

**Application to Add Concentrations to Existing Baccalaureate Degree Programs
Recommendations from the Division of Florida Colleges Baccalaureate Review Team
for Consideration by the Commissioner of Education**

Direct questions or concerns to Abbey Ivey at 850-245-9492 or abbey.ivey@fldoe.org.

| College | Degree Type | Degree Program | Date Submitted to SBOE |
|-------------------------------|-------------|--|------------------------|
| Eastern Florida State College | BAS | Organizational Management – add concentrations in Sales and Marketing Management; Public Safety Management | 1/21/14 |

“A college seeking approval by the State Board of Education to add or modify a concentration to an existing baccalaureate degree program must submit the Application to Add or Modify Concentration(s) to an Existing Baccalaureate Degree Program... The Division shall forward the application to the Commissioner of Education with a written analysis, which the Commissioner shall consider in her recommendation to the State Board of Education.” Rule 6A-14.095, Site Determined Baccalaureate Access, Florida Administrative Code

| Comments | | Summary |
|----------|---|---|
| A | Description of Current Program and Existing Concentrations; Rationale for New Concentrations | Eastern Florida State College’s (EFSC) previously-approved Bachelor of Applied Science (BAS) in Organizational Management currently has concentrations in General Business Management and Health Care Management. The college proposes to add concentrations in Sales and Marketing Management and Public Safety Management to the BAS degree to address local workforce needs and provide upward mobility into management for two-year graduates working in fields such as law enforcement, security, corrections, fire science, business, marketing and sales. |
| B | Planning Process | EFSC held discussions with administration at Florida Institute of Technology (FIT), University of Central Florida (UCF), Brevard Workforce and the Economic Development Commission and notes the response has been supportive of the need for additional programs to meet the community needs. Correspondence with FIT and UCF is included in the attachments, as is a letter from FIT indicating the institution does not object to the addition of these concentrations. |
| C | Workforce Need and Demand | The college provides O’Net data showing there are currently 5,159 jobs and 1,843 job openings in Brevard County in the public safety area. The openings are projected to increase by 531 openings over the next five years. EFSC states there is a ready applicant pool and local employers have requested the development of this concentration. Citing Economic Modeling Specialists International (EMSI) data, the college reports 8,474 total sales and marketing jobs and 1,691 job openings in central Florida. Within Brevard County, there are currently 459 job openings for sales and marketing managers and it is projected there will be a 6.8 percent increase in job opportunities in this field over the next five years. |
| D | Academic Content | The degree with the proposed concentrations will be composed of 60 credits from the associate degree, 21 credits of lower division requirements or General Education coursework, 24 credits of upper division core courses, and 15 credits of concentration-specific courses. This reflects a typical degree concentration structure. |

Recommendation: Approve

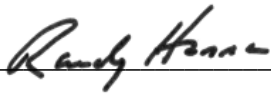
Vice Chancellor for Academic and Student Affairs, Division of Florida Colleges



Date 12/15/13

Recommendation: Approve

Chancellor, Division of Florida Colleges



Date 12/19/13



The Florida College System

Application to Add or Modify Concentration(s) to an Existing Baccalaureate Degree Program

Institution: Eastern Florida State College

Baccalaureate Degree Contact:

*Name: Dr. Linda Miedema
Title: VP Academic Affairs
Phone: 321-433-7380
Email: miedemal@easternflorida.edu*

Degree Type (BS, BAS): BAS

Degree Title: Organizational Management

List of Current Concentration(s) in Program (if applicable):

General Business Management
Health Care Management

List of Concentration(s) after Proposed Change:

General Business Management
Healthcare Management
Sales and Marketing Management
Public Safety Management

Total Number of Credit Hours in Program: 120

Six-Digit CIP Code (Same as current CIP/Track): 52.0299

Planned Implementation Date for New Concentration(s): Fall Semester 2014

Board of Trustees Approval Date of Added/Modified Concentration(s): March 18, 2013

President's Signature and Date:
(Affirms compliance and accuracy)

A handwritten signature in black ink, appearing to be "J. Miedema", written over a horizontal line.

Date: 10/14/13

Rationale for Adding Concentration(s) to an Existing Program

A. Description of Current Program and Any Existing Concentration(s):

As the only public postsecondary institution with a physical campus in Brevard County, EFSC has provided its residents affordable, conveniently located postsecondary education associate degrees and Postsecondary Adult Vocational and college credit certificates since 1960. Eastern Florida State College (EFSC), formerly Brevard Community College, respectfully submits this application to initiate the approval process for two additional concentrations in the approved Bachelors of Applied Science (BAS) degree. Approved in December 2012, the BAS in Organizational Management included two concentrations in General Business and Health Care Management. The college requests two additional concentrations: Public Safety Management and Sales and Marketing. The additional concentrations will provide Brevard County residents the opportunity to earn a degree that will provide upward mobility into management for two-year graduates who are working locally in fields such as law enforcement, security, corrections, fire science, business, marketing, and sales.

Eastern Florida State College already offers Brevard County residents the opportunity to earn a Bachelor of Applied Science in Organizational Management with two concentrations: General Management and Healthcare Management. The college will follow its long standing tradition of making learning relevant through real-world applications of theory. This degree complements the traditional vocational emphasis of EFSC by offering upward mobility into management for two- year Associate in Science degree graduates.

