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**COORDINATING COMMISSION  
FOR POSTSECONDARY EDUCATION**

**140 N. 8<sup>th</sup> Street Suite 300  
Lincoln Nebraska 68508**

**Telephone: (402) 471-2847**

**Fax: (402) 471-2886**

**PROPOSAL FOR NEW INSTRUCTIONAL PROGRAM**

**Form 92-40**

Institution Submitting Proposal:	<b>Southeast Community College</b>
Title of Program:	<b>Operations and Service Management</b>
CIP Code	<b>52.0205</b>
Organizational Unit in which Program will be located:	<b>Business Administration</b>
Name of Contact Person in the event additional information is needed:	<b>Bev Cummins, Vice President of Program Development and Lincoln Campus Director</b>
Telephone:	<b>402-437-2554</b>
Degree, Diploma, or Certificate to be offered	<b>Associate of Applied Science</b>
Proposal date to initiate program:	<b>August 2024</b>
List the location(s) where this program will be offered:	<b>All SCC Campuses and online</b>
If the program has a projected ending date, please so indicate:	<b>N/A</b>
Date Approved by Governing Board:	<b>Complete with Board Approval</b>

Chief Executive Officer's or other Authorized Officer's signature: *Bev Cummins*

## I. PURPOSE AND DESCRIPTION OF THE PROPOSED PROGRAM

Southeast Community College (SCC) proposes to establish an Associate of Applied Science in Operations & Service Management. This degree is intended for students seeking a specialized management degree that is unique to businesses that are focused on the operations and service components of a trade or industry organization. This specialized business degree educates students in understanding the technical, service, and managerial aspects of business operations, including supply chain management, project management, logistics, customer service, and organizational development which are often atypical of a general business administration program. This program prepares individuals to manage and direct the physical, technical, and operational functions of an organization, particularly those relating to production systems, plant service and management, equipment maintenance management, production control, industrial labor relations, skilled trades supervision, strategic manufacturing policy, systems analysis, productivity analysis, cost control, and materials planning. While this program includes different types of business courses, it ultimately focuses on operations and service and as such are more applicable to advancing careers in technology, trades, industry, and/or manufacturing.

The proposed Associate of Applied Science in Operations & Service Management is designed for individuals interested in building upon the basic skills, terminology, and processes used in one or more trades and advancing their knowledge and technical skills to lead operations, plant logistics, and the service industry. As a new Associate of Applied Science program, students would be provided with a more diverse educational background to span a multitude of discipline-specific and foundational operational and service management skills for advancing their career within the technology, trades, and industry workforce. Employers desire to hire individuals skilled in specific trades and industry with focused management courses to extend their careers into supervising and operating a trades and industry business.

Program delivery includes hands-on instruction from the following career and technical education programs, with operations management and business courses delivered online or in-person at any of the SCC campuses and learning centers. Providing a variety of delivery modes allows students to finish a career and technical education certificate or diploma that meets their specific career needs and who can begin to work on their Operations & Service Management degree without disruption to their work schedule. As shown in the curriculum plan below, the Operations & Service Management A.A.S. Degree combines the existing curriculum from one or more of the career and technical education courses with core business, operations, and service management courses to attain an Operations & Service Management credential. The courses will be delivered, online and in-person at multiple SCC locations.

Course Number	Course Name	Credit Hours	New or Existing Course?
ACFS 1015	Success@SCC	1.0	Existing
<b>Career &amp; Technical Education Core</b>	Complete courses from the chart of CTE program areas below for a minimum of 20.0 credit hours	23.0	Existing
<b>Operations &amp; Service Management Core – Select from the following courses:</b>		21.0	Existing & New
BSAD 1050 OR ENTR 1050	Introduction to Business (3.0 CH) OR Introduction to Entrepreneurship (3.0 CH)		Existing
ACCT 1200	Principles of Accounting I (3.0 CH)		Existing
BSAD 1010	Microsoft Applications I (3.0 CH)		Existing



