March 24, 2008

To: Dr. Dan Julius, Vice President Academic Affairs and Research
   UA Systemwide Academic Council

From: Robbie Stell, UAS Provost  

Subject: New UAS Programs

The UAS School of Management has developed a new program provided for your review.

The Associate of Business ensures that a student who completes the degree will have satisfied the core and lower division business requirements at UAS, permitting transfer to the UAS BBA with a junior standing. This program was designed with transferability in mind and has broad applicability allowing for “direct transfer agreements” with other baccalaureate institutions.

This program has been approved through the normal UAS governance process. We are now asking for SAC review. UAS proposes that this proposal be submitted to the Board of Regents for consideration at the April 2008 meeting.
University of Alaska Board of Regents

Program Approval Summary Form

MAU: University of Alaska Southeast

Title: Associate of Business Degree

Target admission date: Fall 2008

How does the program relate to the Education mission of the University of Alaska and the MAU?

The Associate of Business (AB) is a transfer degree program that prepares students academically for admission to UAS’ Bachelor of Business Administration (BBA) degree program, or for transfer to similar four-year business degree programs at other regionally-accredited colleges and universities.

The AB degree supports the UA and UAS missions to inspire learning and student achievement through teaching and access to high-quality academic programs. The AB degree supports the UA and UAS strategic plan goals for: (a) student success, educational quality and responsiveness to state needs; and (b) preparing people for high demand jobs in business administration fields. This program supports UAS' community college mission to provide excellent academic preparation for transfer and admission to high-demand degree programs.

What State Needs are met by this program?

This degree supports the state’s need for increasing the numbers of graduates in business administration to fill high-demand jobs in human resource management, accounting, marketing, and healthcare administration. The Alaska Department of Labor and Workforce Development lists management and accounting positions as Focus Job areas; this identifies them as among the state’s top 25 fields for job openings and higher-than-average wages. Job openings in business administration positions requiring a degree are projected to increase 19% in the period 2004-14 (4710 openings); earnings in this field average more than $25.82 hourly ($53,700 annually). The UAS AB and BBA programs are essential to preparing students to enter or advance toward these Focus Jobs.

What are the Student opportunities and outcomes? Enrollment projections?

Student Opportunities and Outcomes

The AB degree was developed for traditional and non-traditional undergraduate students in Juneau to improve their opportunities to complete a business administration degree which included with more opportunities for classroom-based instruction. With the addition of the AB degree program students in Juneau will have more choices between classroom and distance instruction in the disciplinary courses and general education
requirements. UAS’ recruiting emphasis for the AB program will be on attracting residential students to Juneau.

Many business students in Juneau are non-traditional and attend college part-time, taking several years longer to complete their degree than a full-time student. Often these students choose to start their studies in an associate’s degree program, but their long-term educational goal is to complete the BBA. The AB degree will help UAS serve these students by providing better advising on course choices, resulting in improved time-to-graduation outcomes for these future BBA students.

**Enrollment Projections**

Enrollment projections for the AB degree are modest in the initial years with steady growth as the program becomes established in Juneau. Projected enrollments beyond academic year 2012-13 are anticipated to remain relatively steady as students complete the AB, graduate and transfer to the BBA program.

<table>
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<th>Academic Year</th>
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</tbody>
</table>

**Describe Research opportunities:**

NA

**Describe Fiscal Plan for development and implementation:**

The Business & Public Administration Department added one faculty FTE in FY08 for the development, delivery, and assessment of the lower division business and accounting courses that comprise the AB degree. Funding for the additional faculty position was made available to the Department by an internal reallocation within the School of Management. Three new courses were added in the business administration curriculum to offer the AB. Current offerings of general education courses at UAS have sufficient capacity to accommodate the projected growth in enrollments created by AB degree enrollments. The School will review the AB degree in FY11 and assess its progress toward the Department’s goals as a part of the regular five-year Program Review process.

**Identify the impacts on existing Technology & Facilities as well as projected needs.**

Existing UAS infrastructure, including technology, facilities and equipment is sufficient in quantity and quality for the support and delivery of the AB degree program.
Program or certificate title: **Associate of Business**

New ☒ degree    ☐ certificate OR

☐ Program deletion OR ☐ Major revision OR ☐ To offer existing program outside the state of Alaska

Approval Signatures:

Initiating Faculty Member, Mark Space

N/A
Chair of Faculty Group.

Karen Schmitt
Dean, Karen Schmitt

Cathy Connor
Faculty Senate President, Cathy Connor

Curriculum or Graduate Committee Chair, Michael Boyer

Registrar, Barbara Hegel

Provost, Robbie Stell