

# Community College Baccalaureate Association CCBA

18th Annual International Conference  
March 16 – 18, 2018  
Gaylord National Resort and Conference Center  
Washington , DC

## Program

As of Feb. 13, 2018

### Friday, March 16, 2018

3:00 p.m. – 7:00 p.m.

Registration for CCBA Conference

5 p.m. – 6:45 p.m.

Welcome Wine and Cheese Reception

### Saturday, March 17, 2018

7:45 a.m. – 5 p.m.

Registration

Outside National Harbor Six

8 a.m. – 9:10 a.m.

Breakfast

National Harbor Two



**Mike Hansen**  
Chairman of the CCBA Board of Directors  
Welcome



**Debra Bragg**  
Creator, Applied Baccalaureate Design Laboratory  
Design lab Overview

## 9:15 a.m. - 10 a.m. Concurrent Sessions

National Harbor Six

### **Applied Baccalaureate (AB) Design Lab: Introduction to AB Degree Programs**

Dan Phelan, President, Jackson College; Debra Bragg, Director, Community College Research Initiatives, University of Washington and Beth Hagan, Executive Director, CCBA

What are AB degrees? What forms do they take in community college and university settings? What are alternative strategies to promote baccalaureate attainment? What roles should community colleges play in these various degree options? Discussion of essential information about applied baccalaureate degrees awarded by community colleges and through transfer to universities. Learn about all the sessions associated with the day-long AB Design Lab.

National Harbor Seven

### **Incorporating Industry Within Your B.A.S. Degree Program**

Michelle Melero, North Seattle College and Steven Balo, North Seattle College

Applied Baccalaureate Degree Programs serve their target employer communities by increasing the availability of well-qualified individuals through an applied industry relevant curriculum. These degree programs rely on frequent input and engagement by utilizing industry members on program advisory boards to align curriculum and ready their students for the marketplace.

North Seattle College's Application Development Bachelor of Applied Science Degree Program has worked closely with the Seattle technology community since its inception. Learn the details of how North Seattle formed these partnerships and keep them going, as well as how they benefit the program, industry and most importantly the students.

National Harbor Eight

### **B.S. in Health Sciences: Reflecting on Year One and the Importance of Collaborations**

Molly Yanni, Dean, Allied Health Professions, Seminole State College of Florida

Seminole State College of Florida just completed the first year of the Bachelor of Science in Health Sciences degree. This degree, with six specializations, was designed to foster intra-professional collaborations among the students. This collaboration started with various business and industry representatives providing guidance on curriculum development and program design. The industry collaboration has continued through teaching, internship opportunities, and mentoring students in their capstone experiences. The program also collaborates with several departments within the college, connecting students with experts in research, entrepreneurship and career development.

National Harbor Five

### **Equity and Beyond: What Does the Data Actually Say?**

Malcolm Grothe, Associate Vice Chancellor, Seattle Colleges; Tanya Powers Stefanie McIrvine, Director Applied Baccalaureate Programs, Renton Technical College

An exploration and interactive discussion of Washington's applied baccalaureate programs and the populations they serve. We will look at demographic data and brainstorm trends and best practices for serving non-traditional students.

## 10:00 a.m. - 10:15 a.m. Break

## 10:15 a.m. – 11:00 a.m. Concurrent Sessions

National Harbor Six

### **AB Design Lab: The ABCs of Planning and Implementing AB Degrees**

Ali Esmaelli, Dean of Bachelors Programs, South Texas College and Angela Kersenbrock, Vice President, Seminole State College

What does an effective planning process look like, and who should be involved? What does an effective implementation process look like, and who should be involved? What are realistic and meaningful milestones for measuring progress on planning and implementation of baccalaureate degrees? Based on the presenters' extensive experience with community college baccalaureates, the presenters will lead a comprehensive discussion of the ways in which baccalaureate degree planning and implementation should take place.

