





terminated in a program discontinuation

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Lita Ho

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This degree was thoroughly vetted with the UAF School of Management (SOM) Business Advisory Council as well as other industry representatives, and there has been widespread enthusiasm for the proposed degree. The Alaska Department of Labor and Workforce Development describes the duties and responsibilities of a Business Administration graduate as follows: "Business Administration graduates coordinate the operations of public and private sector organizations. Duties and responsibilities include formulating policies managing daily operations, and planning the use of materials and equipment." The Alaska mean wage for this group is competitive at over \$50,000 annually. In total, the Alaska Department of Labor identifies over 30,000 jobs in Alaska for which BAM graduates would qualify. However, this is a substantial understatement of opportunity, as it does not allow for the many potential students who are already employed in a technical area and who wish to improve their business and management acumen.

A letter from a UAF alumnus, an Alyeska Pipeline Service Company Employee, does an excellent job in summarizing what this degree will mean for many Alaskans. (See Appendix B).

### **Relation of Program to other Programs in the UA System**

The BAM degree should have no negative effects on enrollments elsewhere in the system, as it is specifically targeting students who do not have a current option for management degrees. It is very different than a Bachelors of Business Administration degree (BBA), which is designed for students focusing solely on business rather than a technical field, and, as such, would attract a much different type of student.

In fact, this program will increase enrollments at UAF and UAA, including enrollments in non-business courses. As it will be collaborative between the two Universities, it will increase enrollments at the two-year colleges at all three campuses (UAF, UAA and UAS) and will be very attractive to students enrolled in occupational endorsements, certificates, and associated degrees. (Appendix C lists many of the degrees from all three campuses from which students could move onto the BAM degree).

### **Program Alignment with UAF and UA Goals**

Alignment with UAF Mission, Core Themes, and Strategic Plan:

Alaska currently has over 120,000 citizens who have some college work completed, but are lacking a formal degree. The BAM degree will help fulfill the UA strategic and enrollment plans of increasing enrollment by over 50% by 2025, as well as the goal of having 65% of Alaskans with some postsecondary credential.

BAM will help to fulfill the academic mission of UAF by providing high-quality management education to students who previously have not had the opportunity to complete a bachelor's degree related to their professional fields.

The program is aligned with the UAF Strategic Plan and its Core Themes as specified below:

1. Educate: The degree is designed to further educate students interested in management who have technical expertise in a trade.
2. Prepare: This degree will prepare students for mid-level management positions in their current fields, something that is not currently available to students in Alaska. This degree is key to workforce development.
3. Connect: The online format of the BAM degree will allow students to not only connect with the instructor for classroom requirements, but also to network with other students throughout the state and country. This networking will provide a better educational, and possibly an even better professional experience for the student.
4. Engage: BAM is designed specifically to engage Alaskans, and other students across the nation, in continuing educational outreach. The key aim of the program is to target students that would like to continue their education.

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from two-year programs at all three campuses. This is good for the student, UAF, UAA, and UAS.

### **Projected Enrollment**

Alaskan students (new and continuing) will be recruited through traditional means such as job fairs, marketing and advising. Advising will take place not only on the four-year campuses but also at the two-year campuses; here students interested in skills and trades will be recruited by advisors for this possibly attractive pathway to a four-year online degree that can be completed while they work.

Out-of-state students will be recruited through marketing and the use of Articulation Agreements with 2-year community colleges. In particular, the UAF School of Management currently has articulation agreements and overarching memorandums of understanding (MOU) between several schools in the lower 48. SOM plans to expand the current MOUs to include articulation agreements for those degrees into the BAM degree.

The schools with which SOM currently has an MOU or is working on finalizing an MOU are as follows:

- É Cnngp Jcpeqem Eqnngig- Santa Maria, California
- É Egpvtcn Vgzcu Eqnngig- Killeen, Texas
- É Encemc o cu Eqo o wpkv{ Eqnngig- Oregon City, Oregon
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## **Resource Impact**

At the beginning of the program, no new resources are needed to start the degree. There are no space requirements as this is a strictly online program and business and management faculty exist to teach the courses. Once the degree starts to attract a significant number of students there will be additional resource required for expanded course sections for both SOM and supporting programs. At this point, the additional FTEs will be covered by the tuition that will be generated.

Attached is the Board of Regents Program Action Request. We filled out this table assuming that UAF, after 5 years (2024), would have 100 majors (half of the sustainable 200 majors). We assumed that SOM and the supporting programs, by this time, would each need an additional faculty member and also a total of 6 adjuncts. Assuming a three percent a year increase in tuition, total tuition and fees accruing to UAF would total just over \$1 million annually and expenses (covered by the tuition) would be \$450,965. Importantly, the increased hires would only take place once the number of students increased enough to cover the increased costs.

We would expect that UAA will have similar figures.

### **eLearning impact:**

As the number of distance students increases there will be additional resources needed for eLearning. These will be covered by eLearning course fees. There will be a slight increase in the help needed from eLearning to get new courses ready each semester, but it will not be substantial as the majority of the courses are already offered online. The increase eLearning fees are built into the tuition and fee estimates above.

## **Appendix A**

February 15, 2018 letter of support from the UAA CBPP Interim Dean, Bogdan Hoanca, to UAF SOM Business Administration Program Director Nicole Cundiff.

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## Appendix C

**Table 1.** List of trades (and associated degrees) across the UA Statewide System whose students would be eligible for the BAM degree (AAS: Associated in Applied Science, OE: Occupational Endorsement)

Degree Name	UAA	UAF	UAS
Advanced Welding	OE		



Mechanic			
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