The College determined the need to add a concentration in Public Safety based on feedback from our Fire Science and Criminal Justice community advisory committees. Public servants need a related bachelor's degree in order to advance in rank and supervisory level. This was validated through O'Net data. The data for 2011-2012 demonstrates 1,691 openings within the Central Florida region for public servants in managerial positions. Over the past 10 years, Eastern Florida State College has graduated 741 students with the appropriate AS degrees to enter into a BAS in Organizational Management with a concentration in Public Safety.

The College does not currently have an AS degree in Sales and Marketing, although it does have business and marketing course work. Review of the Florida Targeted Occupations list did demonstrate a workforce need. The 2013-2014 Regional Targeted Occupations list demonstrate 459 annual sales and marketing positions in Brevard County. The local economic modeling software (Economic Modeling Specialists, Inc.), forecasts a 6.8% annual growth rate for these types of positions. Clearly there is a local workforce need.

The 120 credit hour program includes:

- 36 credit hours of general education courses
- 45 credit hours of lower division specialized courses
- 39 credit hours of upper division courses
 - o 24 credits of a common core
 - o 15 credits of courses in a chosen concentration

The degree is intended to provide students with the skills and knowledge necessary to enter the workforce in a mid-level management position. Graduates will demonstrate mastery of leadership and management skills associated with successful organizational managers in public, private, and non-profit sectors. The Sales & Marketing Management and Public Safety Management options combined with the current concentrations in General Business Management and Health Care Management will provide a solid program with workforce viable concentrations for our students.

All concentrations within the BAS in Organizational Management will prepare graduates for administrative/managerial positions in business, industrial/technical, health care services, and other related industries. The program prerequisites will include an earned Associate in Science degree; students with an earned Associate in Arts degree will be reviewed on a case by case basis.

B. Planning Process:

Include a description of the internal and external processes that occurred to add or modify concentrations in the program, including input from stakeholders, to include employers, students, College staff and other postsecondary institutions. Review and analyze similar postsecondary program offerings in the college's service region and at other nearby colleges and universities.

Internal Process and External Processes and Meetings (Limit 800 words)

Eastern Florida State College has a 50 year history of building and maintaining partnerships with four-year universities in the service district. The college currently operates articulation agreements with the University of Central Florida (UCF), Florida Institute of Technology (FIT), Daytona State College and several on-line delivery schools. In March 2011, the EFSC Board of Trustees requested that the college conduct research on the feasibility of offering a baccalaureate degree to accommodate the significant changes in the Brevard workforce due to the retirement of the Space Shuttle. The college president and executive leadership met with UCF and FIT leadership respectively to discuss program options to fill unmet need in the community. The summary of the discussions resulted in the proposed Bachelors of Applied Science Degree in Organizational Management with concentrations in General Management and Health Care Management. On March 18, 2013, the EFSC Board of Trustees approved the action to submit a Letter of Intent to the Division of Florida Colleges, Florida Department of Education for a Bachelor of Applied Science Degree in Organizational Management with specializations in General Management and Health Care Management.

During the spring and summer, discussions have been conducted with administration at Florida Institute of Technology, University of Central Florida, Brevard Workforce and the Economic Development Commission. The response has been supportive of the need for additional programs to meet community needs. Dr. Richey addressed the development of bachelor programs for all faculty and staff and the August 2013 Welcome Back In-service, again with positive response. Since the approval by the Board of Trustees in March to proceed with bachelor degree program development, notice has been placed of our intent to create these programs in the local newspaper as well as on our College website. The response from our service area has been overwhelmingly supportive. Minutes of the meeting with Florida Institute of Technology are included in Attachment A.

In a recent letter to the Provost of the University of Central Florida and the Executive Vice President of Florida Institute of Technology, a specific comparison of the proposed courses with similar degree programs was completed. A copy of these letters is included in Attachment B and C. There will be very little duplication of coursework between the programs proposed by Eastern State College and those offered at the nearby universities. The emphasis at EFSC continues to be the application of skills and the combination of a technical skill and academic accomplishments. The assessment of the EFSC program and local Universities is included in Attachment F. Florida Institute of Technology submitted a letter stating no opposition to the development of these areas of concentration which is included in Attachment D. In a meeting with Provost Waldrop from University of Central Florida, any area of concern between the two institutes of higher education was discussed. Provost Waldrop verbally indicated no further opposition to these areas of study. No letter has been received, but minutes from that meeting are included in Attachment E.

C. Workforce Need and Demand:

Provide a description of how the unmet needs of students, businesses, and organizations in your region will be mitigated by the addition of the concentration area(s). Incorporate measures, as selected by your institution, which may include brief qualitative or quantitative data; information such as local economic development initiatives; or evidence of rapid growth or decline not reflected in local, state, and national data. *(Limit 2000 words)*

The Bachelors of Applied Science degree in Organizational Management creates a seamless career path for students, including dual enrolled high school students, currently pursuing Associate in Science Degrees in career and technical programs at Eastern Florida State College. Analysis of completion data from the related A.S. Degrees for the past 12 years highlights the potential enrollment for the BAS degree. In light of the affordable tuition and overall high quality reputation that EFSC has earned in the community, EFSC will be a desirable choice for students pursuing a baccalaureate degree at a convenient location. Between 2000 and 2011, EFSC has graduated over 4,328 AS/AAS students who could benefit from low cost, locally available BAS degrees.

