceed with the new program proposal. (*The Provost only presents new programs with budget implications to the **Planning Council**.*)

- V. The initiator must complete a **New Program Proposal Form**. ([Access Form on Document Repository - MYDAYTONASTATE – Resources – Document Repository – Departments – Academic Affairs – Curriculum Development Process](#)).
- VI. The **New Program Proposal Form** is submitted to and finalized by the Director of Academic and Curriculum Services in coordination with initiator, appropriate Department Chairperson and Associate Vice President for final review by the Provost.

## STEPS FOR NEW PROGRAM APPROVAL PROCESS (cont'd)

### FINAL APPROVAL PROCESS

- VII. After final review by the Provost, the Director of Academic and Curriculum Services disseminates the new program proposal to the following staff, initiating *final approval process*:
- Department Chairperson
  - Associate Vice President
  - Provost, Academic Affairs
  - Curriculum Committee
- (Note: Proposal presented to Committee by initiator, department chairperson and/or AVP)*
- VIII. After the proposal is approved by the Curriculum Committee, it is forwarded to the Provost and submitted to the President and Board of Trustees for approval.
- IX. After final approval by the President and the Board, notification is sent to Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) for approval.

### IMPLEMENTATION

- X. After the College receives the Notification of Approval from SACSCOC, the new program is included in the Program Management System, College Catalog/Web and other appropriate documents.
- XI. The Director of Academic and Curriculum Services notifies the following departments of the new program to support implementation:
- Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

# STEPS FOR MAJOR CURRICULUM APPROVAL PROCESS

## DEADLINE FOR FALL 2019: February 4, 2019

Major curriculum revisions (existing courses/programs) are defined as:

- A. Substantive Change.
- B. Any change in credit hours/ clock hours and contact hours.
- C. Major revisions to an existing course that significantly impacts the course student learning outcomes, as determined by the academic department.
- D. Any addition or deletion of courses, which results in a change to the student (major) learning outcomes of the program and any other related program.
- E. Any addition or changes to the General Education Core requirements, unless mandated by the State.

### INITIATION

- I. The initiator must complete the **Major Program/Course Revisions Form**. ([Access Form on Document Repository - MYDAYTONASTATE – Resources – Document Repository – Departments – Academic Affairs – Curriculum Development Process](#)).

### ACADEMIC DEPARTMENT APPROVAL

- II. The initiator seeks approval of the **Major Program/Course Revisions Form** from the appropriate Department Chairperson and Associate Vice President to proceed with the major curriculum approval process.

### ACADEMIC AFFAIRS INITIAL APPROVAL

- III. The academic department submits the approved **Major Program/Course Revisions Form** to the Director of Academic and Curriculum Services for review and initial approval by the Provost.

### FINALIZATION

- IV. After approval by the Provost, the Director of Academic and Curriculum Services finalizes the major program/course proposal – in coordination with the initiator, appropriate Department Chairperson and/or Associate Vice President – for final review by the Provost.
- V. After final review by the Provost, the Director of Academic and Curriculum Services disseminates the major program/course proposal to the following staff, initiating the *final approval process*:
  - Department Chairperson
  - Associate Vice President
  - Provost, Academic Affairs
  - Curriculum Committee

(Note: Proposal presented to Committee by initiator, department chairperson and/or AVP)
- VI. After the proposal is approved by the Curriculum Committee, it is forwarded to the Provost and submitted to the President and Board of Trustees for approval.

## STEPS FOR MAJOR CURRICULUM APPROVAL PROCESS (cont'd)

### IMPLEMENTATION

- VII. After final approval by the President and the Board, the major program/course revisions are included in the Program Management System, College Catalog/Web and other appropriate documents.
- VIII. The Director of Academic and Curriculum Services notifies the following departments of the major program/ course revisions to support implementation:
- Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

# STEPS FOR NEW COURSE APPROVAL PROCESS

**DEADLINE FOR FALL 2019: February 4, 2019**

## INITIATION

- I. The initiator must complete the **New Course Proposal Form**. (*Access Form on Document Repository - MYDAYTONASTATE – Resources – Document Repository – Departments – Academic Affairs – Curriculum Development Process*).

## ACADEMIC DEPARTMENT APPROVAL

- II. The initiator seeks approval of the **New Course Proposal Form** from the appropriate Department Chairperson and Associate Vice President to proceed with the new course approval process.

## ACADEMIC AFFAIRS INITIAL APPROVAL

- III. The academic department submits the approved **New Course Proposal Form** to the Director of Academic and Curriculum Services for review and initial approval by the Provost.

