

Academic Program Proposals

July 31, 2009

The following is a list of academic program proposals being considered for approval for the July 31, 2009, Arkansas Higher Education Coordinating Board Meeting.

The Institution's Name, Program Title, and Program Summary are listed below. Contact ADHE for a copy of the proposals.

If you have concerns, objections, questions or comments concerning a specific proposal, please send them to **Cynthia Moten** (cynthiam@adhe.edu) at ADHE, no later than **June 15, 2009**.

Arkansas Tech University Technical Certificate in Viticulture

Program Summary

Arkansas Tech University – Ozark Campus is requesting approval to offer a Technical Certificate in Viticulture. The Technical Certificate in Viticulture allows the learner to demonstrate the application of specific agricultural knowledge, techniques, and theories to improve vineyard health. Students completing this technical certificate will be prepared for entry to mid-level positions in the grape growing industry. The Altus vineyards and wineries, due to their proximity to the Ozark Campus, provide employment and internship opportunities. Students will also have access to entrepreneurial support along with professional growth opportunities for those currently employed.

Arkansas Tech University – Ozark Campus will partner its resources and strategic location with the Viticulture and Enology Science and Technology Alliance (VESTA) to include regional educational institutions: Missouri State University-West Plains, Rend Lake College in Illinois, Northeast Iowa Community College, and Redlands Community College in Oklahoma. The regional merger with the VESTA Alliance enjoys grant support from the National Science Foundation. The Viticulture technical courses will be taught in conjunction with the VESTA Alliance through a combination of online learning using the instructional expertise of the region as well as technical course components originating from the Ozark Campus. The Ozark Campus will add to this regional educational endeavor by offering qualified expert knowledge of the Arkansas grape growing region.

The Ozark Campus feels strongly that a TC in Viticulture will enable and support the existing regional grape growing industry. Based on our research it is evident that an Arkansas partner is needed to strengthen the educational opportunities of the states served by VESTA. The development of a technical certificate will serve to create a quality control standard of excellence needed in the industry.

In addition to supporting current industry, ATU-Ozark Campus intends to increase economic development through education by promoting increased vineyard production and winery establishments. Previous VESTA partners have evidenced that programs such as this promote entrepreneurial start up vineyards and wineries that enhance regional tourism and growth.

Arkansas Tech University Technical Certificate in Enology

Program Summary

Arkansas Tech University – Ozark Campus is requesting approval to offer a Technical Certificate in Enology. The Technical Certificate in Enology allows the learner to demonstrate wine making applications and theory in the wine production process. Students completing this technical certificate will be prepared for entry to mid-level positions in the wine making industry. The Altus vineyards and

wineries, due to their proximity to the Ozark Campus, provide employment and internship opportunities, entrepreneurial support, as well as professional growth opportunities for those currently employed.

Arkansas Tech University – Ozark Campus will partner its resources and strategic location with the Viticulture and Enology Science and Technology Alliance (VESTA) to include regional educational institutions: Missouri State University-West Plains, Rend Lake College in Illinois, Northeast Iowa Community College, and Redlands Community College in Oklahoma. The regional merger with the VESTA Alliance enjoys grant support from the National Science Foundation. The Enology technical courses will be taught in conjunction with the VESTA Alliance through a combination of online learning using the instructional expertise of the region as well as technical course components originating from the Ozark Campus. The Ozark Campus will add to this regional educational endeavor by offering qualified expert knowledge of the wine making industry specific to the Arkansas grape growing region. Students will have the option of choosing the point of origination with regard to the general education component to include the offerings of the Ozark Campus or through the online component, choosing online learning opportunities from one of the partnering institutions.

The Ozark Campus feels strongly that a Technical Certificate in Enology will enable and support the existing regional wine making industry. Based on our research it is evident that an Arkansas partner is needed to strengthen the educational opportunities of the states served by VESTA. Another point of this alliance is to develop an educational curriculum which will serve to create a quality standard, building the excellence needed by the wine making industry.

In addition to supporting current industry, ATU-Ozark Campus intends to increase economic development through education by promoting increased vineyard production and winery establishments. Previous VESTA partners have evidenced that programs such as this promote entrepreneurial start up wineries that enhance regional tourism and growth.

Arkansas Tech University Viticulture and Enology Department

Program Summary

The Viticulture and Enology Department will house the Technical Certificates in Viticulture and Enology which will assist in the administration of this program. These certificates allow the learner to demonstrate the application of specific agricultural knowledge, techniques, and theories to improve vineyard health, as well as demonstrate wine-making applications and theory as they pertain to the wine production process. Students completing these technical certificates will be prepared for entry to mid-level positions in the grape-growing and wine-making industries.

