

**STATE BOARD OF COMMUNITY COLLEGES**  
**Curriculum Program Applications**  
**Fast Track for Action [FTFA\*]**

**Request:** The State Board of Community Colleges is asked to approve the curriculum programs at the listed colleges on the condition that equipment funds are available to the colleges and operating funds generated by the budget formula will permit the offering of these programs without any special allocation of funds.

Central Carolina Community College  
Advance Medical Coding (Diploma) (D45330)

Lenoir Community College  
Advertising and Graphic Design (A30100)

Montgomery Community College  
Facility Maintenance Technology (A50190)  
Sustainable Agriculture (A15410)

**Background:** Program applications must meet the following criteria in order to be placed on the Fast Track For Action (FTFA) program approval request presented to the State Board of Community Colleges as part of the consent agenda:

- The curriculum program title currently exists within the System and does not require the creation of a new program title and new curriculum standard;
- The application is complete, requires no further analysis or documentation, and has the endorsement of Academic Programs;
- There are no negative impact assessments from other colleges; and
- The college does not go outside of its service area for planning purposes.

**Contact(s):**  
Dr. Lisa Eads  
Director

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Central Carolina Community College  
Advanced Medical Coding (D45530)**

**Program Planning:** Central Carolina Community College is seeking approval for the Advanced Medical Coding Diploma (D45530) program to begin Fall 2019. The planning area is defined as the college's service area of Lee, Harnett and Chatham Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Central Carolina Community College on October 24, 2018. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Central Carolina Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

**Program Rationale:** Central Carolina Community College (CCCC) indicates the following:

- Central Carolina Community College Advisory Board identified a need for a higher level of medical coding than is offered in the Health Information Technology program. Numerous inquiries were received by potential students who want to pursue remote medical coding as a second career.
- Employment rates in this specialty are projected to grow 13% between 2016 – 2026. With 440 job opportunities currently open in the Central North Carolina region annually. Projected salary is \$35,350 with the opportunity to work from a home based or remote location.
- North Carolina Department of Commerce data confirms local job demand is projected to increased 11.1% - 12.5% through 2020.

- Letters of support were submitted by Dustin Mitchell of 3M Health Information Systems and Audrey Stephenson of Wake Med inpatient coding.
- Advanced Medical Coding is part of the career pathway in Health Information Technology and could be a starting point for an advanced degree.

**Impact of the Proposed Program on Other Programs:** One community college is approved to offer the Advanced Medical Coding program. An impact assessment was sent to all colleges approved to offer the program. **No negative impact responses were received.**

**Implementation of Collaborative Plan:** Not Applicable

**Curriculum Design:** The proposed program of study is in compliance with the State Board approved curriculum standard.

**Curriculum Description as Designated on Curriculum Standard:** *The Advanced Medical Coding curriculum provides the didactic and clinical experience necessary to become competent credentialed coders. Coursework includes reimbursement, advanced International Classification of Diseases-10th Revision-Clinical Modification/Procedure Coding System (ICD-10-CM/PCS), Current Procedural Terminology (CPT), and Healthcare Common Procedure Coding System (HCPCS).*

*Graduates may be eligible to take either of the Certified Coding Specialist exams: the Certified Coding Specialist and/or the Certified Coding Specialist-Physician Based (CCS/CCS-P).*

*Individuals entering this curriculum must hold a minimum of an associate degree in a healthcare field or health informatics from a regionally accredited college or university.*

**Contact(s):**

Dr. Lori H. Byrd  
Associate Director

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Lenoir Community College  
Advertising and Graphic Design (A30100)**

**Program Planning:**

Lenoir Community College is seeking approval for the Advertising and Graphic Design (A30100) program to begin Fall, 2019. The planning area is defined as the college's service area of Greene, Jones, and Lenoir Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Lenoir Community College on March 25th, 2019. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Lenoir Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

**Program Rationale:**

Lenoir Community College (LCC) indicates the following:

- According to the Bureau of Labor statistics (2017), the average median pay for a graphic designer is \$48,700 per year. Additionally, the job outlook for positions such as graphic designers and advertising is expected to grow by 10% in the next seven years.
- LCC conducted an employer survey which revealed that 87% of employers in their local area will need to hire one graphic designers within the next three years with an expected starting salary of \$31,000-\$35,000 annually. Additionally, 94% of employers agreed that the local area would benefit from the addition of this program and 94% of employers said they would hire graduates from this program.
- LCC also conducted a student interest survey which indicated 61% of students surveyed were interested in pursuing a career in graphic design whereas 98% of those surveyed said they were interested in enrolling in the advertising and graphic design program at LCC.

