

**EDISON COMMUNITY COLLEGE  
BACCALAUREATE DEGREE PROPOSAL  
BACHELOR OF SCIENCE IN PUBLIC SERVICES MANAGEMENT**

**STAFF RECOMMENDATION**

**The establishment of a bachelor's degree program in Public Services Management at Edison Community College is not recommended.**

A bachelor's degree in Public Services Management is not required for employment for a majority of jobs in public services fields in the Southwest Florida workforce. This degree is desired, and may be required, for employment in supervisory or management positions in many public services fields. Most employers, however, seek specific skills, competencies, certification and work experiences in the employment areas of emergency medical services, fire safety, law enforcement and community management.

Florida Gulf Coast University, Barry University and International College offer baccalaureate programs or degree tracks in public administration or management in the Fort Myers area. The bachelor's degree in Public Services Management should be delivered in Southwest Florida cooperatively.

Edison Community College and Florida Gulf Coast University should jointly convene all interested public and independent postsecondary institutions in the Southwest Florida region to determine the most effective and efficient method to deliver the baccalaureate program in Public Services Management. Edison Community College's University Center should be considered as a delivery site. Public services employers should continue to be involved in the determination of specific levels of current and projected need for baccalaureate graduates.

**ISSUE MATRIX**

<b>NEED</b>		
1. Is the need in an area of critical concern?	No	Pg. 4
2. Is the need large, reflecting a significant shortage?	No	Pg. 5
3. Is the need driven by proven student demand?	No	Pg. 6
4. Has employer demand exceeded supply for the past five years and is demand expected to exceed supply in the future?	No	Pg. 6
5. Is the need primarily related to programmatic content, nature of delivery system, or other?	Not determined	Pg. 7

<b>POTENTIAL IMPACT</b>		
6. Will the proposed program have a positive impact on the current mission of the institution?	Not determined	Pg. 7
7. Will the program cover a significant percentage of the supply/demand gap?	No	Pg. 7
8. Will program be of necessary quality associated with baccalaureate degree?	Yes	Pg. 8
9. Will program increase access rather than simply redistributing applicants?	Not determined	Pg. 9
10. Will program have adverse impact on public or independent providers?	Not determined	Pg. 9
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17. Does the program adequately address other impacts or requirements associated with accreditation?	Yes	Pg. 11
18. Is there performance data for accountability/evaluation?	Yes	Pg. 12
<b>ACCOUNTABILITY</b>		
19. Is the program 120 hours in length	Yes	Pg. 12
20. Does the program comply with common prerequisites?	Yes	Pg. 12
21. Will the program be limited access?	No	Pg. 13
22. Proposed admissions requirements:	Yes	Pg. 13

**COST EFFECTIVENESS**

23. Is the cost to the state less than other options?  2002-03 request: \$600,000 (for planning) 2003-04 request: \$120,000 (for planning) \$162,950 (for Operating budget)  Year 1: \$2,910 per FTE student Year 5: \$3,033 per FTE student	No	Pg. 13
24. Is the cost to the students less than other options?  \$50. Per credit hour (proposed)	Yes	Pg. 14
25. Will program contribute significantly to meeting region workforce needs?	No	Pg. 14

## ANALYSIS OF CRITERIA

### **ISSUE 1: NEED**

#### **1. Is the need in an area of critical concern?**

- ?? Edison Community College's proposal states that the proposed bachelor's degree program will increase access to baccalaureate education for Lee County citizens and will address the poor production of baccalaureate degrees in Southwest Florida and the State.
- ?? A bachelor's degree in Public Services Management is not required for employment for a majority of jobs in public services. Job vacancies in public services occupations are typically filled with associate degree level graduates and/or individuals with professional program certifications.
- ?? Most employers in public services fields seek specific skills, competencies, certification and work experiences in employment areas of emergency medical services, fire safety, law enforcement and community management.
- ?? The bachelor's degree is desired for employment in supervisory or management positions in many of the above public services fields. The degree may be required for this level, depending on the size and complexity of the unit and the supply of available candidates.
- ?? The bachelor's degree is sought by public services employees who desire to advance to positions of leadership in their profession and/or by employees who seek education credits for promotion requirements.
- ?? The Florida Agency for Workforce Innovation provided the following projections for the years 2001 through the year 2009 for Florida Workforce Region 24: Charlotte, Collier, Glades, Hendry and Lee Counties:

#### **Fastest Growing Industries**

1. Transportation by Air
2. Hotels / Other Lodging Places
3. Health Services
4. Rubber / Misc. Plastics Products
5. Security and Commodity Brokers
6. Amusement & Recreation Services
7. Instruments and Related Products
8. Auto Repair Services & Parking
9. Business Services
10. Engineering & Management Serv.

