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9/24/88

CENTRAL WASHINGTON UNIVERSITY

Development Plan to Address Upper-Division
Higher Education Needs in the Yakima Area
(1989 - 1995)

Introduction

As a regional comprehensive institution, Central Washington University (CWU) has delivered courses in the Yakima area since the early 1940s with emphasis on teacher education. A Center was established in 1978 which offered degrees in Liberal Arts, Allied Health Science, Law and Justice and Occupational Education in addition to courses for teachers leading to certificates in teaching and administration. Between 100 to 150 full-time equivalent students attended the Center. Because budgets were cut in 1981-82, enrollments declined and the Center was closed; however self-support courses have continued to be offered since that time serving approximately 65 FTE.

Community Needs

A Higher Education Needs Assessment was conducted by CWU in May, 1988. It included a random sample telephone survey of 900 residences with 320 surveys being completed. Additionally, a sample of 330 businesses was surveyed with a response rate of 36%. Based upon the study and other demographic indicators, the educational needs of Yakima can be summarized as follows:

- 1) Managerial, professional and technical occupations are most likely to seek additional education.
- 2) More than 50% of the residents who want to enroll in college courses are placebound.
- 3) The participation rate among those between the ages of 35 and 64 will increase significantly between 1990 and the year 2000.
- 4) In 1990, upper-division participation among Yakima area residents will lag 40% behind the State average. By the year 2000, if actual enrollment remains constant at the 1986 level, Yakima area participation will fall to 60% below the state rate of participation.
- 5) The unmet need for 1990 is estimated at approximately 400 FTE students based on a method proposed by demographers at the University of Washington and refined by the Office of Financial Management.
- 6) Programs most likely to be pursued at the upper-division level are business, education, and computer training.

- 7) The Yakima business community appears to be more interested in specific training programs, workshops and seminars than in degree programs.

Meeting Survey Needs

CWU can meet the identified educational need in the Yakima Valley through the following bachelor's degree program offerings:

- Business Administration
- Early Childhood Education
- Liberal Arts
- Individualized Study in Applied Computer Technology

The Business Administration baccalaureate degree has been offered successfully for over ten years at the Normandy Park (now South Seattle) and Lynnwood Centers. It is a well-established, high-quality program. It should be noted, however, that both Heritage College and City University are currently offering Business Administration degrees in the Yakima area.

Early Childhood Education (ECE) has also been a successful program offered at a number of off-campus sites over a period of years. This degree is the logical first step in programming for teacher education. It is a popular degree which can be offered by a compact group of faculty with extensive experience in off-campus promotion and delivery of their program. ECE represents the initial offering proposed to meet the needs of future teachers in the area. In addition, Heritage College offers a two-year program in early childhood education which could support the bachelor's degree offered by CWU.

The third program in which survey respondents indicated an interest is a Liberal Arts degree. The degree would be offered by CWU and supported by the first two years of course work from Heritage College and Yakima Valley Community College (YVCC).

Finally, CWU would develop an Individualized Study baccalaureate program for business personnel who need specific training in computer applications in the business environment.

Delivery Method for Meeting the Educational Needs

EXPAND CENTRAL'S ENROLLMENT CEILING TO ALLOW FOR REESTABLISHMENT OF A CENTER AT YVCC. CWU WILL OFFER UPPER-DIVISION COURSES LEADING TO BACHELOR'S DEGREES IN BUSINESS ADMINISTRATION; EARLY CHILDHOOD EDUCATION; IN INDIVIDUALIZED STUDY IN COMPUTER TECHNOLOGY; AND IN SELECTED AREAS IN THE LIBERAL ARTS. ALSO INCREASED EMPHASIS WILL BE PLACED ON SEMINARS AND WORKSHOPS TO

PROVIDE CONTINUING EDUCATION FOR THE BUSINESS COMMUNITY. THE PROGRAM DELIVERY SYSTEM WILL BE FLEXIBLE ENOUGH TO PERMIT SUCH ELEMENTS AS BUSING STUDENTS FROM YAKIMA TO ELLENSBURG FOR HIGHLY SPECIALIZED COURSES. SEVERAL OF THE PROGRAMS WILL BUILD UPON COURSES OFFERED AT YVCC AND HERITAGE COLLEGE AND WILL INCLUDE CLOSE COOPERATION AMONG THE THREE.

Center Enrollment Projections

Enrollment level projections (based on percentages reported in the survey) over a three year cycle are 60 FTE for business, 54 FTE for education, 46 FTE for individualized study in computer applications, and 40 FTE for liberal arts. Projected enrollments for all programs (1989-92) will be 200 FTE; for 1992-95, 400 FTE are projected to accommodate the unmet needs indicated in the recent survey.

	PROJECTED FTE ENROLLMENTS	
	<u>1989-1992</u>	<u>1992-1995</u>
Business Administration	60	120
Early Childhood Education	54	108
Individualized Study (Computers)	46	92
Liberal Arts	40	80
TOTAL	200	400

Center Location and Facility Needs

Yakima Valley Community College will provide space for a Center to include a reception/secretarial area, a Coordinator's office and a shared faculty office. CWU will reimburse YVCC for remodeling costs. These remodeling costs will be amortized over a six year period to cover facility usage fees. Through a lease agreement from July 1, 1989 to June 30, 1995, Yakima Valley Community College will provide the aforementioned office space, custodial services, utilities, phone lines, use of classroom, library, bookstore, computer labs, copy machine, audio visual equipment, and postal service. YVCC will be reimbursed to cover the cost of the use of office space utilities and custodial services. All direct costs will be charged to CWU on a quarterly billing to include telephone line charges, use of audio-visual equipment, photocopying, and publicity. The current reciprocal agreement between CWU and YVCC for use of classrooms at no charge shall continue.

Administration

Administrative support will be provided by a Center Coordinator who will teach half-time in one of the programs. A full-time secretary will serve as support for the Coordinator.

Instructional Support Services

- 1) Library: A terminal at the Yakima Valley Community College Library will be capable of accessing all books in the main CWU library with distribution through a scheduled courier. Main campus books will also be placed on reserve in the YVCC Library at the request of the faculty. New material will be purchased as necessary.
- 2) Registration/Admissions: An on-line terminal in the Center will access the VAX computer on the Ellensburg campus for registration and admission to the university.
- 3) Financial Aid: Students will be eligible for aid in the same manner as those on campus. Computer access to selected screens will allow the Center Coordinator to advise the students of their status. YVCC Financial Aid Office will assist in distribution of information.
- 4) Computer Labs: YVCC can provide access to their computer labs with fees assessed on the same basis as for YVCC students.
- 5) Courier Service: A courier will provide mail, equipment and book delivery from the main campus.
- 6) Public Information: CWU Courses will be listed in the YVCC course schedule. In addition, brochures newspapers, radio and TV will be used extensively to publicize the programs.
- 7) Counseling: YVCC Counseling Center will provide personal counseling on the same basis as for their own students.
- 8) Academic Advising: The Center Coordinator will provide for general academic advising and will schedule appointments with a program director for specific program advising.
- 9) Parking/Security: Students are provided access to parking and security in a manner similar to YVCC students.