Proposal for Delivery of an Existing Program with Blended Modality

1. Program Description

a. Program title, level, and delivery sites.

Business Administration - BA, BS, CRED, HBA, HBS
Currently delivered in Corvallis, Bend, and online

b. Department and school/college that would offer the program. Include the name of the institution program coordinator.

College of Business, Oregon State University
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c. Briefly describe the academic program. List all course titles, including number of credits.

Background: The mission statement for Oregon State University states: "The University works in partnership with … Oregon community colleges and other colleges and universities to provide access to high-quality educational programs." At the State of the University address on February 1st, 2018, President Ed Ray made the following statement: "Since its founding on October 27, 1868, Oregon State University has had but one mission: provide Oregonians with access to an affordable high-quality college education; provide prosperity for all people; and contribute to the economy of our state and nation."

According to a recent article in the Wall Street Journal, over half of college graduates start at a community college. The State of Oregon has invested a total of $40 million in the Oregon Promise Grant for 2017-19 that, with federal and state aid, funds most tuition costs for recent high school graduates to attend an Oregon community college. According to OregonLive, over 6,000 students across the state are taking community college courses through Oregon Promise, with approximately 1,650 promise students enrolled in Portland Community College (PCC). With community college tuition and fees at approximately half the rate at the OSU Corvallis campus, students who complete the maximum number of credits toward their OSU degree program at a community college will reduce the overall cost of earning a four-year degree.

Opportunity: The College of Business seeks to create innovative pathways to OSU degree completion at remote locations (Eugene, Portland and Salem). We propose to expand our partnerships with community colleges to offer a variant of the 2+2 degree completion model[1] and to supplement our existing online upper-division courses use a blended modality (50% face-to-face (f2f) and 50% online). This innovative pathway to an OSU undergraduate degree is unique and is not currently delivered by either Portland State University or University of Oregon.

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1 Two years of lower-division coursework completed at the community college and two years of upper-division coursework completed at the university.

As part of our access mission, we propose to offer affordable OSU degrees to students who are place-bound and unable to attend on-campus programs in Corvallis or Bend. In addition, the model meets the intent of House Bill 2998 that mandates that public universities identify the optimal number of credits that may be taken at a community college in order for a student to efficiently receive a bachelor's degree and minimize student debt.

Program Design: OSU Academic Regulation 25 (AR 25) specifies the minimum requirements to earn an OSU undergraduate degree. Section (c) requires a minimum of 60 credits in upper-division courses and section (f) requires a minimum of 45 of the last 75 credits be completed as a degree-seeking student at OSU. For this proposal, the most affordable path to earning an OSU undergraduate degree is to complete 120 credits at a community college and 60 upper-division credits at an OSU remote delivery site.

The 60 upper-division credits would be delivered using a blended modality (50% face-to-face (f2f) and 50% online). This approach is based on the Eduventures study[2] that found that more than half of the survey respondents in the Portland Metropolitan Statistical Area (MSA) would prefer a program that offers blended modalities of face-to-face and online with face-to-face sessions offered during the weekday (40%) or weeknight (40%). This results in approximately 17% of the total undergraduate degree program achieved using OSU face-to-face sessions.

Cost is an important consideration for these potential students choosing to complete their four-year degree through OSU. In another Eduventures survey of over 100,000 high school students, 24% of the students who decided to attend a state university cited affordability as the prevalent consideration for the choice[3]. Oregon's median household income reached $60,834 in 2015[4]. According to research conducted by the Institute for Higher Education Policy[5], students from households earning less than $69,000 can barely afford to attend fewer than 100 of the over 2000 colleges included in their study. This proposal creates an innovative pathway that offers more affordable options for low-income students.

d. Indicate in what ways the proposed program at the new location(s) will differ from the on campus program.

There is no difference between the proposed program and the programs offered in Corvallis, Bend or fully online. The 50/50 blended delivery format is currently used, or planned for use, for delivery of these same courses at the Corvallis campus. This format provides flexibility for many students who struggle to manage non-school related activities in their schedule.

e. List any special requirements or prerequisites for admission to the program at the new location(s).

Students must meet admission requirements for OSU and have attained a grade point average (GPA) of 2.50 in the business core coursework required for the business administration major (see Table 1 for a list of courses in the business core).