#### **Industries Gaining the Most New Jobs**

1. Health Services
2. Local Government
3. Business Services
4. Eating / Drinking Places
5. Hotels / Other Lodging Places
6. Special Trade Contractors
7. Food Stores
8. Amusement & Recreation Services
9. Social Services
10. Engineering Management Serv.

## Fastest Growing Occupations

1. Parking Lot Attendant
2. Medical Records Technician
3. Computer Support Specialist
4. Surgical Technician
5. Systems Analyst
6. Computer Engineer
7. Medical Assistant
8. Paralegal
9. Respiratory Therapist
10. Physician Assistant

## Occupations Gaining the Most New Jobs

1. Salesperson, Retail
2. Cashier
3. General Manager & Top Executive
4. Waiter and Waitress
5. Laborer, Landscaper, Groundskeeper
6. Registered Nurse
7. Telemarketer, Door-to-Door Sales
8. General Office Clerk
9. Receptionist, Information Clerk
10. Nursing Aide and Orderly

?? Public Services fields are not identified in the above lists of growing industries. "Local Government" is the only *Industry Gaining New Jobs* that may be related to Public Services occupations.

?? There are no positions in the above occupations lists that require a bachelor's degree in Public Services Management. The positions identified in these lists predominantly require vocational/technical training, associate's level education or a professional certificate.

## **2. Is the need large, reflecting a significant shortage?**

?? The College proposal identifies public services-related jobs and an estimated number of job openings using Florida Industry and Occupation Projections to 2008. This analysis projected 215 annual job openings during this period. A calculation in the proposal that used an estimation of "supervisory" job annual openings in the data found 51 projected positions with a preference for a baccalaureate degree. No data was provided for the 14 occupations (listed below) that identified jobs that require a bachelor's degree.

- |                                       |   |
|---------------------------------------|---|
| - Emergency Medical Technician        | - Detective & Investigator              |
| - Police & Detective Supervisor       | - Paralegal                             |
| - Police Detective                    | - Fire Fighting & Prevention Supervisor |
| - Police Patrol Officer               | - Fire Inspector                        |
| - Correction Officer & Jailer         | - Forest Fire Inspection & Prevention   |
| - Criminal Investigator, Public Serv. | - Fire Fighter                          |
| - Sheriff & Deputy Sheriff            | - All Other Protective Services         |

?? The College conducted a survey of public services employers to estimate the number of bachelor degree level hires over the next year. Thirty of 60 employers responded to the survey and projected 81 hires during the period. Fifty-six percent of the projected hires were identified as "criminal investigator, public services."

### 3. Is the need driven by proven student demand?

?? The College proposal will target nontraditional undergraduate students age 25 and up, career-oriented members of the labor force, who desire to attend either full- or part-time.

?? The College conducted the following classroom surveys:

- Public-services-related course sections: 120 of 275 distributed surveys were returned. 54 respondents (45 %) indicated a High level of interest in the proposed PSM program.
- Random course sections: 409 of 658 distributed surveys were returned. 134 (33%) expressed interest in public services management and 10.5% indicated a High level of interest.
- 166 orientation students were surveyed. 11% reported that they might be interested in the PSM program.

?? College data show enrollment change since 1997 in the existing public services AS programs at Edison:

	<u>1997</u>	<u>2000</u>	<u>% Change</u>
- Criminal Justice Technology:	132	163	+ 23 %.
- Emergency Medical Sciences:	91	90	unchanged.
- Paralegal Studies:	131	114	- 13 %.
- Fire Science Technology:	102	63	- 38 %.
- Crime Scene Technology:	-	23	---

ECC's Criminal Justice Technology program is the only program in the College's pool of public services AS students available for baccalaureate work that has shown significant growth during this period.

