

**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 program at the listed college on the condition that equipment funds are available to the college and operating funds generated by the budget formula will permit the offering of the program without any special allocation of funds.

Cape Fear Community College  
Advertising and Graphic Design (A30100)

Martin Community College  
Applied Engineering Technology (A40130)

Southwestern Community College  
Opticianry (A45560)  
Surgical Technology (A45740)

**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. Deana Guido  
Director of Academic Programs

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

**Program Planning:** Cape Fear Community College is seeking approval for the Advertising and Graphic Design (A30100) program to begin Fall 2021. The planning area is defined as the college's service area of New Hanover and Pender Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Cape Fear Community College on November 18, 2020. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Cape Fear 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:** Cape Fear Community College (CFCC) indicates the following:

- The Advertising and Graphic Design program will prepare students with marketable skills that will be applicable to a wide range of employment opportunities and applications in the field of advertising and graphic design. The program will also equip students with the skills necessary to freelance and work remotely as several careers in this field have steadily moved online.
- The North Carolina Department of Commerce projects a 6.04% growth rate for graphic design occupations from 2018-2028 with a mean annual wage of \$49,700.
- An Indeed job search produced 45 results for full-time jobs in CFCC's service area that require digital media, marketing, and/or graphic design skills. The median starting salary for these positions is \$50,000/yr. An Indeed search filtering for remote positions in the same field indicated 212 full-time positions with a similar starting salary.
- CFCC is collaborating with UNCW to develop a local articulation agreement for Advertising and Graphic Design students to transfer credits toward programs in the

College of Arts and Sciences, specifically Digital Arts, a program offered jointly through the Department of Computer Science and the Department of Art and Art History. UNCW intends to rely on CFCC to provide the proper foundational courses for students wishing to transfer and continue their education in this field at the university level.

- The college intends to offer a Career and Technical Education (CTE) dual-enrollment pathway for Advertising and Graphic Design for New Hanover and Pender County high school students who are interested in this field.
- Graduates of the Advertising and Graphic Design program will be qualified to work and manage profitable, community-based businesses. They will also be able to pursue entrepreneurial opportunities.
- Letters of support were received from the owner of Southern Sign Co., the President of Wilmington Design Co., the Department Chair of Arts and Arts History at UNC-W and the Digital Arts Coordinator at UNC-W.

**Impact of the Proposed Program on Other Programs:** Nineteen colleges are approved to offer the Advertising and Graphic Design (A30100) 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:**

*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. Mary Olvera  
Program Administrator

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Martin Community College  
Applied Engineering Technology (A40130)**

**Program Planning:** Martin Community College is seeking approval for the Applied Engineering Technology (A40130) program to begin Fall, 2021. The planning area is defined as the college's service area of Martin and Bertie counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Martin Community College on May 19, 2020. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Martin 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:** Martin Community College (MCC) indicates the following:

- Research provided through NCcareers.org for the Northeast Prosperity Zone indicated that there were 430 open positions in industrial settings including smaller businesses. Research performed directly from employer websites in Martin and Bertie counties listed 20 current job openings for individuals with engineering technology backgrounds.
- The college has worked closely with the Rivers East Workforce Development Board and the Northeast NC Career Pathways organization on developing a program that would meet the needs of local and regional workforce. It was determined that the Applied Engineering Technology program with embedded industry-recognized certifications would best serve employers and students in the region.
- A letter of support was received by Northeast NC Career Pathways suggesting that advanced manufacturing is one of the highest growth industries within the region. In May 2020, there were over 1600 job postings for the advanced manufacturing industry in the twenty-county region, according to Northeast NC Career Pathways partnership.

They suggested that the skills associated with the program are those being sought by industry.

- The college has successfully offered Industrial Systems Technology program and will transition into the Applied Engineering Technology (AET) program which will more effectively meet the needs of diverse industry employers in the area and is will likely be more marketable to students and parents.
- The college has a good relationship with its secondary partners who are very supportive of the AET program. The college plans to offer a pathway to the program under Career and College Promise.

**Impact of the Proposed Program on Other Programs:** Six community colleges are approved to offer the Applied Engineering Technology program. There are no 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 course of study prepares the students to use basic engineering principles and technical skills to solve technical problems in various types of industry. The course work emphasizes analytical and problem-solving skills. The curriculum includes courses in safety, math, physics, electricity, engineering technology, and technology-specific specialty areas. Graduates should qualify for employment in a wide range of positions in research and development, manufacturing, sales, design, inspection, or maintenance. Employment opportunities exist in automation, computer, electrical, industrial, or mechanical engineering fields, where graduates will function as engineering technicians.