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[2] Eduventures Statewide Needs Assessment 2016, "Survey of Prospective Learners in the Portland Metropolitan Statistical Area".
[3] https://encoura.org/mind-gap-targeting-student-concerns-yield/
[4] https://www.qualityinfo.org/-/a-closer-look-at-oregon-s-median-household-income
[5] http://www.ihep.org/limited-means-limited-options

Table 1. Summary of Course Requirements for Bachelor of Science Degree in Business Administration in Partnership with Portland Community College

BS in Business Administration	PCC		OSU
ASOT-Business	Articulated Course	Credits	Credits
General education requirements			
WR 121: English Comp		4	
WR 227: Technical & Professional Writing	Part of Business Core		
COMM 111 or COMM 214	Part of Business Core		
MTH 111: College Algebra		5	
MTH 243: Statistics I		5	
CAS 171: Intermediate Excel		3	
Science - 3 courses with lab		12	
Social Science & Arts and Letters -- 5 courses		15	
Bacculuearate Core Synthesis Courses			
Contempory Global Issues (pick from list)			3
Science, Technology and Society (pick from list)			3
TOTAL Bacc Core		**44**	**6**
Business Core			
COMM 111: Public Speaking or COMM 114: Argument & CD	COMM 111 or COMM 214	4	
ECON 201: Introduction to Microeconomics	EC 201	4	
ECON 202: Introduction to Macroeconomics	EC 202	4	
MTH 241: Calculus for Management and Social Science	MTH 241	4	
WR 222 or WR 323: English Comp or WR 327 Tech Writing	WR 227	4	
BA 101: Business Now	BA 101 and (BA 131 or CAS 1	8	
BA 211: Financial Accounting	BA 211 and BA 212	6	
BA 213: Managerial Accounting	BA 213	4	
BA 223: Principals of Marketing	BA 223	4	
BA 230: Business Law I	BA 226	4	
BA 240: Introduction to Financial Management	BA 222 & BA 242	6	
BA 260: Intro to Entrepreneurship	BA 250	3	
BA 275: Introduction to Statistical Inference	MTH 244	4	
BA 270: Business Process Management			4
BA 311: Third Year Personal, Professional, Leadership Development I			1
BA 312: Third Year Personal, Professional, Leadership Development II			1
BA 313: Third Year Personal, Professional, Leadership Development III			1
BA 347: International Business			4
BA 352: Managing Individual and Team Performance			4
BA 354: Managing Ethics and CSR (WIC)			4
BA 357: Operations Management			4
BA 370: Business Systems Analysis			4
BA 375: Applied Quantitative Methods			4
BA 381: Personal and Professional Development			4
BA 411: Fourth Year Personal, Professional, Leadership Development I			1
BA 412: Fourth Year Personal, Professional, Leadership Development II			1
BA 413: Fourth Year Personal, Professional, Leadership Development III			1
BA 466: Integrative Strategic Experience			4
TOTAL Business Core Couses		**59**	**42**
TOTAL Business and Bacc Core		**103**	**48**
BA 363: Technology and Innovation Management			4
BA 458: Innovation and New Product Development			4
BA 460: Venture Management			4
BA 464: New Venture Financing			4
BA 362: Social Entrepreneurship and Social Initiatives	BA 278: Eco-Innovate Soc	4	
Unrestricted electives (OSU or PCC)		13	
Total Degree Requirements		**116**	**64**

NOTE: Portland Community College does not offer an equivalent to BA 270 Business Process Management. The College plans to offer any course not available at a partnering Community

College (Lane CC, Chemeketa CC, Portland CC, Mt Hood CC, Clackamas CC), but this will require the students to complete more than just 60 upper-division credits from OSU.

f. Is there an accrediting agency or professional society that has established standards for this program? If so, is the program currently accredited? If accredited, what steps would be needed to accredit the program at the proposed new location(s)?

The College, and all of its degree programs offered using different modalities and at different locations, are accredited by the Association to Advance Collegiate Schools of Business (AACSB).

g. Provide evidence of consultation with other public universities regarding non-duplication of similar programs offered in the same region, or ones that will cause undue hardship to another public university.

In the Portland MSA, we have consulted with Portland Community College (PCC), Mount Hood Community College (MHCC), and Clackamas Community College (CCC). All three are supportive of having an alternative to Portland State University for their students to earn an AACSB accredited undergraduate degree.

We currently have an established 2+2 arrangement with Chemeketa Community College for students to complete the Supply Chain and Logistics Management degree program.

We are finalizing an agreement with Lane Community College to offer an accelerated OSU degree.

2. Demand

a. List any similar programs offered at the proposed or nearby location(s).

In the Portland MSA, Portland State University (PSU), School of Business, offers an AACSB-accredited Bachelor's Degree in Business with seven concentrations (Accounting, Advertising Management, Finance, Human Resource Management, Management & Leadership, Marketing, and Supply & Logistics Management). The degree program requires 82 business credits and 90 non-business credits. Some of the concentrations are available online. Our proposed degree for the Portland MSA has an emphasis in entrepreneurship, which is not available from PSU.

We also note that the business degree from PSU no longer requires completion of college-level algebra. While one can argue that a student could take algebra, the fact that many students have not completed algebra implies that the curriculum is designed presuming that students have not completed algebra. The degree from OSU requires both college-level algebra and calculus. Thus, there is a significant difference in the quantitative nature of the business degrees offered from the two institutions. OSU is providing a quantitatively-focused business degree that cannot be obtained from PSU.

