

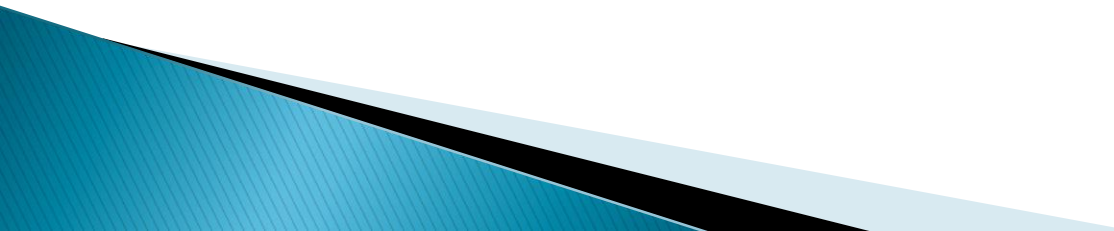
It's WAC to Accomplish That Much in 7 Weeks!

Meghan Griffin

Nontraditional Programs

- ▶ To deal with nontraditional students' commitments to family, work, and school, adult degree completion programs are thriving. These programs are often:
 - Accelerated
 - Applied (may include elements of traditional liberal arts education, but workplace-focused)
 - Professional Education Credits (PEC)
 - Adjunct-driven
 - Offered through extension campuses
- ▶ Constitute the growth market for higher education jobs
- ▶ Fund traditional college infrastructure with minimal investment

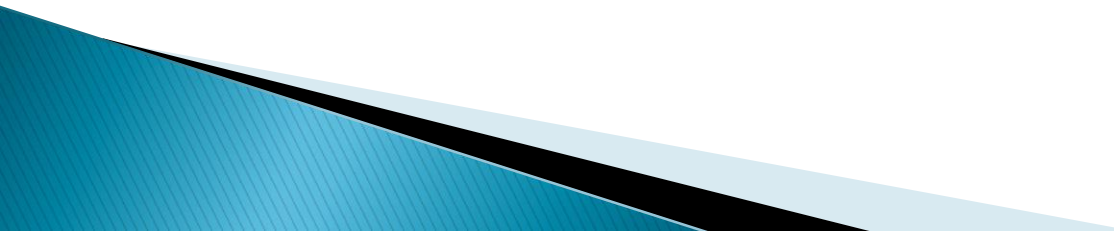
Nontraditional Students

- ▶ National Center for Education Statistics (NCES) finds that more than 58% of college students today are considered nontraditional.
 - ▶ That means they have one of the following characteristics:
 1. Does not enter college immediately after high school.
 2. Attends part time.
 3. Works 35+ hours per week.
 4. Is financially independent as defined by financial aid criteria.
 5. Has dependents other than a spouse.
 6. Is a single parent.
 7. Lacks high school diploma.
 - ▶ Does your institution reflect this shift?
 - ▶ What types of challenges might adult degree completion students face?
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The Florida College System

- ▶ In 1999, Florida passed legislation allowing community colleges to seek approval to grant baccalaureate degrees in high-demand areas where universities could not provide programs
- ▶ In 2001, the Florida legislature adopted a site-determined baccalaureate option, providing community colleges with two avenues for delivering specific baccalaureate degree programs:
 - (a) a cooperative agreement with a state university or
 - (b) the community college itself delivering specified baccalaureate degree.
- ▶ Community colleges must:
 - 1. Demonstrate demand for a program through workforce development boards, local business and industry, local chambers of commerce, and potential students.
 - 2. Substantiate the need for graduates in the proposed degree program.
 - 3. Have the facilities and resources necessary to deliver the program.

