

TOPIC: PROPOSAL TO OFFER A MASTER OF ARTS DEGREE IN HIGHER EDUCATION ADMINISTRATION AND LEADERSHIP AT ADAMS STATE COLLEGE

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I. SUMMARY

Adams State College has submitted a proposal to offer a Masters in Arts in Higher Education Administration and Leadership. This degree will provide a pathway into leadership positions for individuals within institutions of higher education, especially Hispanic Serving Institutions, in order to enhance the success of the students they serve. This program was approved by the Adams State Board of Trustees at its April 2, 2010 meeting.

II. BACKGROUND

The following is summarized from Adams State College's proposal to offer a M.A. in Higher Education Administration and Leadership (MA-HEAL):

Adams State College applied for and received a two-year \$300,000 Fund for the Improvement of Postsecondary Education (FIPSE) grant which provides seed monies to develop the MA-HEAL program geared specifically toward individuals who work in Hispanic Serving Institutions (HSIs) and Latino/as. The fact that Adams State was awarded this grant speaks to the need and innovativeness of the program and its delivery. Based on a two-year analysis and qualitative data collection process, ASC discovered a need for professional development opportunities for individuals who work within HSIs. Discussions with Latino leaders and Higher Education officials indicate a strong interest in and need for this degree option, particularly at an affordable price. The program will be offered using an online delivery format.

ROLE AND MISSION SUPPORT

The M.A. in Higher Education Administration and Leadership degree supports the role and mission of Adams State College. The statutory mission states:

There is hereby established a college at Alamosa, to be known as Adams State College, which shall be a general baccalaureate institution with moderately selective admission standards. Adams state college shall offer undergraduate liberal arts and sciences, teacher preparation, and business degree programs, a limited number of master's level programs, and two-year transfer programs with a community college role and mission. Adams state college shall not offer vocational education programs. Adams state college shall receive student

resident credit for two-year course offerings in its commission-approved service area. Adams state college has a significant responsibility to provide access to teacher education in rural Colorado. Adams state college shall also serve as a regional education provider. In addition, Adams state college shall offer programs, when feasible, that preserve and promote the unique history and culture of the region. C.R.S. 23-51-101

This proposed program builds on Adams State Colleg's commitment to educational leadership focusing in particular on the postsecondary educational environment. The program's purpose is to advance the educational attainment pipeline for Latinos/as into positions within postsecondary education. In addition, the program meets the spirit of the College's Regional Education Provider, providing access and opportunity to rural populations in a content area not easily accessible in Southern rural Colorado.

EVIDENCE OF DEMAND

Adams State College has identified a significant potential market for the program throughout the United States. Studies have shown that MA programs are thriving and growing in these difficult economic times. No other public institution in Colorado offers an MA in higher education administration and leadership. Approximately 100 individuals have been in contact with College staff members; three-quarters are either interested in enrolling in the program or are leaders in their institutions who are willing to assist Adams State in the recruitment process. This suggests that this program will be a successful endeavor for Adams State College.

EVIDENCE OF NEED

The Latino/a higher education community is facing a leadership crisis nationwide. The number of Latino/a students enrolled in the nation's colleges and universities is increasing rapidly. But the number of Latinos/as who are rising to leadership positions in those institutions is not keeping pace. The number of Hispanic students in the nation's elementary and secondary schools is now approaching 20 percent. Latinos/as now represent 16 percent of community college students and 12 percent of students at four-year colleges but represent less than five percent of college and university administrators and less than four percent of college faculty.

DUPLICATION/SIMILAR PROGRAMS IN THE STATE

No other public institution in the state of Colorado offers an MA in higher education administration and leadership. The closest similar program is offered by Colorado State University; however, that program has an emphasis in student affairs. Dr. David McKelfresh, CSU program chair, Student Affairs in Higher

Education Graduate Program, has provided Adams State College with a letter of support for the proposed MA-HEAL.

III. STAFF ANALYSIS

DHE staff has collaborated with the institution on building a framework to assist in determining the fit of the program with the statutory role and mission. Within the framework, DHE and Adams State have discussed variables to ensure the centrality of institutional role and mission statements. Adams State College has provided DHE with the following data as requested by staff in order to make such a determination:

- 1) Number of CCHE authorized degree programs by undergraduate/graduate (currently 26/6)
- 2) Number of 2 digit Classification of Instructional Programs (CIP) categories of undergraduate/graduate programs (currently 12/5)
- 3) Total instructional costs for undergraduate/graduate (currently \$8.5 million/\$2.3 million)
- 4) Total tuition/fee revenue by undergraduate/graduate (currently \$10.6 million/\$1.1 million)
- 5) Fall and Spring FTE enrollment undergraduate/graduate (1,724/284)
- 6) Fall and Spring SCH by undergraduate/graduate (51,728/8,523)
- 7) The number of degrees awarded by undergraduate/graduate (2008-09 - 24 Associate degrees, 295 Bachelor's degrees, 156 masters degrees)
- 8) Masters degrees awarded by CIP code (2 digit level):

CIP Code	Degrees Awarded 08-09
13	75
24	0
42	74
50	7
52	0
Total	156

Pursuant to Colorado Revised Statutes 23-5-129 (6)(b), department staff finds that the proposed program fits the centrality of the institution's statutory role and mission.

IV. STAFF RECOMMENDATIONS

Staff recommends that the Commission approve the Master of Arts in Higher Education Administration and Leadership degree to be offered by Adams State College.

V. STATUTORY AUTHORITY

C.R.S. 23-5-129 (6)(b)

ACCOMPANYING MATERIALS

Copies of all relevant materials are on file in the Academic Affairs office and are available upon request.