Recent graduates who could potentially benefit from this program

| Year | AS/AAS Graduates |
|-----------|------------------|
| 2010-11 | 470 |
| 2009-10 | 413 |
| 2008-09 | 404 |
| 2007-08 | 347 |
| 2006-07 | 339 |
| 2005-06 | 330 |
| 2004-05 | 365 |
| 2003-04 | 382 |
| 2002-03 | 351 |
| 2001-02 | 335 |
| 2000-2001 | 271 |
| 1999-2000 | 321 |

Projected Salaries, Job Opportunities and Growth
Public Safety Manager/Supervisor Positions
Brevard County
Based on 2011-2012 O'Net data

| Title | Salary | Jobs | Openings | 2013-2018 Growth |
|-----------------------------------|-----------------------------|---------------------|-------------------------|------------------|
| Social and Communications Manager | \$31.24/hour | 733 | 112 | 66 |
| Fire Fighter Supervisor | \$33.07/hour | 435 | 75 | 15 |
| Police Supervisor | \$37.34/hour | 785 | 93 | 12 |
| General and Operations Manager | \$33.35/hour | 13206 | 1563 | 438 |
| | Ave. Salary \$33.45/hour | Total Jobs 5,159 | Total Openings 1,843 | Growth 531 |

The local projections and current data strongly support the development of a BAS in Organizational Management with a concentration in Public Safety. There are currently 1,843 openings in Brevard County that graduates with a degree in public safety could fill. Additional opportunities will be available to our students if they wish to leave the local area, but the potential for employment within the area is high for the next five or more years. The openings are projected to increase over the next five years by 531 openings. Wages for this type of position are significant. There is a pool of qualified candidates to enter this program when it is developed. Over the past 10 years, Eastern Florida State College has graduated 741 students with an A.S. degree in Crime Scene Technology, Criminal Justice Technology, Emergency Medical Services, Fires Science Technology, and Paralegal Studies who could benefit from a BAS in Organizational Management with a concentration in Public Safety. There is a ready applicant pool, high need and high wages for the graduates and local employment opportunities. This is good for the College, good for the students and good for the local employers who have requested the development of this degree.

Projected Salaries, Job Opportunities and Growth
Sales and Marketing Positions
Central Florida
2013-2014 Economic Modeling Specialists International (EMSI) Data

| Title | Salary | Jobs | Openings | 2013-2016 Growth |
|----------------------|-----------------------------|---------------------|-------------------------|------------------|
| Marketing Manager | \$37.82/hour | 1808 | 387 | 235 |
| Sales Manager | \$44.61/hour | 3341 | 533 | 248 |
| Marketing Specialist | \$23.12 | 3325 | 771 | 520 |
| | Ave. Salary \$34.73/hour | Total Jobs 8,474 | Total Openings 1,691 | Growth 1,003 |

The projections demonstrate a need in Central Florida for Sales and Marketing Managers. There are currently 1,691 openings at an average salary of \$34.73/hr which students with a BAS in Organizational Management with a concentration in Sales and Marketing could access. Employment opportunities include but are not limited to Sales Representatives, Marketing Managers, Market Research Analysts,

Marketing Specialists, Advertising and Promotions Managers and Sales Managers. Within Brevard County, there are currently 459 openings for Sales and Marketing Managers. It is projected that there will be a 6.8% increase in job opportunities in this field over the next five years in Brevard County. The average salary in Brevard County is \$39.57/hour. Eastern Florida State College does not currently have an A.S. degree in Sales and Marketing, although it does have a Business Administration A.S. degree, Business College and two Entrepreneurship Credit Certificates. In addition, students in any of the current A.S. degrees may desire a concentration in Sales and Marketing as most employers are seeking someone who can help to sell their business/services to the community.

Additionally, the degree provides a pathway for transitioning adult work their career. A survey of local employers was conducted in February 2012; 80 companies employing over 5,500 workers responded. Fifty three percent of the employers responding indicated that Brevard County does not have a qualified pool of applicants for supervisory positions, including the areas of public safety and sales and marketing.

A BAS degree in Organization Management with a concentration in either public safety or sales and marketing will prepare graduates for administrative/managerial positions in business, public safety, health care services and other related industries. The program prerequisites will include an earned Associate in Science or Associate in Arts degree.