East Arkansas Community College Associate of Applied Science in General Technology

Program Summary

The General Technology program will be a two year program of study that prepares individuals to work as technologists in several different areas associated with manufacturing. Each of the areas of emphasis represent current employment areas which do not need large numbers of workers but the positions are important to the success of the industry. Examples of the areas of emphasis are Applied Engineering, Drafting and Design, Electronics, and Environmental Health and Safety. The curriculum plan for the program will vary depending on the area of emphasis, but the total hours will be at least 60 and no more than 69. The curriculum will consist of 15 hours of general education courses, 24 to 39 hours of the major area of emphasis, and 12 to 21 hours of support courses. Upon completion of the program of study, the graduate will receive an associate in applied science degree. This program will prepare the graduate to be employable in their area of emphasis and will give the students the critical thinking skills and learning foundation for a successful career and a future of learning.

**East Arkansas Community College
Associate of Applied Science in Occupational Therapy Assisting**

Program Summary

This program will be a two year program of study that prepares an individual to work under the direction of a certified Occupational Therapist to administer treatment pertinent to restorative, preventive, and maintenance programs. Admission to the program will be selective and competitive. The curriculum plan for the program will consist of 72 credit hours and include the following courses: Anatomy and Physiology I & II, English Composition I & II, College algebra, Introduction to Sociology, General Psychology, Developmental Psychology, Abnormal Psychology, Computer Fundamentals and 40 credit hours of newly developed core courses in occupation therapy assistant including field/clinical experiences. This program will prepare the graduate to practice in a variety of health care and community settings as a member of a professional team. Upon completion of the program of study, the graduate will receive an associate in applied science degree and will be eligible to take the National Certification Exam of OT Assistants. Upon successful completion of the certification exam the graduate will become a Certified Occupation Therapy Assistant (COTA).

**Mid-South Community College
Technical Certificate and Associate of Applied Science in Transportation and Logistics**

Program Summary

The Transportation & Logistics Technology program is intended for students interested in learning within a regionally prominent and recognized program that emphasizes distribution, logistics, and supply chain management. Focusing on the practices, skills, and knowledge necessary for entry-level employment in the transportation, distribution, and logistics industries, Transportation & Logistics Technology will provide learning experiences through “learn and practice” sessions of the various processes and services which constitute the industry. Students will explore the transportation and logistics industries and the integrated roles played by laborers, managers, regulators, planners, and others in the field. Studies will also include computer, physical and information automation, improving tracking technologies, such as bar coding, Radio Frequency Identification (RFID) tagging, robotics, and various packaging systems. Accordingly, the curriculum and its interaction with professions in the industry provide students with the knowledge, skills, and experience to be successful in the transportation and logistics field and/or to pursue baccalaureate studies in the field. The Certificate of Proficiency in Warehousing and Distribution Center Operations supports the Transportation and Logistics Technology program.

**NorthWest Arkansas Community College
Technical Certificate in Baking**

Program Summary

Northwest Arkansas Community College is proposing the creation of a new Technical Certificate in Baking Arts. A new competency based curriculum has been developed using industry standards of the American Culinary Federation and the National Restaurant Association Educational Foundation. All current courses have been updated to meet the needs of the students and the business community and new courses have been developed and added. An outline of the courses is included in Appendix A.

The 40 -41 credit hour Technical Certificate in Baking Arts will prepare students for a wide range of positions within the hospitality industry. Graduates will be able to consider positions from entry level bakers to management within the hospitality industry. Possible jobs include: baker, baker's assistant, pastry chef, cake decorator, and entrepreneur. While this certificate prepares the student for entry in the workforce, it was created with the plan that students will also obtain the NWACC Hospitality Certificate of Proficiency.

Budgeted costs are within college parameters. New expenses will be limited as the location for the program has existing space and equipment to begin the new curriculum.

The program, under the direction of Chef Lou Rice, will initially consist of one full-time hospitality instructor and two adjunct instructors. A new full-time instructor will be hired in January of 2010. The initial adjuncts will have specific baking knowledge and skill sets direct from industry and will provide up-to-date instruction on current methodologies.

Physical library sources are adequate for the present demand however it is intended that the offerings be added to on an annual basis to stay current.