National Harbor Seven

### **Building an Ecosystem of Strategic Partners for Applied Baccalaureate Programs**

Kendrick Hang, Program Director and Software Development Instructor, Green River College; Andy Orr, BAS Program Manager, Green River College and Mark Kurtz, Co-Founder and COO, Tapped Technologies, Gig Harbor, WA

In 2017, technology startup Tapped Technologies partnered with BAS Software Development students at Green River College to develop a sports fan engagement platform, resulting in the business being able to pursue first-round investor funding and students being hired as Software Development Interns. Strategic partnerships with local businesses and non-profit organizations provide students with opportunities for tuition funding, project- and work-based learning, while providing organizations access to local talent and the college with storytelling opportunities for program marketing. Learn how effective partnerships are formed and sustained, from both the academic program and the partners perspective.

National Harbor Eight

### **Graduate Surveys - Assessing for Graduate Return on Investment**

Anna Baldwin, Director of Workforce Projects, Seattle Colleges and Charlene Gore, Director Applied Baccalaureate Programs, Tacoma Community College

Community college baccalaureate degrees are designed to facilitate career and wage advancement, as well as a more robust baccalaureate-level talent pool to meet workforce needs. To track progress on this goal, Washington State's 34 Community and Technical Colleges came together through our Baccalaureate Leadership Council to design a Graduate Survey. This survey collects quantitative and qualitative data concerning how our graduates are benefiting from completing baccalaureate degrees. This session will discuss the process we used to create the survey, what questions we ask, how the survey is deployed, and how it is maintained statewide.

National Harbor Five

### **Trades to Degrees: Facilitating Vertical Permeability and Career Mobility through Existing Institutional Policies and Procedures**

Samah Gamar, Vice President, Academic, College of the North Atlantic

**AB Design Lab: The Buck Stops Here! State Leadership in Implementing and Scaling AB degrees**

Joyce Hammer, Director of Transfer Education, Washington State Board of Community and Technical Colleges; Jacqueline Escajeda, Dean, Intersegmental Programs, California Community Colleges Chancellor's Office; Mike Hanson, President, Michigan Community College Association; Jack Hershey, President and CEO, Ohio Association of Community Colleges

What role do state agencies play in baccalaureate degree implementation and sustainability? What criteria do states use to approve and fund baccalaureate degrees, initially and over time? What role do accrediting bodies play in implementation and sustainability? This session considers the role that state agencies and accrediting bodies play in the local implementation and sustainability of baccalaureate degrees.

**Seminole State Colleges bachelor of science response to the local business needs for economic development and growth**

Hugh Moore, Dean, Center for Business, Legal Studies & Entrepreneurship, Seminole State College of Florida

This presentation describes Seminole States design and implementation of the degree that was to capture the skills mix necessary to enable students to understand the interaction of business and information management techniques and cater to the innovation needs of the local business community. Creative and profitable business ideas require the blend of marketing, social media, customer service and selling skills, integrated with the enabling skill-sets associated with information management, improved business process engineering and information data analytics

**BAS Journey: Year 4 Begins**

Mary Beans, Lead Faculty, South Seattle College and Holly Moore, Executive Dean, South Seattle College

Come with us as we share our successes and set-backs from starting a new BAS program in 2013. What we have learned along the way about program set-up and maintenance, student support, recruitment, and retention. The presentation will include a discussion on PLA and our online Portfolio Canvas site will be shared with participants.