BSAD 1020	Microsoft Applications II & Data Analytics (3.0 CH)	Existing
BSAD 2310	Business Ethics (3.0 CH)	Existing
OFFT 2000 OR BSAD 2155	Employment Techniques (3.0 CH) OR Career Transition & Management Strategies (3.0 CH)	Existing
BSAD 2300	Principles of Operations & Service Management (3.0 CH)	New
BSAD 2500	Logistics & Distribution Management (3.0 CH)	New
<b>General Education Core</b>		
General Education Courses to include English Composition I (ENGL 1010) OR Business Communications (ENGL 1110)		15.0 Existing
<b>Total Credit Hours</b>		<b>60.0</b>

**\*\*Core Career and Technical Education course subject areas to select from:**

Automotive Technology	Auto Collision Repair	Agriculture
Ford & General Motors Service	Biotechnology	Building Construction
Business	Computer Information Technology	Concrete Construction
Culinary/Hospitality	Design & Drafting Technology	Diesel & Diesel Ag Technology
Early Childhood Education	Electrical & Electromechanical Technology	Electronic Systems Technology
Energy Generation Operations	Geographic Information Systems Technician	Graphic Design Media Arts
Heating, Ventilation, Air Conditioning & Refrigeration Technology	John Deere Construction & John Deere Tech	Land Surveying/GIS/Civil Engineering
Manufacturing Engineering Technology	Nondestructive Testing Technology	Office Professional
Plumbing Technology	Powersports Technology	Precision Machining Technology
Welding Technology	Truck Driver Training	

The program learning outcomes for the Operations & Service Management A.A.S. are:

- Demonstrate operations, service, and inventory management techniques across product, service, manufacturing, and trades industries.
- Analyze and apply logistic interfaces and activities in managing a supply chain.
- Evaluate demand management techniques and customer service policies.
- Collect and analyze market data and trends to achieve organizational objectives.

## II. REVIEW CRITERIA

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### A. CENTRALITY TO ROLE AND MISSION

The mission of Southeast Community College is to *empower and transform the diverse learners and communities of southeast Nebraska through accessible lifelong educational opportunities. The College*

*provides dynamic and responsive pathways to career and technical, academic transfer, and continuing education programs that contribute to personal, community, and workforce development.*

The creation of an Associate of Applied Science in Operations & Service Management aligns with SCC's mission to provide accessible and responsive pathways for students to attain a credential that best serves the employment pathway they determine. The A.A.S. in Operations & Service Management is intended for learners with varying backgrounds and needs, such as:

- a. Students that know they want to be part of a Career and/or Technical Trades industry, but do not want to work every day in the hands-on aspects of that trade.
- b. Students that start in a trade based program at SCC or another school, and decide they do not want work every day in the hands-on aspects of that trade.
- c. Students who have already completed, or are on track to complete, a degree in the trades at SCC or another school that want to add operations and service management skills to their resume for the purpose of pursuing other jobs or promotions.

Additionally, this program conforms with what the Coordinating Commission for Postsecondary Education states in the Comprehensive Plan for Postsecondary Education regarding the expectation for the community college's role and mission. "Community colleges provide educational options for students seeking career training or transfer to a four-year institution. The education program may culminate in an applied technology associate degree, diploma, or certificate; or an associate of arts or associate of science degree from an academic transfer program" (p. 7-7).

## **B. EVIDENCE OF NEED AND DEMAND**

According to *Lightcast Q3 2023 Data Set*, ([www.economicmodeling.com](http://www.economicmodeling.com)), a company used by SCC to provide academic program evaluation data, in Nebraska, there was a 27.1% increase in job openings in operations management between 2020-2023, growing from 51,059 jobs to 64,894 in just three years, a significant increase. This growth is even greater in the SCC Service area, which grew 35.5% during that same time frame.