D. Academic Content:

Curriculum

The Public Safety BAS is an applied specialization in the Bachelors of Applied Science degree in Organizational Management. The 120 credit hour program consists includes:

- 60 credit hours of lower division courses AS degree
- 60 credit hours towards the BAS degree
 - 21 credits are lower level (1000-2000) credits directed either toward the student's general education requirement of 36 general education credits or other lower level requirements.
 - 24 credits are the common core courses

| | |
|--|-----------|
| ACG 3123 Accounting for Managers | 3 credits |
| BUL 3130 Legal, Ethical and Social Aspects of Business | 3 credits |
| COM 3120 Organizational Communication | 3 credits |
| ECP 3703 Managerial Economics | 3 credits |
| MAN 3240 Organizational Behavior | 3 credits |
| MAN 3303 Management & Leadership | 3 credits |
| MAN 4301 Human Resource Management | 3 credits |
| QMB 3200 Statistics for Business Applications | 3 credits |
| DSC 4755 National Security | 3 credits |
| DSC 3215 Emergency Planning | 3 credits |
| DSC 3079 Foundations of Public Safety | 3 credits |
| DSC 4226 National Incident Planning | 3 credits |
| DSC 4214 Emergency Planning and Response | 3 credits |
| PAD 4202 Public Financing | 3 credits |
| DSC 3011 Domestic and International Terrorism | 3 credits |

Specific Associate of Science and/or Associate of Applied Science programs offered at Eastern Florida State College which are aligned with this program include:

Crime Scene Technology AS Program
Criminal Justice Technology AS
Program Emergency Medical Services AS
Program Fire Science Technology AS
Program Paralegal Studies AS Program

The Sales & Marketing BAS is an applied specialization in the Bachelors of Applied Science degree in Organizational Management. The 120 credit hour program consists includes:

- 60 credit hours of lower division AS degree or AA degree
- 60 credit hours towards BAS degree
 - 21 credits are lower level (1000-2000) credits directed either toward the student's general education requirement of 36 general education credits or other lower level requirements.
 - 24 credits are a common core
 - ACG 3123 Accounting for Managers 3 credits
 - BUL 3130 Legal, Ethical and Social Aspects of Business 3 credits
 - COM 3120 Organizational Communication 3 credits
 - ECP 3703 Managerial Economics 3 credits
 - MAN 3240 Organizational Behavior 3 credits
 - MAN 3303 Management & Leadership 3 credits
 - MAN 4301 Human Resource Management 3 credits
 - QMB 3200 Statistics for Business Applications 3 credits
 - 15 credits of courses in a chosen concentration
 - BUS 3250 Consumer Behavior. 3 credits
 - MAR 3005 Marketing Fundamentals 3 credits
 - BUS 3317 Introduction to Advertising 3 credits
 - MAR 3000 Introduction to Professional Selling 3 credits
 - MKA 4941 Capstone Marketing Project 3 credits

Specific Associate of Science and/or Associate of Applied Science programs offered at Eastern Florida State College which are aligned with this program includes:

Business Administration AS Program
Digital Television/Digital Media Production AS program
Drafting and Design Technology AS
program Early Childhood Education AS
program Engineering Technology AS
program Graphics Technology AS program
Interior Design AS program
Office Administration AS program

Key Skills of Graduates: The proposed additional concentrations within the BAS in

Organizational Management degree is intended to provide students with the skills and knowledge necessary to enter the workforce in a mid-level management position within the fields of public safety and sales or marketing. Graduates will be prepared for careers within public, private, and non-profit services. The college will follow its long standing tradition of making learning relevant through real world applications of theory; integrating skills and abilities with academic expertise for students to learn leadership and management strategies for business, industry, and the public sector.

Attachment A:
Meeting with Florida Institute of Technology
March 21, 2013

Attendees: Dr. Frank Kinney-FIT Vice President for Research; Dr. Donn Miller-Kermani-FIT Deputy chief Operating Officer; Dr. Linda Miedema-BCC Vice President Academic Affairs

Topic: Proposed BAS program

Discussion: Dr. Miedema discussed the proposed BAS programs. The degrees proposed by BCC are primarily for those individuals who are working adults and place-bound. They cannot easily relocate to obtain their education. BCC is only targeted programs that are identified by the Florida Targeted Occupations Lists as needed programs in our area and will only be a limited number of options. The purpose is to assist the economic recovery of the county.

-Existing Organizational Management BAS: add two areas of concentration.

1. Public Safety
2. Sales and Marketing

-Applied Health Science BAS: New program

1. Advanced Health Sciences
2. Biomedical

-Applied Information Technology

1. Software
2. Networking
3. Project Management

Topic: \$10,000 Governor's Challenge

Discussion: The two new programs will be part of the \$10,000 challenge from the Governor. Students will be able to obtain their BAS for \$10,000; the college will provide an economic award for tuition and fees before the \$10,000. Students who have scholarships or resources will be able to choose to attend the University of their Choice. This will provide an opportunity for those who do not have that option.

Topic: Articulation for master's programs

Discussion: BCC has been approached already by a private college to articulate for masters programs. The college is looking to try to establish these relationships with our local universities first.

Topic: Curriculum Development

Discussion: BCC would encourage and welcome participation of faculty and staff on the various advisory committees as they are established to develop the curriculum.

Topic: Shared services

Discussion: Dr. Kinney asked if there is a possibility of a shared classroom in one of our northern campuses to assist with accessibility for BCC students who wish to start their Master's program at FIT. Dr. Miedema is very willing to work out such a Plan and to provide student services space as needed to assist our common students.

Follow up: Dr. Kinney will review with the FIT President and Dr. Kinney and Dr. Miedema will have a further discussion in 2-3 weeks. Dr. Kerman-Miller and Mildred Coyne will follow up on committee membership.