?? For the proposed BS program, the College projects a Fall 2003 initial headcount enrollment of 30 students and a projected Fall 2005 enrollment of 48 students.

### 4. Has employer demand exceeded supply for the past five years and is demand expected to exceed supply in the future?

?? There has been no determination that there is unmet demand for employees in public services positions that require a bachelor's degree.

?? Continued growth in population and demand for services in Southwest Florida will, most likely, increase demand in the future for public services employees with higher levels of education and management skills.

**5. Is the need primarily related to programmatic content, nature of delivery system, or other?**

?? It has not been determined that the region's workforce needs for public services employees with a bachelor's degree are not being met.

**SUMMARY**

There is a lack of compelling need for the establishment of a discrete bachelor's degree program in Public Services Management at Edison Community College.

Available information failed to identify an unmet need for employees in public services positions that require a bachelor's degree.

**ISSUE 2: POTENTIAL IMPACT**

**6. Will the program have a positive impact on the current mission of the institution?**

The proposal states that Edison Community College's primary mission will continue to be the provision of associate degrees.

?? The ECC Purpose: To deliver high-quality, convenient and affordable learning opportunities to diverse populations.

?? The ECC Mission: To strive for excellence through innovation and continuous improvement.

?? One of 9 components of its stated mission is to provide: Access to baccalaureate degree programs through upper-division transfer, articulation, site-based programming and partnerships with colleges and universities.

?? In official publications, ECC now refers to itself as Edison College - *A Student-centered Learning College*.

?? The ramifications of becoming a baccalaureate-granting state college, as mandated through the SACS re-accreditation process, for the existing College programs and services, are difficult to determine prior to implementation. Issues of program emphasis and cost, future budgeting, resource allocation and staffing and student recruitment and enrollment will determine the direction of the institution.

**7. Will the program cover a significant percentage of the supply/demand gap?**

?? Supply/demand gap was not determined.

## **8. Will program be of necessary quality associated with baccalaureate degree?**

Edison CC changed the degree title for the proposed program to the Bachelor of Science (BS) degree in Public Services Management, "due to unfamiliarity in Florida's K-20 system with the Bachelor of Applied Science (BAS) degree."

### a. Faculty

- ?? Currently, two full-time faculty and 6 adjunct faculty are identified for the proposed program. The proposal states that other full-time faculty may be assigned teaching responsibilities. One new full-time faculty hire is planned and an additional doctoral hire will be necessary in the second year of operation.
- ?? Edison CC reports that the enrollment plan projects an additional 12 classes per semester for Public Services Management for the first academic year. The initial doctoral faculty hire will teach four classes. Full-time professor overloads and adjunct professor assignments will comprise the remaining eight classes per semester in the BS program.

### b. Facilities

- ?? Instructional space and library resources and capabilities are appropriate for the delivery of baccalaureate courses in the proposed program.
- ?? Educational technology resources on campus to deliver the program are diverse and considerable.

### c. Curriculum

- ?? Public service administrators from 25 Southwest Florida EMS, Fire and Police agencies assisted in the identification of program competencies and outcomes that degree completion will achieve. Area public services leaders will form the curriculum advisory board.
- ?? Course development will be complete when the final curriculum is approved by the College's Curriculum Committee, approved by the Vice President for Academic Affairs and submitted to the District Board of Trustees.

### d. Prerequisites

- ?? The identified AS or AA degree program prerequisites serve as the upper division prerequisite.
- ?? The proposed curriculum is being designed to allow for the smooth progression of students from the College's five technology-related associate degree programs.

e. Standards of field

- ?? Thirty-seven percent of Edison's faculty currently hold the doctoral degree, and the proposed faculty hires for the baccalaureate program are designed to comply with SACS accreditation requirements.
- ?? The College reports that the planned faculty workload for the propose BS program is appropriate and sufficient for SACS accreditation standards for baccalaureate delivery. Edison plans to follow the St. Petersburg College model of assigning four classes per baccalaureate professor, with the equivalent of three hours for student advisement.
- ?? Area public services leaders will form the curriculum advisory board for the proposed baccalaureate program.