**Contact(s):**

Dr. Frank Scuietti  
Senior Program Administrator

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Southwestern Community College  
Opticianry (A45560)**

**Program Planning:** Southwestern Community College is seeking approval for the Opticianry (A45560) program to begin Fall, 2021. The planning area is defined as the college's service area of Jackson, Macon and Swain Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Southwestern Community College on May 19, 2020. Minutes from this board meeting were attached to the program application. The President and the Board of Trustees of Southwestern 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:**

Southwestern Community College (SCC) indicates the following:

- The closest opticianry program to Southwestern is 273 miles away in Durham, NC.
- The US Department of Labor's Occupational Information network (O\*NET) identifies Opticians as an occupation with average growth in NC.
- North Carolina Department of Commerce Labor and Economic Analysis: Southwestern and Mountain Area Workforce Development Board indicates 1.0% annual new job growth and 6.6% annual existing job turnover. This represents a 7.6% total projected annual job growth for Opticians, which is considered faster than average (5%) by the U.S. Department of Labor.

- North Carolina Department of Commerce Labor and Economic Analysis local salary data for Opticians indicate that these positions earn higher than the average of all occupations in the service area and well above the federal 200% poverty rate of \$24,980. The average salary for opticians in the Southwestern Community College service area is \$42,951.
- Optometrists and Ophthalmologists have endorsed the effort to add an Opticianry program at SCC as evidenced by eight letters of support from community partners and employers.
- SCC Health Science Pre-Majors were surveyed to gauge interest in the new program. Pre-majors are those students who seek to enter a health sciences profession upon completion of general education or other pre-requisites. Results indicated that 41.7% of respondents would have been interested in Opticianry this fall, with 35.4% still being interested next fall.

**Impact of the Proposed Program on Other Programs:** One community college is approved to offer the Opticianry program. This program contains a clinical component; therefore, this college was provided with a program impact assessment from Southwestern Community College. **One college approved to offer the program was in agreement with the impact assessment.**

**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 prepare graduates to adapt and fit corrective eyewear or ophthalmic devices as prescribed by the ophthalmologist or optometrist. Students will acquire competencies in all phases of opticianry, including analysis and interpretation of prescriptions; surfacing, benchwork, dispensing, and fitting of eyewear and ophthalmic devices; maintenance of consumer records; effective communication with consumers; and business management skills. Graduates should qualify to take certification examinations given by the American Board of Opticianry, the National Contact Lens Examiners, and the North Carolina State Board of Opticians, as well as other state licensing boards.

**Contact(s):**

Dr. Lori Byrd  
Associate Director

**PROGRAM APPLICATION  
SUMMARY EVALUATION REPORT  
Southwestern Community College  
Surgical Technology (A45740)**

**Program Planning:** Southwestern Community College is seeking approval for the Surgical Technology (A45740) program to begin Fall, 2021. The planning area is defined as the college's service area of Jackson, Macon and Swain Counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Southwestern Community College on May 19, 2020. Minutes from this board meeting were attached to the program application. The President and the Board of Trustees of Southwestern 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 Western Community College (SCC) indicates the following:

- U.S. Department of Labor's Occupational Information Network (O\*NET) identifies Surgical Technologists as a Bright Outlook occupation with rapid growth in North Carolina.
- North Carolina Department of Commerce Labor and Economic Analysis: Southwestern and Mountain Area Workforce Development Board indicates 1.20% annual new job growth and 6.5% annual existing job turnover. This represents a 7.7% total projected annual job growth, which is considered faster than average (5%) by the U.S. Department of Labor.
- North Carolina Department of Commerce Labor and Economic Analysis local salary data for Surgical Technologists indicate that these positions earn higher than the average of all occupations in our area and well above the Federal 200% poverty rate. Average entry rate for all occupations in the Southwestern service area is \$19,406, while surgical

technology entry wage is \$34,971. Average wage in the Southwestern Community College service area is \$36,421 with surgical technology area wage of \$40,379.

- SCC surveyed pre health majors. Results indicated that 41.7% of respondents were interested in Surgical Technology this fall, with 37.5% still being interested next fall.
- Letters of support for the surgical technology program were received from Angel Medical Center, Harris Regional Hospital, Mission Health, and Highlands -Cashiers Hospital.

**Impact of the Proposed Program on Other Programs:** Nineteen community colleges are approved to offer the Surgical Technology program. This program contains a clinical component; therefore, each college was provided with a program impact assessment from Southwestern Community College. **Eighteen colleges approved to offer the program were in agreement with the impact assessment. One college were not in agreement but did support the college in applying for the program.** SCC and AB Tech agreed to coordinate scheduling of clinical students at two shared sites as to not impact AB Tech's existing clinical arrangements.

**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 Surgical Technology curriculum prepares individuals to assist in the care of the surgical patient in the operating room and to function as a member of the surgical team. Students will apply theoretical knowledge to the care of patients undergoing surgery and develop skills necessary to prepare supplies, equipment, and instruments; maintain aseptic conditions; prepare patients for surgery; and assist surgeons during operations. Employment opportunities include labor/delivery/emergency departments, inpatient/outpatient surgery centers, dialysis units/facilities, physicians' offices, and central supply processing units. Students of Commission on Accreditation of Allied Health Education Programs (CAAHEP) accredited programs are required to take the national certification exam administered by the National Board on Certification in Surgical Technology and Surgical Assisting (NBSTSA) within a four week period prior to or after graduation

**Contact(s):**

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Associate Director