## FINALIZATION

- IV. After approval by the Provost, the Director of Academic and Curriculum Services finalizes the new course proposal – in coordination with the initiator, appropriate Department Chairperson and/or Associate Vice President – for final review by the Provost.

## FINAL APPROVAL PROCESS

- V. After final review by the Provost, the Director of Academic and Curriculum Services disseminates the new course proposal to the following staff, initiating the *final approval process*:
  - Department Chairperson
  - Associate Vice President
  - Provost, Academic Affairs
  - Curriculum Committee

(*Note: Proposal presented to Committee by initiator, department chairperson and/or AVP*)
- VI. After the proposal is approved by the Curriculum Committee, it is submitted to the Provost and forwarded to the President and the Board of Trustees for approval.

## IMPLEMENTATION

- VII. After final approval by the President and the Board, the new course is included in the Program Management System, College Catalog/Web and other appropriate documents.
- VIII. The Director of Academic and Curriculum Services notifies the following departments of the new course to support implementation:
  - Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

# STEPS FOR PROGRAM/COURSE/SITE CLOSURE APPROVAL PROCESS

**DEADLINE FOR FALL 2019: October 1, 2018**

*After discussing with appropriate administrators, departments may recommend a program/course/instructional site for closure (deletion) by completing the appropriate curriculum development form.*

## INITIATION

- I. The initiator must complete the **Recommendation of Program/Course Closure Form**.  
*(Access Form on Document Repository - MYDAYTONASTATE – Resources – Document Repository– Departments – Academic Affairs – Curriculum Development Process).*

## ACADEMIC DEPARTMENT APPROVAL

- II. The initiator seeks approval of the **Recommendation of Program/Course Closure Form** from the appropriate Department Chairperson and Associate Vice President to proceed with the program/course closure process.

## ACADEMIC AFFAIRS INITIAL APPROVAL

- III. The academic department submits the approved **Recommendation of Program/Course Closure Form** to the Director of Academic and Curriculum Services for review and initial approval by the Provost.

## FINALIZATION

- IV. After approval by the Provost, the Director of Academic and Curriculum Services finalizes the program/course closure proposal – in coordination with the initiator, appropriate Department Chairperson and/or Associate Vice President – for final review by the Provost.

## FINAL APPROVAL PROCESS

- V. After review by the Provost, the Director of Academic and Curriculum Services disseminates the program/course closure proposal to the following staff, initiating the *Final Approval Process*:
  - Department Chairperson
  - Associate Vice President
  - Provost, Academic Affairs
  - Curriculum Committee*(Note: Proposal presented to Committee by initiator, department chairperson and/or AVP)*
- VI. After the proposal is approved by the Curriculum Committee, it must be forwarded to the Provost and submitted to the President and the Board for approval.
- VII. After President and Board approval, a Prospectus is sent to the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) for approval.

## STEPS FOR PROGRAM/COURSE/SITE CLOSURE APPROVAL PROCESS (cont'd)

### IMPLEMENTATION

- VIII. The SACSCOC approval of the Prospectus will authorize the Associate Vice President and/or Department Chairperson to proceed with the following steps to inform students that the program is being closed:
- a. Students are notified of program closure and teach-out plan. When possible, faculty or administration will meet with students to discuss the change.
  - b. Current students are provided with an opportunity to complete the program of study within a prescribed period of time. (Teach-out Plan).
  - c. The deleted program will be removed from the College Catalog/Web and applicable courses will be placed on inactive status.
- IX. The program/course/site closure is included in the Program Management System, College Catalog/Web and other appropriate documents.
- X. The Director of Academic and Curriculum Services notifies the following departments of the program/course/site closure to support implementation:
- Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

# STEPS FOR MINOR CURRICULUM REVISION APPROVAL PROCESS

**DEADLINE FOR FALL 2019: March 8, 2019**

Minor curriculum revisions (existing course/ program) are defined as:

- A. Course title change
- B. Program title change
- C. Catalog description change
- D. Minor program/course outline change
- E. Prerequisite/Corequisite change

## **INITIATION & ACADEMIC DEPARTMENT APPROVAL**

- I. The initiator must forward **minor curriculum revisions** to the appropriate Department Chairperson and Associate Vice President for review and approval.

## **ACADEMIC AFFAIRS APPROVAL**

- II. The academic department submits the approved **minor curriculum revisions** to Office of Academic Affairs for inclusion in the Program Management System, College Catalog/Web and other appropriate documents.