Respectfully submitted,
Linda Miedema



President
James H. Richey, J.D.

Board of Trustees
Alan H. Landman, Chair
Stephen G. Charpentier, Vice Chair
Myra Igo Haley
Dewey L. Harris
Moses Harvin Sr.

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1311 North U.S. 1
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321/433-5078
Fax: 321/433-5113

Website
www.easternflorida.edu



September 25, 2013

Dr. T. Dwayne McCay
Executive Vice President and
Chief Operating Officer
150 W. University Blvd.
Melbourne, FL 32901

Dr. McCay,

The purpose of this letter is to review the application that Eastern Florida State College has made to add two Bachelor of Applied Science degrees at the College and add two areas of concentration to our existing BAS in Organizational Management. I have discussed these degrees in the past with some of your administrative staff. I would like to review the pertinent information about the degrees and seek a letter of support from the Florida Institute of Technology. The two bachelor of applied science degrees we have filed a letter of intent to initiate are Bachelor in Applied Science in Advanced Health Sciences and a Bachelor in Applied Science in Information Technology. Details are included in the attachment.

- The BAS degrees are established for AS Degree students (AA students are admitted by exception). Most University bachelor programs are established for AA degree students. Many AS students are not accepted into the BS degrees in university settings. Our purpose is to prepare our students for workforce placement and the potential to continue their education into master degrees at local universities.
- The BAS Degrees in Information Systems, Applied Health Sciences, Marketing and Sales and Public Safety will qualify for the Governor's \$10,000 BAS Tuition Challenge.
- Many of our students have limited academic backgrounds and/or financial resources to continue their educational pursuits. Providing a low cost Bachelor of applied science degree will allow them to qualify for enhanced workforce placement which, in turn, improves their economic status. It is imperative that the economical educational opportunities be provided within the local geographical area as a first step into a new career.
- 60 credits of each program are the completion of the appropriate A.S. degree. 21 credits of each program will be additional general education courses or technical electives at the 1000 or 2000 level. 39 credits will be at the 3000 and 4000 level courses specific to the area of concentration for the appropriate bachelor of applied science degree.

Dr. T. Dwayne McCay
Executive Vice President and
Chief Operating Officer
September 25, 2013
Page 2

- Most of the students who attend Eastern Florida State College are not Traditional students in that they prefer face to face rather than online classes. In the past two years, only ten students each year have graduated by taking online classes only. The vast majority of our students, through surveys and their independent actions, want the face to face coursework which we are able to offer at the College.
- State projections for employment in our region indicate that even with degrees offered at the university level for these programs, we are not at capacity. There will be job opportunities for all graduates.
- As these programs were developed, Eastern Florida State College was very attentive to the course work and CIP codes for potentially similar programs at the Florida Institute of Technology. We are recommending completely different CIP codes as these are applied workforce degrees and not academic degrees. There is very little, if any, common courses between the courses offered at FIT and those proposed for EFSC.

I therefore request a letter of support from Florida Institute of Technology for these programs. I am available, at your convenience to answer any questions or concerns you may have either by telephone or in person. Please feel free to contact me at miedemal@easternflorida.edu or 321-433-5090.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Linda Miedema". The signature is written in a cursive, flowing style.

Linda Miedema, PhD, MSA, BSN
Vice President Academic Affairs and CLO



President
James H. Richey, J.D.

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September 25, 2013

Dr. Tony G. Waldrop
Provost and Executive Vice President
4000 Central Florida Blvd.
Millican Hall 338
Orlando, Florida 32816-0065

Dr. Waldrop,

The purpose of this letter is to review the application that Eastern Florida State College has made to add two Bachelor of Applied Science degrees at the College and two areas of concentration to our existing BAS in Organizational Management. Dr. Richey and I have discussed these degrees in the past with Dr. Denise Young and Dr. Richey mentioned them in the spring when the consortium partners met to discuss the pending Memorandum of Understanding. I would like to review the pertinent information about the degrees and seek a letter of support from the University of Central Florida. The two bachelor of applied science degrees we have filed a letter of intent to initiate are Bachelor in Applied Science in Advanced Health Sciences and a Bachelor in Applied Science in Information Technology. Details are included in the attachment.

- The BAS degrees are established for AS Degree students (AA students are admitted by exception). UCF bachelor programs are established for AA degree students. Most AS students are not accepted into the BS degree in Criminal Justice, Business Administration, Computer and Information Sciences, Health Services/Allied Health/Health Sciences.
- The BAS Degrees in Information Systems, Applied Health Sciences, Marketing and Sales and Public Safety will qualify for the Governor's \$10,000 BAS Tuition Challenge.
- Many of our students are place bound, meaning that their life challenges and responsibilities make it difficult to relocate to another physical location to accomplish further education. It is imperative that the educational opportunities be provided within the local geographical area. Experience has shown that many of our students prefer traditional face to face classes rather than online or hybrid classes.
- 60 credits of each program are the completion of the appropriate A.S. degree. 21 credits of each program will be additional general education courses or technical electives at the 1000 or 2000 level. 39 credits will be at the 3000 and 4000 level courses specific to the area of concentration for the appropriate bachelor of applied science degree.