**Development and Support of Veteran Military Medics and Licensed Practical Nurses in a Bachelor of Science in Nursing in a Community College**

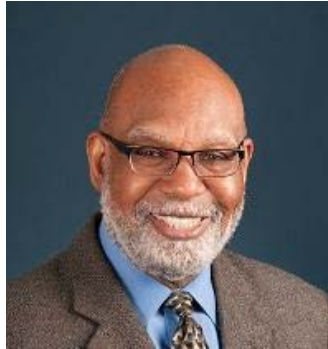
Gerianne Babbo; Minerva Holk and Anne Mulligan

The presentation addresses the need and describes the design of a curriculum and faculty development to support the achievement of U.S. Veteran Military Medics and Licensed Practical Nurses in a baccalaureate nursing pathway. Utilizing the training, education, and experience of United States military medics combined with licensed practical nurses to be enrolled in a joint cohort program provides a model for both groups to transition into high wage,

high demand careers. The method followed to determine required curriculum and faculty development to support learning will be described. This model will increase the diversity and add to the baccalaureate prepared registered nurse workforce while providing a unique generic baccalaureate program in a community college.

**Noon – 1:20 p.m. Luncheon**

National Harbor Two



Dr. Rufus Glasper  
League for Innovation  
Keynote Address

**1:20 p.m. – 1:30 p.m. Break**

**1:30 p.m. - 2:15 p.m. Concurrent Sessions**

National Harbor Six

**AB Design Lab: Baccalaureate Degree Innovations, Trends, and Best Practices**

John Lederer, Executive Dean, North Seattle College and Samantha Dolan, Program Coordinator, North Seattle College

What progress is being made in competency-based bachelor's programs? What degrees are in the greatest demand and why? How does online learning fit in? What makes a baccalaureate program on a community college campus successful? What can we expect on the national scene?

National Harbor Seven

**Leading and Promoting an Interdisciplinary BAS Program with an Equity and Inclusive Leadership Approach**

Barbara Martinez-Griego, Faculty/Department Head, Edmonds Community College and Teresa Lin, Program Manager, Edmonds Community College

Edmonds Community College in Washington started its first BAS degree in Child, Youth, and Family Studies, which combines students from Early Childhood Education and Social and Human Services programs. Leading and promoting an interdisciplinary BAS program with an equity and inclusive leadership approach has unique benefits and challenges for students and faculty. This approach promotes critical reflection and prepares a strong innovative workforce of teachers and social service workers who foster and support socially healthy children and families.

**Blueprint for Success: Creating a Competency-Based College Bachelor Degree**

Ali Esmaeili, Dean of Mathematics, Sciences, and Bachelor's Degree Programs, South Texas College and Kevin Peek, TAB Grant Director, Economic Instructor, South Texas College

Throughout the last 12 years, South Texas College (STC) has become a leader in the Community College Baccalaureate Movement. Its first Bachelor's Program in Technology Management was created in 2005, to provide an affordable and accessible pathway to degree completion to the citizen of Hidalgo and Starr Counties. As a result of the success of this program, three additional bachelor's programs were approved: Computer and Information Technology (2008), Medical and Health Services management (2011), and Organizational Leadership (2014). By all accounts, the programs are a resounding success.

The presentation will be divided into two segments. The first will provide a general overview of the evolution of these four bachelor's degrees from the conceptualization and implementation stages to their current form. The second will focus on our most recent bachelor's degree, the competency-based Bachelor's Degree in Organizational Leadership. We will discuss how we are applying our experience to the elaboration of a new Bachelor's Degree in Computer information Technology. We will conclude with a brief discussion of the applicability of our findings to the development of competency-based degree programs in other academic institution and open the session to questions.

**2:25 p.m. - 3:15 p.m.      Concurrent Sessions****AB Design Lab: Building an Objective Business Case for Applied Baccalaureate Degrees**

Debra Bragg, Director, Community College Research Initiatives, University of Washington; Mary Alice McCarthy, Director, Education and Skills, New America and Brian Durham, Deputy Director of Academic Affairs, Illinois Community College Board

This session will focus on a new research collaboration that is focusing on filling gaps in what states and institutions need to know to build a successful business case for applied baccalaureate degrees. The session will focus on questions that need to be asked, data that need to be collected, and perspectives (favorable and unfavorable) that need to be addressed. Whether compelling evidence exists to support an AB business case will also be discussed as the researchers are using an objective lens to conduct their work, and they will recommend how others can operate similarly.