The Baking Arts will be housed alongside the Culinary program in the Not-For-Profit Center at St Mary's. This facility is a newly renovated hospital that will serve as a home for a variety of not-for-profit entities in Rogers, Arkansas; very close to the main campus of NWACC. Our portion of the facility includes a large kitchen area with some equipment such as coolers, freezers, steamers, and other industry standard pieces. In addition, we will have a large public dining room and a private dining facility for practical application of instructional materials, an operational bakery, mock front desk and front of house training room, three large classrooms, computer lab reference area, and adequate office space for all staff. Not only does the new location provide much more physical space for program growth but it is located in a high traffic area that will create much publicity for the program. Our new program will also benefit from the new kitchen facility that will be housed on the main campus in the new Shewmaker Global Enterprise Building. This facility was specifically designed for small group classes as well as a catering teaching facility.

The baking industry business continues to grow in Northwest Arkansas. While the industry has experienced its share of losses, the continued statistical outlook is positive. According to the Arkansas Workforce data, demand continues to be strong for hospitality graduates. Statistical data for long-term occupational employment projections in the Northwest Arkansas area shows an increase in for the following professions between the period of 2004-2014:

- Bakers 17% increase

The US Bureau of Labor Statistics shows the following increase percentage between the years 2006 and 2016:

- Bakers 10% or 16,000 jobs

Quoting directly from the US Labor Department it states that "the skills needed to be a **baker** are often underestimated. Bakers need to know about ingredients and nutrition, government health and sanitation regulations, business concepts, applied chemistry—including how ingredients combine and how they are affected by heat, and production processes, including how to operate and maintain machinery". What is not addressed in the labor statistics is the number of entrepreneurial bakers that open their own businesses. This is the number one reason students attend school to get a Baking Arts degree. Data is also not included on the number of bakers that go into other areas such as food research and development and other related businesses.

As written the curriculum will give students a well rounded view of the baking profession. While the core classes are primarily hands on, required courses such as marketing, purchasing and bakeshop operations will prepare the student to enter the work force and make an immediate contribution. We have worked with the Hospitality and Restaurant Management Department of the University of Arkansas, in the effort to formulate a program that will encourage students to easily continue their education at a four-year institution. This program has also been designed to work with our secondary program to allow for college articulation credits upon successful completion of the high school program.

Currently we have a 36-hour Culinary Arts Technical Certificate. In addition, there is also a Certificate of Proficiency in Hospitality Management. We are also applying for a two-year A.A.S. Degree in Culinary Arts and a Certificate of Proficiency in Culinary Arts.

NorthWest Arkansas Community College Associate of Applied Science in Culinary Arts

Program Summary

Northwest Arkansas Community College is proposing the creation of a new Associate of Applied Science degree in Culinary Arts. A new competency based curriculum has been developed using industry standards of the American Culinary Federation and the National Restaurant Association Educational Foundation. All current courses have been updated to meet the needs of the students and the business community and new courses have been developed and added. An outline of the courses is included in Appendix A.

The 64-65 credit hour A.A.S. in Culinary Arts will prepare students for entry to mid-level jobs within the hospitality industry. Possible jobs include: executive and sous chef, banquet chef, garde manger chef, culinary educator, food marketing and brokerage, and entrepreneurial opportunities.

Budgeted costs are within college parameters. New expenses will be limited as the location for the program has existing space and equipment to begin the new curriculum.

The program, under the direction of Chef Lou Rice, consists of one full-time culinary arts instructor and one full-time hospitality instructor. In addition to Chef Rice, several part-time instructors with specific knowledge and skill sets direct from industry will be hired to provide up-to-date instruction on current methodologies.

Physical library sources are adequate for the present demand however it is intended that the offerings be added to on an annual basis to stay current.

The Culinary program will be housed in the Not-For-Profit Center at St Marys. This facility is a newly renovated hospital that will serve as a home for a variety of not-for-profit entities in Rogers, Arkansas; very close to the main campus of NWACC. Our portion of the facility includes a large kitchen area with some equipment such as coolers, freezers, steamers, and other industry standard pieces. In addition, we will have a large public dining room and a private dining facility for practical application of instructional materials, an operational café set up, mock front desk and front of house training room, three large classrooms, computer lab reference area, and adequate office space for all staff. Not only does the new location provide much more physical space for program growth but it is located in a high traffic area that will create much publicity for the program. Our new program will also benefit from the new kitchen facility that will be housed on the main campus in the new Shewmaker Global Enterprise Building. This facility was specifically designed for small group classes as well as a catering teaching facility.