Dr. Tony G. Waldrop
Provost and Executive Vice President
September 25, 2013
Page 2

- Most of the students who attend Eastern Florida State College are not traditional students in that they prefer face to face rather than online classes. In the past two years, only ten students each year have graduated by taking online classes only. The vast majority of our students, through surveys and their independent actions, want the face to face coursework which we are able to offer at the College.
- State projections for employment in our region indicate that even with degrees offered at the university level for these programs, we are not at capacity. There will be job opportunities for all graduates.
- As these programs were developed, Eastern Florida State College was very attentive to the course work and CIP codes for potentially similar programs at the University of Central Florida. We are recommending completely different CIP codes as these are applied workforce degrees and not academic degrees. There is very little, if any, common courses between the courses offered at UCF and those proposed for EFSC.

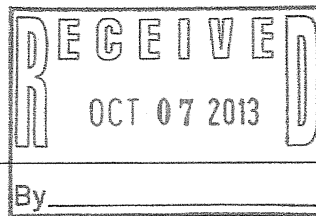
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Thank you for your consideration.

Sincerely,



Linda Miedema, PhD, MSA, BSN
Vice President Academic Affairs and CLO



Florida Institute of Technology

Office of the Executive Vice President
Chief Operating Officer

October 1, 2013

Dr. Linda Miedema
Vice President Academic Affairs
Chief Learning Officer
Eastern Florida State College
1519 Clearlake Road
Cocoa, FL 32922

RE: Addition of two Bachelor of Applied Science degrees

Dear Dr. Miedema:

Thank you so much for providing Florida Institute of Technology the opportunity to review the application to add two Bachelor of Applied Science degrees and add two areas of concentration to your existing BAS in Organizational Management. Although Florida Tech views these degrees and areas of concentration as somewhat competitive, we find no justification to oppose the application.

Please let me know if I can be of further assistance.

Sincerely,

A handwritten signature in cursive script, reading "T. Dwayne McCay".

T. Dwayne McCay, Ph.D.
Executive Vice President and Chief Operating Officer

cc: Dr. Donn Miller-Kermani, Deputy Chief Operating Officer, Florida Tech
Dr. Ed Moore, President, Independent Colleges and Universities of Florida
Dr. James Richey, President, Brevard Community College

High Tech with a Human Touch™

Miedema, Dr. Linda

From: Miedema, Dr. Linda
Sent: Tuesday, October 15, 2013 11:15 PM
To: Jeff Jones (Jeff.Jones@ucf.edu); 'tony.walkdrop@ucf.edu'
Cc: Miedema, Dr. Linda; Babb, Dr. Kathinka
Subject: Proposed BAS degrees at Eastern Florida State College

Dr. Waldrop,

I wanted to recap our meeting from Oct. 11, 2013 with you and Dr. Jeff Jones

1. Procedural concerns: EFSC sent the notice of the proposed courses in the proposed BAS degrees after discussion with the Board of Trustees and after the submission of a letter of intent to the Florida Department of Education. There had been some verbal discussions with UCF officials about the proposed programs. A formal meeting with the Provost and Vice Provost was initiated 10/11/2013.
Follow up: For any future BAS/BS/BA program proposals, EFSC will meet with UCF earlier in the process to allow for discussion on areas of potential concerns. EFSC and UCF will endeavor to meet annually to discuss potential new programs.
2. Program concerns: Dr. Waldrop shared an email with concerns about one area of concentration, health care administration. EFSC asked for clarification as it appeared the concern was related to the Health Care Management track within the already approved BAS in Organizational Management. No other programmatic concerns were addressed for the proposed programs
Follow up: EFSC was given the contact information for the UCF department chair who expressed the concern and will follow up directly with him.
3. Potential future concern: One faculty member expressed a concern that EFSC could change some of the courses in the proposed programs after approval and then the programs could potentially be a repetition of course work at UCF
Follow up: Future concerns will be addressed if/when they occur.

I also wanted to recap the telephone conference I had today with the Department Chair, Dr. Reid Oetjen

1. Program concern: Dr. Oetjen expressed a concern that the current health care management concentration in the existing BAS in Organizational Management was similar to the program at UCF. He was concerned that his department had not seen the course listings before they were approved.
Follow up: This concentration has already received SACS and Florida DOE approval and therefore will not be changed at this time. EFSC will monitor students graduating with this degree and the number of them who find employment in their field. If it appears that there is not a local job market or that the program at UCF is meeting all local need in Brevard County, EFSC will re-evaluate the continuation of the program.
2. Potential future concerns: Dr. Oetjen was invited to become part of the EFSC advisory committee in looking at future health sciences programs.