- LCC offers a similar program in Graphic Arts and Imaging and plans to put a greater emphasis on printing production and equipment operation with the addition of this program. Additionally, LCC will not require any additional full-time staffing, facilities, or equipment to offer this program because the graphic arts and imaging program is already in place.
- Courses within the Advertising and Graphic Design (A30100) program align with high school courses offered by the North Carolina Department of Public Instruction. Because the courses are aligned, there are additional articulation opportunities for high school students who may begin their coursework in high school and transfer it into the Advertising and Graphic Design (A30100) program
- A letter of support was provided by Brandon Potter, owner of Potter photography. Mr. Potter stated, "As an advisory board member, I am committed to the start-up and success of the Advertising and Graphic Design program because of the success I have had as a graduate from a related program at Lenoir Community College (Graphic Arts and Imaging Technology). My commitment to being involved with this program exists because I want to see this program succeed, but also because our community has a growing need for students coming out of this program."
- Lenoir County Economic Development also provided a letter of support for the program stating, "By establishing this Advertising and Graphic Design program at Lenoir Community College, people interested in this ever-evolving industry will receive the educational training, knowledge and hands-on training necessary to succeed in this field."

**Impact of the Proposed Program on Other Programs:**

Nineteen colleges are approved to offer the Advertising and Graphic Design (A30100) program. Two of the nineteen colleges approved to offer the program are located in contiguous counties to LCC. Of those, one college initially responded with a negative impact assessment. The college worked together with LCC and the **negative impact has been resolved.**

**Implementation of Collaborative Plan:**

Not Applicable

**Curriculum Design:**

The proposed program of study is in compliance with the State Board approved curriculum standard.

**Curriculum Description as Designated on Curriculum Standard:**

*The Advertising and Graphic Design curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession which emphasizes design, advertising, illustration, and digital and multimedia preparation of printed and electronic promotional materials. Students will be trained in the development of concept and design for promotional materials such as newspaper and magazine advertisements, posters, folders, letterheads, corporate symbols, brochures, booklets, preparation of art for printing, lettering*

*and typography, photography, and electronic media. Graduates should qualify for employment opportunities with graphic design studios, advertising agencies, printing companies, department stores, a wide variety of manufacturing industries, newspapers, and businesses with in-house graphics operations.*

**Contact(s):**

Dr. Lisa Eads  
Director

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Montgomery Community College  
Facility Maintenance Technology (A50190)**

**Program Planning:** Montgomery Community College is seeking approval for the Facility Maintenance Technology (A50190) program to begin Fall, 2019. The planning area is defined as the college's service area of Montgomery County. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Montgomery Community College on March 19, 2019. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Montgomery Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

**Program Rationale:** Montgomery Community College (MCC) indicates the following:

- Employment data made available through NCWorks in April indicated that there were 60 facility maintenance positions available within a fifty-mile radius of Troy. There were additional employment opportunities for plumbers, masons, carpenters, and landscapers.
- A review of job openings using Indeed.com in April indicated that there were forty-five maintenance position openings as well as additional positions that would be supported through the Facility Maintenance program.
- Letters of support for the program were submitted by Myrick Construction and Montgomery County Schools. Myrick Construction stated that it would hire individuals possessing the skillsets associated with the program.
- The Montgomery County Commissioners made a commitment for the future students in the county when they committed to build a joint Career and Technical Education building as part of a \$70,000,000 educational complex that will be adjacent to Montgomery Community College. One of the programs identified for the facility is the facility maintenance program.

- MCC will have worked closely with the local school system. The college plans to offer the program as hands-on face-to-face and will make it available to dual-enrolled Career and College Promise students. An apprenticeship is in development, as well.
- The skill sets associated with the program have value in service and repair industries which cannot be outsourced to foreign countries, thereby making those careers stable.

**Impact of the Proposed Program on Other Programs:** Three community colleges are approved to offer the Facility Maintenance Technology program. An impact assessment was sent to colleges located in contiguous counties. **No negative impact responses were received.**

**Implementation of Collaborative Plan:** Not Applicable

**Curriculum Design:** The proposed program of study is in compliance with the State Board approved curriculum standard.

**Curriculum Description as Designated on Curriculum Standard:** *This curriculum prepares individuals to repair and maintain electrical and mechanical systems and physical structures of commercial and industrial institutions. Emphasis is on multi-disciplined systems maintenance, troubleshooting, and problem resolution. Course work includes carpentry, interior and exterior finishes, plumbing, electrical, masonry, air conditioning, heating, welding, machining, blueprint reading, building codes, and OSHA regulations, as well as computer applications. Graduates should qualify for positions as general building mechanics or maintenance technician*