In addition, compared to PSU our degree program: (1) has more business analytic requirements; (2) has a co-curricular requirement for professional development in all years; (3) requires entrepreneurship, international business, and ethics courses; (4) and requires experiential learning.

In Salem, the closest state university is Western Oregon University (WOU) in Monmouth. Our initiative with Chemeketa emphasizes Supply Chain and Logistics Management that is not available at WOU.

In Eugene, the partnership will focus on the general business administration degree. The initiative is targeted toward the part-time student who is fully employed and needs the flexibility of a hybrid program. This hybrid model is not currently available at the University of Oregon.

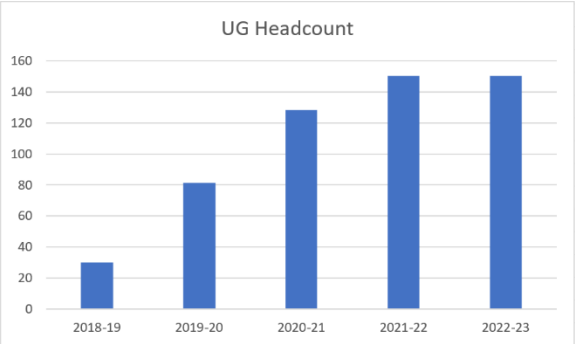
Our goal is to partner with community colleges to provide affordable access to a high-quality, quantitatively-focused AACSB-accredited business degree to those students who are not able to attend on-campus degree programs in Corvallis, Bend, Eugene or Portland.

b. Provide evidence of need for the program at the new location(s).

According to an Eduventures study of the Portland market in 2016[2], the proposed expansion of our programs into the Portland MSA will be responsive to market demand:

- There are 99,163 individuals in the Portland MSA who are likely to enroll in an Oregon State program. (pg 6)
- "Oregon State could consider offering programs in business administration, health professions, and liberal arts at the undergraduate level." (pg 3)
- Over 65% of the 1400 respondents were looking for bachelor or master degrees.

c. Estimate enrollment and number of graduates over the next five years. Will any enrollment limitation be imposed? If so, how will those to be enrolled be selected?



The College estimates that enrollment will grow to 150 students over the next five years. We plan to accommodate all students who are interested in pursuing this innovative pathway to earn an OSU degree.

3. Personnel

a. List qualifications of faculty (regular and/or adjunct) who will be involved in delivering the program to the proposed location(s).

The coursework will be delivered by the same faculty who currently instruct the courses in Corvallis and online. Our accreditation standards require commonality of instruction across all modalities and locations.

b. Estimate the number and type of support staff needed to provide the program at the new location(s).

The College currently employs two full-time academic advisors who provide transfer advising to students enrolled in Lane, Chemeketa and Portland MSA Community Colleges. The College will add a full-time Student Engagement Program Manager (who will oversee all of the Personal,

Professional and Leadership Skill Development courses) and a half-time Career Success Coordinator.

4. Other Resources

a. Describe facilities (e.g., buildings, labs, equipment) necessary to offer the program at the new location(s).

OSU has leased the second floor of the Meyer & Frank building in downtown Portland that will be the hub for its Portland programs.

Both Chemeketa and Lane CCs have offered classroom space for the College to offer the f2f components of the hybrid program.

b. Indicate how library needs will be met.

Library needs are currently met for the equivalent online business administration degree. Students in the hybrid modality program will use the online access for library materials.

c. Indicate how students at the new location(s) will receive student services (e.g., academic advising, financial aid assistance, course registration, access to book/text purchases).

All students in the hybrid modality program will have access to all student services that are currently provided to online students, including financial aid assistance, course registration, and textbook purchases. The College already has two full-time academic advisors working with these students.

5. Alternative Delivery Methods/Formats

a. Are alternative delivery methods being used (e.g., distance learning or technology-enhanced)? Please describe.

The degree program is currently available fully online. The proposed program provides supplemental face-to-face instruction that will replace some of the online academic activities.

b. Will this program be delivered in an alternative format (e.g., weekend, evening, on-site)? Please describe.

The courses will meet one day per week. As enrollment grow, sections will be offered in both daytime and evening formats to provide maximum flexibility and choice for the students enrolled

6. 40-Mile Radius Rule

"Significant change" to a university's academic program includes, but is not limited to, any new undergraduate or graduate degree program, or any existing undergraduate or graduate degree program that will be offered more than 40 miles from the site at which it is currently offered. "Significant change" to a university's academic program does not mean a new undergraduate or graduate certificate program, new minor, or a new name for an existing degree program.
Source: Oregon Administrative Rules (OAR) 715-013-0020(1)

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