Thank you

Linda

Linda L. Miedema, PhD, MSA, BSN

Vice President Academic Affairs

Chief Learning Officer

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Attachment F

BAS Programs at Eastern Florida State College

General Information:

- The BAS degrees are established for AS Degree students (AA students are admitted by exception). UCF bachelor programs are established for AA degree students. Most AS students are not accepted into the BS degree in Criminal Justice, Business Administration, Computer and Information Sciences, Health Services/Allied Health/Health Sciences.
- .. The BAS Degrees in Information Systems, Applied Health Sciences, Marketing and Sales and Public Safety will qualify for the Governor's \$10,000 BAS Tuition Challenge.
- Many of our students are place bound, meaning that their life challenges and responsibilities make it difficult to relocate to another physical location to accomplish further education. It is imperative that the educational opportunities be provided within the local geographical area. Experience has shown that many of our students prefer traditional face to face classes rather than online or hybrid classes.
- 60 credits of each program are the completion of the appropriate A.S. degree. 21 credits of each program will be additional general education courses or technical electives at the 1000 or 2000 level.
- Most of the students who attend Eastern Florida State College are not traditional students in that they prefer face to face rather than online classes. In the past two years, only ten students each year have graduated by taking online classes only. The vast majority of our students, through surveys and their independent actions, want the face to face coursework which we are able to offer at the College.

Bachelors of Applied Science (BAS) degrees in Applied Health Sciences:

- CIP code is not the same as the CIP code for UCF. UCF CIP code: 51.000, EFSC CIP code: 51.0899

1. Allied health

The Bachelor of Applied Science in Advanced Allied Health program provides a broad-based foundation in global and national healthcare issues and trends, ethical and legal issues, health promotion and disease prevention, evidence-based practice, allied healthcare research, healthcare systems management, and healthcare based informatics. The program is designed to articulate With allied health related degree programs such as medical assistant, dental hygienist, physical therapy assistant, occupational therapy assistant, and respiratory care assistant. The concentration will build upon their existing professional knowledge to enhance their skills in communication, critical thinking, problem solving, and research and leadership theories. It prepares graduates with additional knowledge, skills, and values to advance in the allied health profession; meet societal and healthcare delivery demands; and work in a variety of settings with diverse patients, families, and communities. In addition the concentration will equip graduates with entry level management, group dynamics, and supervisory skills as they relate the allied health discipline, and successful completion of this program allows students to pursue graduate education in the healthcare field.

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--12 credits are currently offered at EFSC

BAS Programs at Eastern Florida State College

General Information:

- The BAS degrees are established for AS Degree students (AA students are admitted by exception). UCF bachelor programs are established for AA degree students. Most AS students are not accepted into the BS degree in Criminal Justice, Business Administration, Computer and Information Sciences, Health Services/Allied Health/Health Sciences.
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21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--12 credits are currently offered at EFSC

--Of the remaining 27 credits, only 6 are currently offered by UCF in this program. Those courses are HSC 3201 Community Health and HAS 4170 Healthcare Finance

--The remaining 24 credits are not currently offered by UCF in this program.

HSA 3182 Management for Health Professionals

HSC 3243 Health Education & Promotion

HSA 4930 Management of Long Term Care Facilities

HSA 4340 Human Resources Management in Health Services Organizations

HSC 3801 Clinical Observation

HSC 3661 Therapeutic Communication

2. Biomedical

The Bachelor of Applied Science in Biomedical Science Program teaches students to combine the studies of biology and medicine in order to focus on the health of both animals and humans. The advanced science courses in biology, biochemistry, and cell biology will teach the student how the body reacts to disease, and how to both maintain and promote health in humans and animals. There are copious careers available to students who obtain a BAS in Biomedical Science. These students will be qualified to work as lab assistants, or medical technicians, or work in the fields of health policy development, public health, health economics promotion, product development, biomedical or pharmaceutical sales, science journalism, or food industry technology. Others may choose to pursue additional education in professional or graduate school and go on to make advancements in the study of cancer or AIDS or become involved in the research of infectious diseases. Along with its strong science foundation the Bachelor of Applied Science in Biomedical Science degree program provides a hands on broad-based foundation in global and national healthcare issues and trends, ethical and legal issues, health promotion and disease prevention, evidence-based practice, healthcare research, healthcare systems management, and healthcare based informatics. The program is designed specifically to articulate with allied health related degree programs such as medical laboratory technician, veterinary technician, physical therapy assistant, occupational therapy assistant, and respiratory care assistant, and will build upon the students existing professional Knowledge to enhance their skills in communication, critical thinking, problem solving, and research and leadership theories.

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--9 credits are currently offered at EFSC

--30 credits are proposed which are not currently in the Biomedical Sciences BS program at UCF

BCH 4024 Introduction to Biochemistry and Molecular Biology

HSC 3702 Healthcare Research

HSA 4652 Ethics in Healthcare

HSC 3801 Clinical Observations

HSC 3537 Health & Medical Terminology

HSC 4184 Healthcare Leadership

HSC 4404 Medical Disaster Management

HSC 4930 Special Topics in Healthcare

HSA 4000 Epidemiology

PCB 3134 Cell Biology

PCB 4233 Immunology

BSC 4910 Mentored Research in Biology

| Title | Salary | Jobs | Openings | 2013-2016 Growth |
|-------------------------------------|-----------------------------|--------|----------|------------------|
| Biomedical Engineer | \$36.70/hour | 119 | 29 | 21 |
| Bio-informatics Scientist | \$37.89 | 147 | 20 | 35 |
| Allied Health Professional | \$24.06 | 12723 | 1656 | 958 |
| Medical and Health Services Manager | \$36.70 | 1814 | 308 | 181 |
| | Ave. Salary \$25.82/hour | 14,803 | 2,013 | 1,195 |