**Creating Guided Pathways through the Applied Baccalaureate**

Holly Moore, Executive Dean of Georgetown Campus, South Seattle College and Daniel Dillard, South Seattle College

Guided pathways and apprenticeship are the focus of a great deal of national attention. This presentation will take guided pathways beyond traditional associate's degrees demonstrate how these techniques can be applied to the community college baccalaureate. The presenters will also incorporate the use of professional certificates that can stack into the BAS degree.

### **Applied Baccalaureate Program Management—Structure and Best Practices**

Shanon Ehmke Reedy, Principle Program Manager Bellevue College and Cindy Walker, Assistant Dean, Walla Walla Community College

Managing an applied baccalaureate program looks different across colleges. This session will discuss the different management models including embedded support systems and look at challenges and successes.

**3:15 p.m. – 3:30 p.m. Break**

**3:30 p.m. – 4:15 Concurrent Sessions**

National Harbor Six

### **AB Design Lab: Overcoming Challenges to Community College Adoption and Implementation of Baccalaureate Degrees**

Bonnie Heckard, Associate Dean of College Centers, Schoolcraft College and Malcolm Grothe, Associate Vice Chancellor, Seattle Colleges

This session is designed to identify, confront, and assist community college practitioners in overcoming challenges to the adoption and implementation of baccalaureate degrees. Participants will be encouraged to share their challenges and success stories. Key questions that this session addresses include: What are common barriers and challenges to community college adoption of baccalaureate degrees? What are common barriers to the implementation of baccalaureate degrees, and how are these barriers overcome? What steps can be taken to avoid or minimize these barriers?

National Harbor Seven

### **Faculty Collaboration**

Connie Renda, MA, RHIA, CHDA, Program Director and Associate Professor, San Diego Mesa College

Community colleges with Baccalaureate degrees must foster collaboration among faculty and the student services team for a successful program. Faculty teaching in the program all need to be clear on the program and student learning outcomes so each of the courses are aligned.

National Harbor Eight

### **You have an AB program-now what?**

Joyce Hammer, Director of Transfer Education, Washington State Board of Community and Technical Colleges and Mike Potter, Dean of Instruction, Lake Washington Institute of Technology

After offering applied baccalaureate degree programs since 2007, Washington states established programs and approval processes are evolving and reflect a new era of improving existing programs while addressing policy around articulation, process, trends and data. Please come prepared to bring questions or concerns and share some proven practices around supporting applied baccalaureate degree programs that are here to stay.

**AB Design Lab: Evaluation and Continuous Improvement of Baccalaureate Degree Programs**

Maria Soler, University of Illinois at Urbana-Champaign and Melissa Cominole, Senior Research Associate, RTI International

What are major gaps in the evaluation of AB degree programs? What models, methods and tools are used to strengthen and advance evaluation and continuous improvement? This session presents information gathered through a National Science Foundation (NSF) grant to evaluate implementation of AB degrees in STEM fields and the annual AB degree evaluation conducted by Washington State. Examples of evaluation methods and tools will be shared, with Q&A on how to proceed with meaningful evaluation approaches.

**Employment Outcomes for Graduates of Washington State's Applied Baccalaureate Degree Programs**

Melissa Cominole, Senior Research Associate, RTI International

As of 2017, 24 states allow community colleges to confer bachelor's degrees, mostly in applied and technical fields. Critics contend that a bachelors degree conferred by a community college will be of lesser quality than one conferred by a four-year institution, placing graduates at a disadvantage when they seek employment or graduate education. To date, no study has compared employment outcomes of students who graduated with a bachelors degree from a community college with those who graduated from a four-year institution. Using longitudinal administrative data from Washington State, this study is the first to estimate the causal effect of earning a community college bachelors degree in nursing or business administration with instrumental variables and fixed effects regressions.