## **IMPLEMENTATION**

- III. The Director of Academic and Curriculum Services notifies the following departments of the minor curriculum revisions to support implementation:
  - Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

# STEPS FOR MASTER COURSE DESCRIPTION UPDATES

## (ANNUAL COLLEGE CATALOG REVISION PROCESS)

Master Course Descriptions are reviewed annually as part of the *College Catalog Revision Process* coordinated by the Office of Academic Affairs. This process is typically conducted during the spring semester and includes [minor curriculum revisions](#), changes to lab fees and course deletions. Courses listed in the catalog that have not been taught for (5) years must be recommended for deletion. Recommendations for course deletions must be forwarded to the Provost and submitted to the President for Board approval.

### INITIATION

- I. Courses that have a revised date of three (3) years or older are requested (Faculty, Department Chairperson, Administrator) to be pulled from the Master Course Description (MCDs) files and sent to the Associate Vice President. ([Access MCDs on Document Repository - MYDAYTONASTATE – Resources – Document Repository – Departments – Academic Affairs – Master Course Descriptions](#)).

### ACADEMIC DEPARTMENT APPROVAL

- II. The Associate Vice President has the appropriate Department Chairperson (or Assistant Chair) review the MCD, make appropriate revisions and return it to the Office of Academic Affairs.

### ACADEMIC AFFAIRS APPROVAL

- III. The revised MCD is uploaded to the Document Repository and included in the Program Management System, College Catalog/Web and other appropriate documents.

### IMPLEMENTATION

- IV. The Director of Academic and Curriculum Services notifies the following departments of the MCD changes to support implementation:
  - Academic Advising
  - Admissions/Recruitment
  - Financial Aid
  - Records/Registration
  - Institutional Research
  - Marketing and Communications

## **B.1.5 Meeting Minutes**

<b>Organization</b>	<b>BAS Advisory Board Minutes</b>	<b>Date</b>	<b>03-26-2018</b>
		<b>Time</b>	<b>5:30-7:00</b>
<b>Location</b>	News Journal Center, Founders Room	<b>Scribe</b>	Max Nagiel
<b>Attendees</b>	Kadir Edghill, Jayne Fifer, Kevin Manley, Joseph Mariotti, Justyna Mueller, Stephanie Reynolds, Jerry Braun, Shana Deyo, Diane Farrow, Allen Fortner, Kim Grippa, Lee Kenyon, Theresa Moore, Max Nagiel		

<b>Key Points Discussed</b>		
<b>No.</b>	<b>Topic</b>	<b>Highlights</b>
1.	<b>Welcome</b>	Theresa Moore/Kim Grippa (5:30pm Start Time)
2.	<b>Introduction</b>	<ul style="list-style-type: none"> <li>• Dr. Moore led introductions.</li> </ul>
3.	<b>School of Business and College-Wide Updates</b>	<ul style="list-style-type: none"> <li>• Updated board on Academic Excellence Symposium Participation. Dr. Theresa Moore</li> <li>• Update on Daytona State Magazine showcase of our graduates.</li> <li>• Noted report on Dr. Kim Grippa that was published in STEM Magazine.</li> <li>• Highlighted the noteworthiness of Project Management Event taking place that evening at the News Journal.</li> </ul>
4.	<b>School of Business Updates-</b>	<ul style="list-style-type: none"> <li>• Discussion and update on Project Management concentrations provided by Dr. Theresa Moore.</li> <li>• Followed by Grady Meeks presentation of the Project Management program and a description of the event being hosted at the News Journal that evening.</li> <li>• Mention of the work in progress related to the Ireland study abroad program that is planned for next year with Theresa Moore and Brady Meeks as co-leaders.</li> <li>• Dr. Theresa Moore provided an update on changes and restructuring that will occur in the BAS program, including changes to concentrations and different tracts offered by the program. Dr. Kim Grippa, provided some additional feedback on the process of restructuring of the program.</li> <li>• Dr. Kim Grippa provided an update on the Risk Management/Insurance program and courses being created by her. This was highlighted, as Brown &amp; Brown board members and guest indicated they will be creating 600+ jobs in this area in the coming years.</li> <li>• Brown &amp; Brown indicated the future need of employees and graduates from DSC, especially in the areas of insurance, accounting, and real estate.</li> <li>• Broad discussion on Brown &amp; Brown initiatives to provide continuing education and other initiatives that reflected local needs. Joe Mariotti highlighted the efforts at high school level of initiatives regarding business education, academic pathways and academies. Discussion on pipelines to business, screening, job fairs, internship possibilities and other related matters.</li> </ul>

**Key Points Discussed**

No.	Topic	Highlights
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	<b>Adjournment</b>	
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