

**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.

Haywood Community College  
Practical Nursing (Diploma) (D45660)

Southeastern Community College  
Agribusiness Technology (A15100)

South Piedmont Community College  
Digital Media Technology (A25210)

**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  
Haywood Community College  
Practical Nursing Diploma (D45660)**

**Program Planning:** Haywood Community College is seeking approval for the Practical Nursing Diploma (D45660) program to begin Spring 2020. The planning area is defined as the college's service area of Haywood County. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Haywood Community College on September 4, 2018. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Haywood 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:** Haywood Community College (HCC) indicates the following:

- Haywood Community College currently offers the Associate Degree in Nursing (A.D.N.), RN Completer (LPN- RN), Medical Assisting and Certified Nursing Assistant (C.N.A.). The program has physical facilities and staff expertise in clinical health care programs.
- Trends in Health Care suggest a shift away from inpatient acute care facilities. Extended care and Long-Term Care are increasingly in demand and staffed primarily with the Practical Nurse. Regionally, there are 138 Practical Nursing openings with a projected growth rate of 6.6% from 2017 -2022.
- Haywood Community College Service area continues to shift towards an older demographic with 24.4 % of the population being 65 years or older in 2017. That is a 0.8% increase from 2016.
- Haywood County has a poverty rate of 15.9% compared to the North Carolina Poverty rate of 15.4% and the national poverty rate of 12.7%. The unemployment rate in approximately 16% of the Haywood Community College Service Area is currently below

the state and National Poverty rate. Haywood County unemployment rate in 2018 was 3.2%. Secondary to the current economic conditions in Haywood county, many prospective students who desire to enter the nursing profession do not have financial resources to complete a rigorous A.D.N. program.

- The trend towards extended care coupled with an aging population has led to an increase in the number of new assisted living facilities, nursing homes and home health agencies in the service area. Each of these agencies employ practical nurses. A program development report done with EMSI software shows support for the PN program locally.
- Licensed Practical Nursing offers a higher financial gain in a shorter time frame than other comparable health science fields. The average salary for a Licensed Practical Nurse is \$45,030 per year which is above the average median annual salary in the service area.
- If approved for the program, Haywood Community College graduates have the opportunity to progress in the nursing profession by completing a PN to A.D.N pathway and further a RN to BSN pathway.

**Impact of the Proposed Program on Other Programs:** Thirty-eight community colleges are approved to offer the Practical Nursing Diploma 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. Implementation will require approval by the North Carolina Board of Nursing.

**Curriculum Description as Designated on Curriculum Standard:** *The Practical Nursing curriculum provides knowledge and skills to integrate safety and quality into nursing care to meet the needs of the holistic individual which impact health, quality of life, and achievement of potential.*

*Course work includes and builds upon the domains of healthcare, nursing practice, and the holistic individual. Content emphasizes safe, individualized nursing care and participation in the interdisciplinary team while employing evidence-based practice, quality improvement, and informatics.*

*Graduates are eligible to apply to take the National Council Licensure Examination (NCLEX-PN) which is required for practice as a Licensed Practical Nurse. Employment opportunities include hospitals, rehabilitation/long term care/home health facilities, clinics, and physicians' offices.*

**Contact(s):**

Dr. Lori H. Byrd  
Associate Director

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
South Piedmont Community College  
Digital Media Technology (A25210)**

**Program Planning:** South Piedmont Community College is seeking approval for the Digital Media Technology (A25210) program to begin Fall 2019. The planning area is defined as the college's service area of Anson and Union counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at South Piedmont Community College on February 12, 2019. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of South Piedmont 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:** South Piedmont Community College (SPCC) indicates the following:

- The proposed program is intended to replace the existing Advertising and Graphic Design (A30100) program to align with the local industry needs in the service area of SPCC. The current Advertising and Graphic Design students will be offered a teach out plan to complete their degree under the existing program or switch to the proposed program.
- Required labs, hardware and software are in place to offer the program. Current qualified SPCC instructors are available to teach the courses required for the proposed degree. No additional expenses are anticipated.
- According to the NC Department of Commerce's 2014-2024 job outlook, jobs in Digital Media Technology related fields will grow within the Southwest Prosperity Zone (which includes the SPCC service area) at an average annual rate of 2 percent (Approximately 254 jobs) per year.
- According to the U.S. Department of Labor's Occupational Outlook Handbook, national employment is expected to increase by 9.5 percent (Approximately 14,800 jobs) in the United States from 2016 to 2026.