Impact of the Change

- ▶ Community colleges have increased student headcount and revenue with minimal infrastructure cost
 - ▶ The bachelor's programs backfill general education prerequisite courses and certificate programs for electives
 - ▶ The state of Florida now offers 145 bachelor's degrees through what are now called "state colleges" with additional program approvals pending
 - ▶ More students earning bachelor's degrees
 - ▶ Mission creep?
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Daytona State College

- ▶ High need areas where Daytona Beach Community College (now Daytona State College) awards bachelor's degrees:

2005	BAS	Supervision and Management
2008	BS	Elementary Education
		Exceptional Student Education
		Secondary Biology Education
		Secondary Chemistry Education
		Secondary Earth/Space Science Education
		Secondary Mathematics Education
		Secondary Physics Education
2010	BS	Engineering Technology

BAS in Supervision & Management

Course Sequence

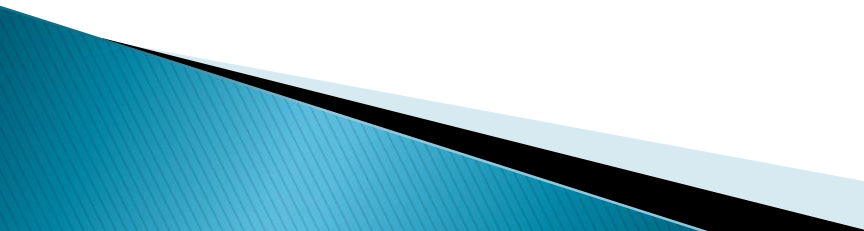
GEB3213	Business Writing
MAN3353	Management Theory and Practices
MAN3240	Organizational Behavior
BUL3130	Legal, Ethical, and Social Aspects of Business
ACG3024	Accounting for Non-financial Majors
MAN4162	Customer Relations for Managers
MAN4301	Human Resource Management
ISM4011	Introduction to Management Information Systems
MAN4120	Leadership Challenges and Supervision
GEB4891	Strategic Management and Decision Making
GEB4930	Selected Topics in Management
MAN4504	Operational Decision Making
MAN4900	Capstone Project in Supervision and Management

- ▶ Students who possess technical skills for entry-level positions can learn about supervision and management to move up within their fields
- ▶ Goal is to meet local business and industry needs through educating the workforce
- ▶ 700 students currently enrolled
- ▶ Courses offered mixed-mode and online
- ▶ Courses are 7 weeks long (face to face meets once weekly in the evening)
- ▶ 10 full-time faculty

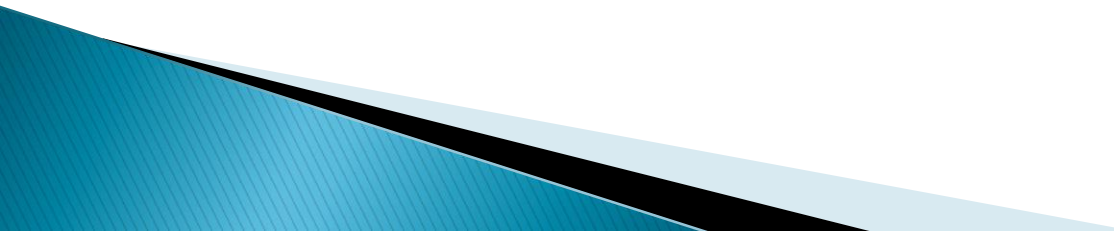
Course Pressures and Priorities

- ▶ General writing instruction: grammar and syntax remediation
- ▶ Program writing preparation: APA style for papers and presentation in future BAS courses
- ▶ Workplace writing preparation: business writing genres including proposals, reports, memos, resumes, letters, social media.
- ▶ In addition, I am expected to teach students new technologies:
 - Florida Online CMS
 - ePortfolio
 - Writer's Workbench software
- ▶ And new learning methodologies:
 - Collaborative writing
 - Service-learning
- ▶ And often with 150 students at a time. This is WAC!!!