**9. Will program increase access or redistribute applicants?**

Unable to Determine.

- ?? The College states that the flexible scheduling of the new program will serve students who are not normally able to attend a university.
- ?? The College believes that maximum access will be achieved for Edison students through a seamless AS to BS articulation at one location.

**10. Will program have adverse impact on public or independent providers?**

Unable to Determine.

- ?? The establishment of a bachelor's degree program at Edison may impact program delivery by Florida Gulf Coast University, Barry University and International College.

**SUMMARY**

Edison Community College has the infrastructure, resources and expertise to deliver a baccalaureate level degree program. A critical need for the establishment of a discrete bachelor's degree program in Public Services Management at Edison has not been established.

**ISSUE 3: USE OF RESOURCES**

**11. Are there other programs within commuting distance with unused capacity?**

- ?? Edison's proposal states that other postsecondary institutions in the district do not currently offer the proposed curriculum.

- ?? Florida Gulf Coast University reports that its Division of Justice Studies in the College of Professional Studies offers a certificate track in public management/administration through its BS degree in Criminal Justice. The Criminal Justice program currently has an AS to BS articulation agreement with Edison CC. The Division reports that it has the capacity and resources to build on the track to develop a BS degree in Public Management. FGCU also offers the Master of Public Administration (MPA) degree through its Division of Public Affairs.
- ?? Barry University offers a Bachelor's Degree in Public Administration and a Bachelor's Degree in Professional Studies with specialization in Public Administration in Fort Myers through its School of Adult and Continuing Education. The University reports 60 unfilled class slots (vacancies) in its program. The programs are designed for adults who work in a public services area. Students are able to gain credit for work experience and are able to receive credit for a specific license they may have earned (firefighter, law enforcement, EMT, paramedic, corrections officer).
- ?? International College offers a BS in Management, with a concentration in Public Administration. The program reported that it had 277 unfilled class slots (vacancies) in its program during the 2001 academic year.

## **12. Is there a cooperative program currently in place?**

- ?? International College reports that it currently has an articulation agreement with Edison CC that allows graduates of many of Edison's AS programs to enter the BS in Management program. International College offers this program on the Edison Campus as part of the University Center.

## **13. Has a cooperative program been proposed?**

- ?? Florida Gulf Coast University reports interest in working cooperatively with Edison Community College through the articulation process to develop a baccalaureate program in Public Management.  
FGCU data report that over 100 AS Edison graduates (and nearly 2,400 AA graduates) have enrolled at the University since its inception in 1997.

## **14. Does the proposed program duplicate other programs currently within commuting distance or through distance learning?**

- a. Programs – No.
- b. Distance Learning – No. None reported.

**15. Are there issues related to access/articulation that if resolved would preclude need for the proposed program?**

Yes.

- ?? Edison's proposed program has been developed with significant flexibility in course scheduling and sequencing, with an emphasis on evening hours and weekend scheduling in eight-week sessions.
- ?? Florida Gulf Coast University reports interest in working cooperatively with Edison Community College through the articulation process to develop a baccalaureate program in Public Management.

**SUMMARY**

Resources exist in the Southwest Florida public and private postsecondary community to cooperatively deliver the baccalaureate program in Public Services Management in an efficient and cost-effective way to meet the needs of the region's employers.

**ISSUE 4: IMPLEMENTATION**

**16. Does proposal address steps necessary for accreditation?**

- ?? Spring 2002 - Submission of Substantive Change Notification to the Southern Association of Colleges and Schools (SACS).
- ?? Summer 2003 – Enrollment process for Fall 2003.
- ?? Summer/Fall 2003 – SACS Site Visit.
- ?? Fall 2003 – Program Implementation.

**17. Does the program adequately address other impacts or requirements associated with accreditation?**

- ?? Edison Community College was granted initial accreditation by the Southern Association of Colleges and Schools (SACS) in 1966. The College was reaccredited in 1971, 1981 and 1991 through normal, scheduled SACS procedures.
- ?? Edison Community College was visited in March 2001 as part of the re-accreditation process. Accreditation of the community college was reaffirmed at the December 2001 SACS meeting. The report included eight recommendations on "Educational Programs" and four recommendations on "Educational Support Services." SACS requested a follow-up report from the College on three report recommendations, due September 16, 2002.
- ?? The impact of SACS accreditation status change from the community college designation to a four-year state college designation on the delivery of educational

programs and services by Edison will be difficult to determine in the short term and will necessitate additional review.