- According to the 2017 U.S. Bureau of Labor Statistics, the median or average hourly pay for someone in the digital media occupation is \$32.69 per hour.
- During the fall semester of 2018, SPCC surveyed 90 randomly selected local high-school students and currently enrolled students in the Advertising and Graphic Design program. Forty-nine (49) out of the Seventy-three (73) students who completed the survey, showed interest in pursuing a credential related to Digital Media Technology.
- Graduates of the proposed program will also be able to pursue entrepreneurial opportunities.
- SPCC is considering terminating the current Advertising and Graphic Design (A30100) program as soon as the proposed program is approved.
- Letters of support for the proposed program were received from Forward Design and Print Company, Union County Chamber of Commerce, Union County Public Schools, and Chain Reaction Studios.

**Impact of the Proposed Program on Other Programs:** Four community colleges are approved to offer the Digital Media Technology program. None of those colleges are located in contiguous service areas to South Piedmont Community College; therefore, **impact assessments were not required.**

**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 Digital Media program prepares students for entry-level jobs in the digital design and multimedia industry. Students learn to synthesize multimedia, hypertext, computer programming, information architecture, and client/server technologies using both Internet and non-network-based media. Students develop skills in communication, critical thinking, and problem solving as well as interface design, multimedia formats, application programming, data architecture, and client/server technologies. The program develops technical skills through practical applications that employ current and emerging standards and technologies. Graduates should qualify for employment as web designers, graphic artists/designers, multimedia specialists, web developers, web content specialists, media specialists, information specialists, digital media specialists, animation specialists, interface designers, and many new jobs yet to be defined in this expanding field.*

**Contact(s):**

Dr. Hilmi Lahoud  
Senior Program Administrator

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Southeastern Community College  
Agribusiness Technology (A15100)**

**Program Planning**

Southeastern Community College is seeking approval for the Agribusiness Technology (A15100) program to begin Fall, 2019. The planning area is defined as the college's service area of Columbus County. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Southeastern Community College on March 18th, 2019. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Southeastern 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**

Southeastern Community College (SCC) indicates the following:

- The 2012 Census indicated that Columbus County ranked in the top ten of all North Carolina counties for the production of grains, oilseeds, dry beans, and dry peas; hogs and pigs, soybeans for beans, corn for grain, wheat for grain, winter wheat for grain, and other crops and hay. Tabor City is known as the "Yam Capital of the World" and Chadbourn is considered "The Strawberry Capital of the World." Tree-based commerce ranging from pecan harvests to lumber production are also important in Columbus County. Cattle, swine, and poultry are also produced in Columbus County.
- The NC Occupational Trends 2014-2024 estimates that North Carolina will see a 3% increase in job openings for Agricultural and Food Science Technicians and an increase of 12% in Agricultural Equipment Operator positions.
- DataUSA reports that 2.5 times more people are employed in Agriculture & Forestry jobs than would be expected in a location the size of Columbus County.

- The 2012 Census of Agriculture indicates there are 731 commercial farms in Columbus County, and the market value of products sold was \$196,518,000, an increase of 39% from the previous census in 2007.
- Cape Fear Workforce Development Board information indicates that 2,032 people worked for 228 agriculture-related establishments in their region, and workers earned \$17,102,296 in total wages during the third quarter of 2018. The Lumber River Workforce Development Board indicates that 2,822 people worked in 428 agriculture-related establishments in their region, and the workers earned \$23,020,912 in total wages.
- The average age of the principal farming operators in Columbus County is 58 years. Many farmers are looking forward to retirement and turning their operations over to younger farmers.
- Graduates of the Agribusiness Technology program will be qualified 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.
- The college plans to pursue a Career and College Promise pathway(s) for high school students if approved for the program.
- Several letters of support were submitted on behalf of this program, including letters from the Columbus County Community Farmers Market, Livingston Creek Farmers Harvest, LLC., Kipling, Godwin Associates, the Columbus Chamber of Commerce and Tourism, and the Columbus County Extension Office.
- Ms. Jennifer Holcomb, president of the Columbus Chamber of Commerce and Tourism, expressed support for the program and explained that it was in “perfect alignment” with the county’s agricultural economy.
- The Columbus County Extension Director, Mr. Dalton Dockery, indicated, “This program will serve as a catalyst for students who have the desire to remain in the field of agriculture and be able to work in the communities in which they live.”

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

Fourteen colleges are approved to offer the Agribusiness Technology (A15100) 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 is 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 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.*

**Contact(s):**

Dr. Lisa Eads  
Director