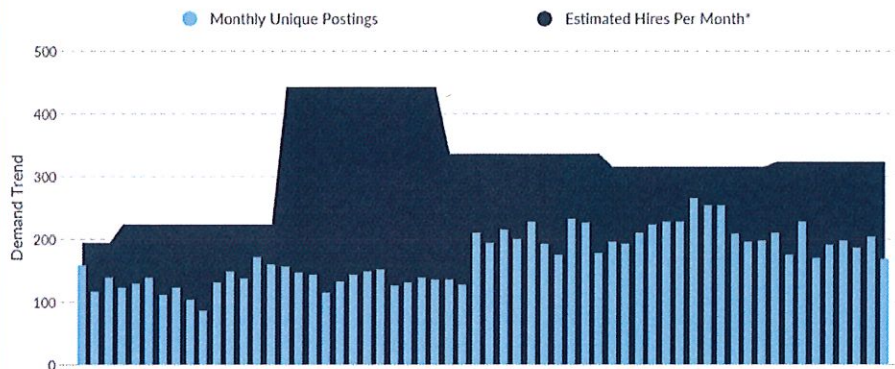
Additionally, between January and September 2023, there were over 8,000 unique job postings in this field, which consist of job titles such as project managers, production supervisors, operations managers, and maintenance supervisors. This equates to over 900 jobs to be filled each month, with over 1,600 employers competing for a skilled workforce and shown in Figure 1.

The concept of an Operations & Service Management AAS degree was discussed with SCC's Trades and Industry Workforce Leadership Teams and there was strong approval to provide this opportunity for learners. Members of the committee identified specific individuals within their organization who would be a candidate for this degree and training, moving them from the shop floor to management and working with customers. They noted this focused business degree would appeal to many non-traditional students and would provide an opportunity to expand their knowledge and skills in a particular trade or industry after an injury or other life changes or for those looking for a promotion from a hands-on trade career. They noted the need to fill positions such as Service Manager, Shop Manager, Construction Manager, Buyer, Project Manager, Operations Officer, just to name a few.



Figure 1: Operations Management Demand Trend 2023 – Nebraska (Lightcast, Q3, 2023)

## Job Posting Activity



Currently there are **no** Associate of Applied Science Degrees in Operations and Service Management offered in the state of Nebraska. The University of Nebraska at Kearney offers a Bachelor of Science degree, with 43 completions in 2021. Metro Community College offers a certificate in Operations Management. Given the high employer demand and the limited program offerings in the state, this occupational field is currently underserved and providing an Associate of Applied Science degree would help to meet employer needs.

By offering an A.A.S. in Operations & Service Management, SCC would provide a specialized management degree that is unique to businesses that are focused on the operations of a trade or industry organization.

### ADEQUACY OF RESOURCES

#### 5. Faculty and Staff Resources

The career and technical programs listed on page 2 of this proposal and the Business Administration program currently have sufficient full-time faculty and a solid pool of adjunct faculty qualified to teach. Except for 3 new courses that would need to be developed, the A.A.S. in Operations & Service Management curriculum predominately utilizes the existing curriculum. We will give course release time to two current faculty who have experience in the operations and logistics field to develop the new courses, therefore no additional course development funds are needed. Courses will be offered online and in-person at all campus locations. No additional full-time faculty would be required to create the Operations & Service Management A.A.S. degree and new courses would be taught by current and adjunct instructors. The Career and Technical and Business Administration Divisions will provide support staffing and administrative oversight.

Courses will be offered throughout the academic year, and we will continue to enroll students every semester. It is difficult to forecast if there will be an impact on enrollment at this time, so to be conservative, we believe an additional 10 students would enroll in year 1 which we forecast would expand to 20 by year 5. The minimum number of students to make the program viable is 8.

**6. Physical Facilities and Instructional Equipment**

With most courses offered in general purpose classrooms or online, there are no facility needs at this time.

**7. Instructional Equipment and Informational Resources**

No additional equipment is needed for the Operations & Service Management A.A.S. degree. Virtual library and technology resources are already in place to support all distance learners. Sufficient library staff, library resources and information technology resources are in place at all campus locations to support the students and program.