Bachelors of Applied Science (BAS) degrees in Information Systems Technology:

1. Networking systems

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--None of the 39 credits are currently offered in a similar program at UCF

CEN 4722 Human Computer Interaction

CIS 4253 Social and Professional Issues in IT

CIS 4596 IT Capstone Project

CNT 3504 Networking

CNT 3604 Systems Administration and Maintenance

COP 3530 Programming Language and Concepts

COP 3703 Database Concepts

COP 3847 Web Systems and Technology

ISM 3113 Systems Analysis and Design

ISM 3220 Network Technologies for Information Professionals

ISM 4154 Enterprise-wide System Implementation and Administration

ISM 4212 Database Design and Administration

ISM 4330 Information Security Policy Administration and Management

2. Software Development

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--Two of these 39 credits are currently offered in a similar program at

UCF CEN 3024 Software Development 1

CEN 4025 Software Development 2

--The remaining 33 credits are not currently offered in a similar program at UCF

CEN 4341 Platforms Technology

CIS 4253 Social and Professional Issues in IT

CIS 4596 IT Capstone Project

COP 3530 Programming Languages and Concepts

COP 4834 Web Scripting

COP 4655 Application Development for Mobile Devices

COP 4858 Integrative Programming and Technology

ISM 3320 Information Systems Control

ISM 3232 Software Essentials

ISM 3324 Applications in Information Security

ISM 4382 Global Information Systems

3. Project Management

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--None of these 39 credits are currently offered in a similar program at UCF

CDA 4411 Systems Integration and Architecture

CEN 4722 Human Computer Interaction

CIS 3510 Project Management

CNT 3702 Infrastructure and Facilities Planning

GEB 3213 Business Writing

GEB 3434 Ethical Issues for Business Leaders

ISM 3113 Systems Analysis and Design

ISM 3324 Applications in Information Security

ISM 4313 Managing IT Integration

ISM 4314 Applied Projects Management

MAN 3503 Managerial Risk Analysis and Decision Making

MAN 3583 Project Management

MAN 4883 Project Management Specialization

| Title | Salary | Jobs | Openings | 2013-2016 Growth |
|---|-----------------------------|----------------------|-------------------------|---------------------|
| Database Administrators | \$35.27/hour | 1144 | 173 | 117 |
| Networking and Computer Systems Administrators | \$34.93/hour | 2986 | 408 | 261 |
| Computer Network Architects | \$26.77/hour | 4625 | 497 | 297 |
| Software Developers,Application | \$36.83/hour | 5663 | 586 | 414 |
| Software Developers,System Software | \$43.87/hour | 3920 | 439 | 320 |
| | Ave. Salary \$35.39/hour | Total jobs 18,338 | Total Openings 2,103 | Growth 1,409 |

BAS in Organizational Management:

1. Public Safety Management

CIP codes are different. UCF CIP code Criminal Justice 43.0104, EFSC CIP code 52.02991

The Public Safety BAS is an applied specialization in the organizational management program.

21 credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--24 credits are currently offered at EFSC

--Of the remaining 15 credit, none are specifically offered at UCF

DSC 4755 National Security

DSC 3215 Emergency Planning

DSC 3079 Foundations of Public Safety

DSC 4226 National Incident Planning

DSC 4214 Emergency Planning and Response

PAD 4202 Public Financing

DSC 3011 Domestic and International Terrorism

| Title | Salary | Jobs | Openings | 2013-2016 Growth |
|----------------------------------|--------------|-------|----------|------------------|
| Socialand Communications Manager | \$31.24/hour | 733 | 112 | 66 |
| Fire Fighter Supervisor | \$33.07/hour | 435 | 75 | 15 |
| Police Supervisor | \$37.34/hour | 785 | 93 | 12 |
| General and Operations Manager | \$33.35/hour | 13206 | 1563 | 438 |

2. Sales and Marketing Management

CIP codes are different. UCF CIP code 52.1401, EFSC CIP code 52.02991

21credits are lower level (1000-2000) credits which are currently offered at EFSC

39 credits are upper level (3000-4000) credits

--24 credits are currently offered at EFSC

--Of the remaining 15 credit, none are specifically offered at UCF

BUS 3317 Introduction to Advertising

BUS 2250 Consumer Behavior²¹

MAR 3000 Introduction to Professional Selling

MAR 3005 Marketing Fundamentals

MKA 4941Capstone Marketing Project

Local Economic Modeling Specialists International (EMSI) data shows that there is an immediate need in Brevard County for sales and marketing supervisory positions.

| | | | | |
|----------------------|-----------------------------|---------------------|----------------------------|-----------------|
| | Ave. Salary \$33.45/hour | TotalJobs 5,159 | Total Openings 1,843 | Growth 531 |
| MarketingManager | \$37.82/hour | 1808 | 387 | 235 |
| Sales Manager | \$44.61/hour | 3341 | 533 | 248 |
| Marketing Specialist | \$23.12 | 3325 | 771 | 520 |
| | Ave. Salary \$34.73/hour | Total Jobs 8,474 | Total Openings 1,691 | Growth 1,003 |