### **18. Is there performance data for accountability/evaluation?**

?? Plans call for the same annual review process that is in place for the evaluation of AS programs at ECC. Using the following performance indicators:

- Headcount by campus
- Retention by campus
- Graduation
- Upper division articulation
- Edison vs. System placement rate for program graduates
- Occupational projections

Academic programs have primary responsibility for reviews of instructional programs on a three-year cycle.

?? Public services administrators/employers in the region will form the program's curriculum advisory board.

?? The College's Capstone project will permit students and faculty to jointly assess the complete degree program.

### **SUMMARY**

College planning for program implementation has been comprehensive and appropriate.

The impact of SACS accreditation status change from the community college designation to a four-year state college designation on the delivery of educational programs and services by Edison will be difficult to determine in the short term and will necessitate additional review.

## **ISSUE 5: ACCOUNTABILITY**

### **19. Is the program 120 hours in length?**

?? Edison's proposal states that the baccalaureate program will be 120 hours in length.

### **20. Does the program comply with common prerequisites?**

?? Edison reports that the proposed program will build upon and articulate directly with the College's five existing associate in science programs in public services. The

program will comply with common prerequisites and other requirements of state articulation agreements.

**21. Will the program be limited access?**

No.

**22. Proposed admissions requirements:**

- ?? Institutional admissions requirements will apply for Edison's proposed baccalaureate program, as follows:  
Students holding an AS degree from Edison Community College, or another state community college, in Emergency Medical Services, Paralegal Studies, Criminal Justice Technology, Crime Scene Technology, and Fire Science Technology, and those holding an AA degree with required program prerequisites may continue with the baccalaureate program.
  
- ?? Because of state mandated program lengths, curriculum frameworks for AS programs and performance standards, students with the aforementioned degrees from any Florida community college may also enroll in the program.

**SUMMARY**

The proposed program appears to be consistent with bachelor of science curricula in place in public universities.

**ISSUE 6: COST EFFECTIVENESS**

**23. Is the cost to the state less than other options?**

Edison's baccalaureate degree budget request (two proposed programs):

- 2002-03 - \$ 600,000 - for planning
  
- 2003-04 - \$ 120,000 – for planning
  - \$ 162,950 – for Operating budget: Public Services Management
  - \$ 143,050 – for Operating budget: Computer Technology
  - \$ 426,000

TOTAL: \$ 1,026,000 – for two years, for two programs

For the Public Services Management program, the College's Funding Worksheet calculated the following:

First Year Funding Request: \$162,950  
For 56 FTE students =  
\$2,910 per FTE student (Year 1)

Fifth Year Funding Request: \$ 260,839  
For 86 FTE students =  
\$3,033 per FTE student (Year 5)

**24. Is the cost to the students less than other options?**

Edison has calculated the following state cost per FTE student:

	<u>Edison (Proposed Upper Division)</u>	<u>University</u>
Tuition:	\$ 50.	\$ 58.
40 hr./FTE	\$ 6,140.	\$ 7,630.

Edison reports the following tuition data:

Edison:	\$50. per credit hour
Florida Gulf Coast University:	\$81.76 per credit hour
Barry University:	\$270. per credit hour
International College:	\$290. per credit hour

The College has also identified a hidden cost emanating from additional course requirements and charges for AS graduates to obtain needed prerequisites (as required of an AA student) in order to enroll in many state university baccalaureate programs. Such charges would be eliminated with a fully articulated AS to BS program.

**25. Will program contribute significantly to meeting region workforce needs?**

It has not been determined that the region's public services workforce has an unfilled need for baccalaureate-level employees.

**SUMMARY**

A proposed baccalaureate degree program at Edison Community College would cost less in tuition and fees for students than at a public or private university. Planning, start-up and development costs for new program implementation represent additional costs to the State.