The hospitality business continues to grow in Northwest Arkansas. While the industry has experienced its share of losses, the continued statistical outlook is positive. According to the Arkansas Workforce data, demand continues to be strong for hospitality graduates. Statistical data for long-term occupational employment projections in the Northwest Arkansas area shows an increase in for the following professions between the period of 2004-2014:

- Restaurant cooks 36.4% increase
- Cooks 35.2 % increase
- Chefs and head cooks 35.9%

The local restaurant and food community remain strong even in this economic downturn. Calls for new staff continue to come in as business owners become more aware of the program. The need for quality trained employees will be even greater when this slow period is over.

In addition we have developed a curriculum that will serve additional purposes to provide more opportunity than just cooking. Students will be exposed to many areas where they can achieve gainful employment in areas outside of the traditional workplace. Careers in food science, dietetics, food

marketing, health inspecting and food sales are just a few of the pathways our students will have the opportunity to look towards.

We have worked with the Hospitality and Restaurant Management Department of the University of Arkansas, in the effort to formulate a program that will encourage students to easily continue their education at a four-year institution. This program has also been designed to work with our secondary program to allow for college articulation credits upon successful completion of the high school program.

Currently we have a thirty-six hour Culinary Arts Technical Certificate. In addition, there is also a Certificate of Proficiency in Hospitality Management.

NorthWest Arkansas Community College Off-Campus Instructional Center in Rogers

Program Summary

NWACC's Culinary Arts and Hospitality programs have been operating in cramped quarters. We are expanding the program and investing new resources in it in order to address community interest and needs. The new Non-Profit Center in Rogers offers an outstanding professional kitchen and ample space for instruction and hospitality lab work. The facility is within our service area, much closer to the main campus than was the previous program home. The program does not duplicate or conflict with any other regionally-accredited program in the area.

The proposed budget for the Culinary and Hospitality program faculty for AY 2009-2010 includes:
Administrative and faculty resources (salaries, benefits, and maintenance & operations: \$309,782
Facilities and equipment: \$162,513

The program will be funded through student tuition and fees as well as state funds, including funds we anticipate receiving from the Economic Development Initiatives.

University of Arkansas at Little Rock Bachelor of Fine Arts in Dance Performance

Program Summary

The Bachelor of Fine Arts in Dance Performance is a four-year pre-professional degree. In keeping with the university's mission, this program will provide intensive training in dance technique, performance and choreography while offering a well-rounded education designed to develop thinking artists. This degree will serve to offer a degree in Dance in the State of Arkansas, filling a void that has caused many students to seek their degrees in other states. It will also provide a resource for dancers and dance educators in primary and secondary school programs and dance studios throughout the state. The curriculum has been designed to integrate with the university's core curriculum while striving to meet the standards for a B.F.A. degree as constructed by the National Association of Schools of Dance.

The proposed B.F.A. in Dance Performance will complement the existing B.A. in Theatre by offering a wide array of courses open to Theatre majors (and the general student body), and by offering numerous opportunities for collaboration between the students and faculty in both Dance and Theatre. In turn, dance majors will have the opportunity to take courses in Theatre that complement their coursework in Dance.

Although most courses are being re-written to meet the standards of the National Association of Schools of Dance (NASD) and to conform to the structure used by most university dance programs, many of the basic course ideas already exist in the curriculum and are currently offered. With the addition of a few key courses, the proposed degree can begin immediately.

The decline and eventual suspension of the B.A. in Dance at UALR was based on a number of factors. In the late 1990s, due to the failing health of the tenured dance faculty in place, it became impossible to offer the full range of dance technique classes necessary to continue the major. As fewer technique courses

were offered, numbers declined in the dance program. Additionally, Arkansas students interested in serious pre-professional training for their college dance education were seeking B.F.A. programs in neighboring states and across the country. While the B.A. program had flourished in the past, the cultural climate was changing, and the tenured dance faculty in place at UALR did not possess background or experience necessary to develop a new B.F.A. degree in Dance. In 1999, the department's B.A. in Dance was suspended, leaving a great void for the numerous Arkansas students interested in studying dance at the university level.

Even with the suspension of the B.A. in Dance, the dance minor continued to be offered and, as most of the original courses are still "on the books," a fundamental base for the new program exists in one form or another. The current curricular reconstruction is based on different educational objectives and revises and amplifies the original course offerings in history, kinesiology, pedagogy, technology, and musical research while supporting existing studio classes in ballet, modern, and jazz techniques. Attention has been paid to changes in the prefixes, course numbering, time and credit variables, repeatability, and periodicity, as well as the area's relationship to the baccalaureate in theatre.