**Contact(s):**

Dr. Frank Sculetta  
Program Coordinator



**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Montgomery Community College  
Sustainable Agriculture (A15410)**

**Program Planning:**

Montgomery Community College is seeking approval for the Sustainable Agriculture (A15410) program to begin Fall, 2019. The planning area is defined as the college's service area of Montgomery County. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Montgomery Community College on February 13<sup>th</sup>, 2019. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Montgomery Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

**Program Rationale:**

Montgomery Community College (MCC) indicates the following:

- According to information provided by the NC Cooperative Extension office in Montgomery County, there are 250 farms located in the county and agricultural-related land accounts for approximately 12% of total county acreage. Of these farms, 59% of them have livestock/poultry, while the remaining farms identify strictly horticulture/row crop farmers. According to the USDA statistical data, the agriculture/food/fiber industries still account for over 35% of the county's total income.
- Montgomery County is 13th in the state in chicken "boiler" production, 14th in the state for poultry and eggs, and 17th in the state in fruit, nut, and berry trees. Mountaire Farms (chicken) is one of the largest employers in Montgomery County, employing over 140 in their feed mill. According to the USDA 2017 Census of Agriculture – County Data, 64 farms hire 313 farm labors. O\*Net list Agricultural Technicians as one of the top 20 occupations for Montgomery County.
- A review of current job openings during the week of April 17, 2019 using [www.ncworks.gov](http://www.ncworks.gov) to search positions near Troy found the following positions: 250 Farm (in the job title), 69 Crop (in the job title), 62 Poultry, 11 Livestock, 2 Plant Nursery, and

34 Landscaper openings.

- The Montgomery Extension has offered to provide access to specialists, new technology, research findings, and technical assistance when needed once the new program is approved.
- Molly Alexi, County Extension Director and Jamie Warner, Extension Agent-Agriculture, stated in their letter of support, "If Montgomery Community College was able to offer a Sustainable Agriculture Program, it would play a vital role in helping the total county's protection plan come to fruition and supply the desired training that was asked for by the community when they were surveyed in order to write the Working Lands Protection Plan."
- Wade Auman, Director of Secondary Education and CTE Programs for Montgomery County Schools, stated in his letter of support, "After performing a feasibility and needs assessment with our local industries, we identified Sustainable Agriculture as a program area that will cover many of the skills deficits expressed by our local agricultural industries. Montgomery County has a large agricultural base and the need for qualified workers necessitates the need for the addition of this program."
- Brian Hamilton, owner and operator of 5H Diversified Livestock in Montgomery County, stated in his letter of support of the Sustainable Agriculture Program, "As a third generation farmer I can quickly recognize that I am part of a dying breed. The average age owner for an owner/operator in a farm related business is currently 59 years old. Montgomery County is a rural county and it is estimated that about 35% of the county income comes from agriculture."
- The college plans to pursue a Career and College Promise pathway(s) for high school students if approved for the program.

**Impact of the Proposed Program on Other Programs:**

Five colleges are approved to offer the Sustainable Agriculture (A15410) program. None of the five colleges approved to offer the program are located in contiguous counties. ***Therefore, no impact assessment was needed.***

**Implementation of Collaborative Plan:**

Not Applicable

**Curriculum Design:**

The proposed program of study is in compliance with the State Board approved curriculum standard.

**Curriculum Description as Designated on Curriculum Standard:**

*These curriculum are designed to provide the entrepreneurial and technical skills necessary to manage a profitable, environmentally sound, community based small farm or agricultural business. The objective is the development of a workforce knowledgeable in sustainable*

## Attachment PROG 02D

*agriculture practices. Students will learn the fundamentals of agriculture, focusing on crop production and business. Emphasis is placed on entrepreneurial and field training. Students will also learn the basic principles of our economic system and government policies and programs relating to agriculture. Graduates should qualify for a variety of jobs in agricultural businesses such as equipment, feed, and agricultural supply sales; store management; farm operations; wholesale and retail produce management; nursery operations; and environmental and agricultural education.*

***Sustainable Agriculture:*** *A program that focuses on agricultural principles and practices that, over the long term, enhance environmental quality, make efficient use of nonrenewable resources, integrate natural biological cycles and controls, and are economically viable and socially responsible; and that may prepare individuals to apply this knowledge to the solution of agricultural and environmental problems. Potential course work includes instruction in principles of agroecology, crop and soil sciences, entomology, horticulture, animal science, weed science and management, soil fertility and nutrient cycling, applied ecology, agricultural economics, and rangeland ecology and watershed management*

**Contact(s):**

Dr. Lisa Eads  
Director