**Relationships between Chemeketa Community College and two Universities**

Sandra Kellogg, Chemeketa Community College; Melissa Robinson, Linfield College and Paula Hendrix, Oregon Institute of Technology

Chemeketa Community College developed relationships with two universities within Oregon; Linfield College's nursing program, and with Oregon Institute of Technology's dental hygiene program. This presentation will showcase the unusual relationships, how they were developed, and benefits to students. Additionally, challenges with the relationships will be discussed as well as steps to correct.



## Sunday, March 18, 2018

8:00 a.m. – 9:10 a.m.      **Breakfast**

National Harbor Two

Debra Gilchrist  
University of Washington

9:15 a.m. – 10:00 a.m.      **Plenary Session**

National Harbor Two

### **Learning Resources and the Applied Baccalaureate Degree in Community Colleges**

Moderator: Debra Gilchrist

10:00 a.m. – 10:15 a.m.      **Break**

National Harbor Six

10:15 a.m. – 11:00 a.m.      **Concurrent Sessions**

### **AB Design Lab: How Institutional Involvement by Faculty, Resources, and College Culture Impacts Two-Year Colleges in Canada**

Henry DeCock, Associate Vice President, Seneca College and Barbara Gustafson, Saskatchewan Polytechnic

Worldwide institutions that have historic missions to award sub-baccalaureate degrees are elevating their capstone degree to the baccalaureate or higher-level degrees. What does institutional engagement and evolution toward the baccalaureate look like? Who should be involved? How should faculty be engaged? What about support staff and others? How should students be involved? How should fiscal and other resource commitments be managed? How does college culture change need to evolve, and what are the implications of all of these evolutionary developments on institutions with a historic associate-degree mission? The presenters, two CCBA board members with deep experience with institutional adoption of baccalaureate degrees in their countries, will lead a lively discussion.

National Harbor Seven

### **Libraries and the Applied Baccalaureate: The Washington State Experience**

Melinda Coslor, Director of Library Services, Skagit Valley College; Vivienne McClendon, Dean of Library and eLearning, Bellevue College and Aryana Bates, Dean of the Library, eLearning, TLC, North Seattle College

How can college administrators support crucial changes to library information resources and services to meet the needs of students and faculty in upper division programs? This presentation describes the experiences of Washington State community college librarians during and after implementation of applied baccalaureate degrees. Based on Melinda McCormick Coslor's dissertation, *Libraries and the Community College Baccalaureate: Meeting the Challenge*, library administrators will share common challenges and various strategies from colleagues across the state. They will suggest best practices for incorporating library support into the baccalaureate development process.

**Launch Your Degree with a Startup Mentality: A Guide to Growth-Hacking New Applied Baccalaureate Programs**

Kendrick Hang, Program Director and Software Development Instructor, Green River College; Tina Ostrander, Software Development Instructor, Green River College and Andy Orr, BAS Program Manager, Green River College

Growth-hacking, a concept applied in the startup world, provides a framework for growing programs on a limited budget. An alternative to traditional marketing, growth-hacking focuses on experimentation across marketing channels, fast feedback, continuous improvement, and rapid adaptation to change. At Green River College, we growth-hacked a BAS in software development, meeting and exceeding our 5-year enrollment target in under 3 years all on a virtually nonexistent marketing budget. From leveraging free tools, creating shareable content, and organizing grassroots events, we'll talk about our journey to becoming a largest-in-state program, including a discussion of the challenges that come with rapid scaling.

**Presenting an Applied Baccalaureate Program to Legislature: Challenges and Lessons Learned**

Julie Huckestein, Chemeketa Community College and Sandra Kellogg, Chemeketa Community College

Chemeketa Community College developed an applied baccalaureate proposal to take to the Oregon Legislature in spring, 2017. This presentation will review the steps taken to develop the proposal, gain key stakeholders, and present before legislature. Additionally, challenges encountered will be discussed, as well as steps to hopefully be successful in the near future.

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