Through a recent retirement and the restructuring of other faculty resources, the department has put in place two full-time dance faculty positions and an accompanist position in anticipation of the proposed B.F.A. in Dance Performance. With the recent hiring of our new dance area head, we have again been able to offer the technique courses needed for our dance minors, as well as the additional courses that will be part of the new B.F.A. curriculum. These classes have filled easily, and many have filled beyond capacity, even without the new degree yet in place.

One cost of starting the new B.F.A. in Dance will be the increase of the Ottenheimer Library's dance holdings. This entails a one-time expense to help bring the holdings up to date, and a relatively small annual budget to gradually increase the library's dance collection. Additional costs include recruitment and travel money. (See #10 – New Program Costs)

The facilities, including studio space, sound equipment, pianos, and the existing performance facilities, are already in place, and will be sufficient to house the new B.F.A. in Dance Performance. The existing degree program in Theatre serves to support the curricular and production needs of the proposed degree program. As stated earlier, with the addition of a few new courses, this B.F.A. in Dance Performance can begin immediately.

University of Arkansas at Monticello Bachelor of Arts in Modern Languages

Program Summary

UAM is proposing a unique foreign language major that would require study in two foreign languages (Spanish and French), plus 6 supportive hours in Latin or 3 in Latin and 3 in Japanese or German. All the courses needed for the program already exist as part of the UAM curriculum. Adding the program will require no new funds because all necessary resources are in place, including faculty. Because no new courses will be added, current library holdings, facilities, and equipment are adequate for this degree. UAM currently offers minors in French and Spanish, as well as course work up to 6 credit hours in Latin and Japanese. Starting in fall 2009, UAM will also offer 6 hours of German. All courses, faculty, and facilities are currently in place to offer a major in Modern Languages.

Institutional Certification Advisory Committee (ICAC)

The following applications for certification will be reviewed by ADHE for possible consideration at the June 2009 ICAC quarterly meeting.

Capella University, Minneapolis, Minnesota

Recertification - Online

- Bachelor of Science in Business
- Bachelor of Science in Information Technology
- Master of Science in Organization and Management
- Master of Science in Information Technology
- Master of Business Administration
- Doctor of Philosophy in Organization and Management

DeVry University, Naperville, Illinois

Initial Certification – Online

- Master of Project Management
- Master of Public Administration
- Master of Information Systems Management
- Master of Network and Communications Management

Grand Canyon University, Phoenix, Arizona

Initial Certification – Online

- Doctor of Education in Organizational Leadership

ITT Technical Institute, Little Rock, Arkansas

Initial Certification

- Association of Applied Science in Software Development Technology
- Bachelor of Science in Project Management
- Bachelor of Science in Software Applications Development

Kaplan University, Davenport, Iowa

Initial Certification – Online

- Associate of Applied Science in Healthcare Management Technology
- Associate of Science in Interdisciplinary Studies
- Associate of Science in Health Services
- Bachelor of Science in Accounting
- Bachelor of Science in Business

Regis University, Denver, Colorado

Initial Certification – Online

- Master of Science in Database Technologies
- Master of Science in Information Assurance
- Master of Science in Systems Engineering

Recertification – Online

- Bachelor of Science in Accounting
- Bachelor of Science in Business Administration
- Bachelor of Science in Computer Networking
- Bachelor of Science in Computer Science
- Bachelor of Science in Finance
- Bachelor of Science in Nursing

Strayer University, Washington, D.C.

Initial Certification – Online

- Associate in Arts in Accounting
- Associate in Arts in Business Administration
- Associate in Arts in Information Systems
- Master of Health Services Administration
- Master of Public Administration

Strayer University, Washington, D.C.

Initial Certification – New location in Little Rock, Arkansas

- Associate in Arts in Accounting
- Associate in Arts in Business Administration
- Associate in Arts in Information Systems
- Bachelor of Business Administration
- Bachelor of Science in Information Systems
- Bachelor of Science in Accounting
- Master of Science in Accounting
- Master of Business Administration
- Master of Health Services Administration
- Master of Public Health

University of Phoenix, Phoenix, Arizona

Initial Certification – Online

- Doctor of Philosophy in Higher Education Administration

Walden University, Minneapolis, Minnesota

Initial Certification – Online

- Master of Information Systems Management
- Master of Science in Leadership
- Master of Healthcare Administration
- Master of Science in Clinical Research Administration
- Master of Science in Nonprofit Management and Leadership
- Doctor of Business Administration

Western Governors University, Salt Lake City, Utah

Initial Certification – Online

- Bachelor of Science in Finance

Pending Review by Arkansas State Board of Nursing
Chamberlain College of Nursing, Chicago, Illinois

Initial Certification – Online

- Bachelor of Science in Nursing