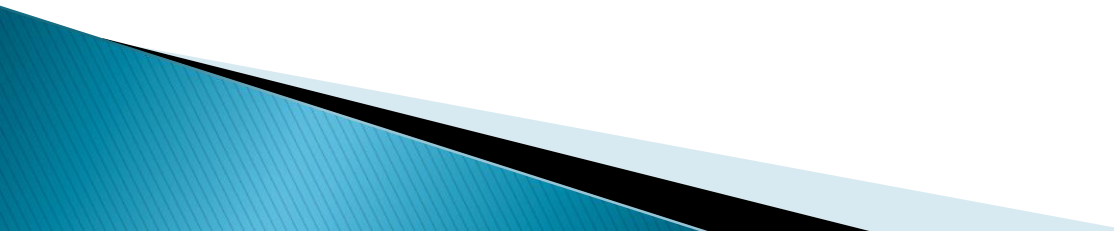
Writing Across the Curriculum Solution

- ▶ My colleagues are great professors but have little interest in writing instruction. Isn't that what GEB 3213 and the Writing Center are for?
 - ▶ They are, however, interested in *professionalization*.
 - ▶ So I developed a Professional Communication Handbook for new students and proposed the change as an agenda item in a department meeting.
 - ▶ The Professional Communication Handbook is now introduced in GEB 3213 Business Writing and reinforced throughout the program.
 - ▶ Communication is now a graded component in every class!
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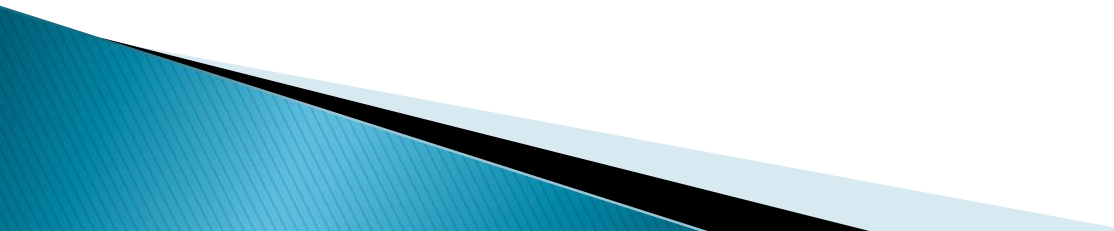
Can you please write me a recommendation? By Friday?

- ▶ We now have departmental standards for recommendation and reference requests
 - ▶ Sample email for permission to use professor as a reference
 - ▶ Sample email request for a letter of recommendation and all of the accompanying documents a letter-writer would need
 - ▶ Sample “no, I won’t do that” replies so that students understand NO is possible
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Someone broke into my house and stole my computer. Can I turn in assignments late?

- ▶ Professional Communication Handbook provides instructions and a sample for proposing alternatives.
 - ▶ In this case, the student would briefly report on the incident and then propose an alternate assignment submission timeline.
 - ▶ Professors can then accept/reject/revise the request.
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Just wanted to let you know I'll be absent

- ▶ Sample FYI memos are included.
 - ▶ These sample memos reinforce the idea that the student is responsible for completing work early and that the student will check with peers about what transpired in class
 - ▶ In the case of unplanned absences, the student may use the memo to request a meeting with the professor
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Final Exams

- ▶ End of course learning report samples
- ▶ Some instructors accept for extra credit.
- ▶ Some (like me) have replaced a final exam with a “Reflection Memo”

Professional Communication Handbook Implementation

- ▶ While communication becomes a graded component for every BAS course, there is no rule for how a professor assigns these points.
- ▶ As a faculty, we agree that every communication experience with a student can become a “teachable moment” and we will not pass them up.
- ▶ We have agreed that we will be honest with students about what we don’t know.
- ▶ We highlight communications at the end of each term, assess, discuss, and generally evaluate.
- ▶ We have captured Capstone emails, group discussions, and final projects from Fall 2011. This rolled out in Spring 2012, so we will compare Capstone Spring 2013 results to measure professionalization and writing competency.

Thanks for listening!
Questions?