**8. Budget Projections**

As stated previously, the creation of the Associate of Applied Science in Operations & Service Management will utilize the current full-time faculty and adjunct instructors and where needed, hire additional adjunct faculty. The tuition rates are projections based on past trends as no rates have been set by the SCC Board of Governors for the 2024-2025 academic year. Salary increases are projections based on past trends of a 5% total compensation increase. Because the new courses to be developed will utilize existing faculty with course-load reductions, no new faculty or staff needs to be hired and no new equipment needs to be purchased, we do not anticipate any new expenses associated with this proposal. Additionally, to be conservative, we anticipate a minimal increase in enrollment. Please see the Revenue and Expense Projections on page 7.

**C. AVOIDANCE OF UNNECESSARY DUPLICATION**

As mentioned earlier, we are not aware of another 2-year degree offered in Nebraska; there is a certificate and a baccalaureate degree. There are some national online 4-year degrees of similar curriculum, but that do not have the strong “hands-on” component we are proposing by combining trades and industry courses with business, service, and operations management core courses. Therefore, we believe there is no unnecessary duplication. It provides students with a focused business degree to meet the needs of trade and industry.

**D. CONSISTENCY WITH THE COMPREHENSIVE STATEWIDE PLAN FOR POSTSECONDARY EDUCATION**

The proposed Operations & Service Management A.A.S. degree is consistent with Nebraska’s Comprehensive Statewide Plan for Postsecondary Education. The program will provide education “...that prepares students for productive and fulfilling lives...” and “...enhances workforce development...” Specifically, the Comprehensive Statewide Plan directs institutions to “provide



specialized certification programs in professional, technical, and vocational fields that address regional and state needs” (p. 3-3). Given the current demand for Operations Management majors detailed previously, SCC’s proposed Operations Management A.A.S. is consistent with this goal.

## REVENUE-EXPENSE PROJECTIONS

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	(FY2024-25)		(FY2025-26)		(FY2026-27)		(FY2027-28)		(FY2028-29)		Total	
	Year 1		Year 2		Year 3		Year 4		Year 5			
Personnel	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty*	.5	\$8,946	.5	\$9,214	.5	\$9,491	.5	\$9,776	.5	\$10,069	0.5	\$47,496
Professional	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Graduate assistants	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Support staff	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Subtotal	.5	\$8,946	.5	\$9,214	.5	\$9,491	.5	\$9,776	.5	\$10,069	0.5	\$47,496
<b>Operating</b>												
General Operating		\$0		\$0		\$0		\$0		\$0		\$0
Equipment		\$0		\$0		\$0		\$0		\$0		\$0
New or renovated space		\$0		\$0		\$0		\$0		\$0		\$0
Library/Information Resources		\$0		\$0		\$0		\$0		\$0		\$0
Other		\$0		\$0		\$0		\$0		\$0		\$0
Subtotal		\$0		\$0		\$0		\$0		\$0		\$0
<b>Total Expenses</b>		\$8,946		\$9,214		\$9,491		\$9,776		\$10,069		\$47,496

\* Funds for additional adjunct instructors estimates 3% annual increase

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY(2024-2025)	(FY2025-2026)	(FY2026-2027)	(FY2027-2028)	(FY2028-2029)	Total
	Year 1	Year 2	Year 3	Year 4	Year 5	
Reallocation Existing Funds						\$0
Required New Public Funds						\$0
State Funds & Local Tax <sup>1</sup>						\$0
Tuition and Fees	\$37,500	\$46,080	\$58,950	\$68,850	\$83,400	\$294,780
Other Funding						\$0
<b>Total Revenue</b>	\$37,500	\$46,080	\$58,950	\$68,850	\$83,400	\$294,780

<sup>1</sup> Based on: 10 students, Fall & Spring Semester Year 1 at 30 credit hours annually, at a small percentage growth annually and a projected 3% increase in tuition & fees (based on 2023-2024 in state tuition and fee rate of \$121/credit hour).

~~Diesel Technology – Truck~~

~~Maintenance & Light Repair~~