

Accelerated Studies @ Cecil College

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ACCELERATED STUDIES FOR THE ADULT PROFESSIONAL

Quick Facts about Accelerated Studies

Cecil offers two degree options

Leadership & Management
Social Work

Programs aligned with a priority four-year partner

Wilmington University: Guaranteed scholarships for completers
Salisbury University: Entire baccalaureate degree offered in Cecil County

New programs in accelerated format

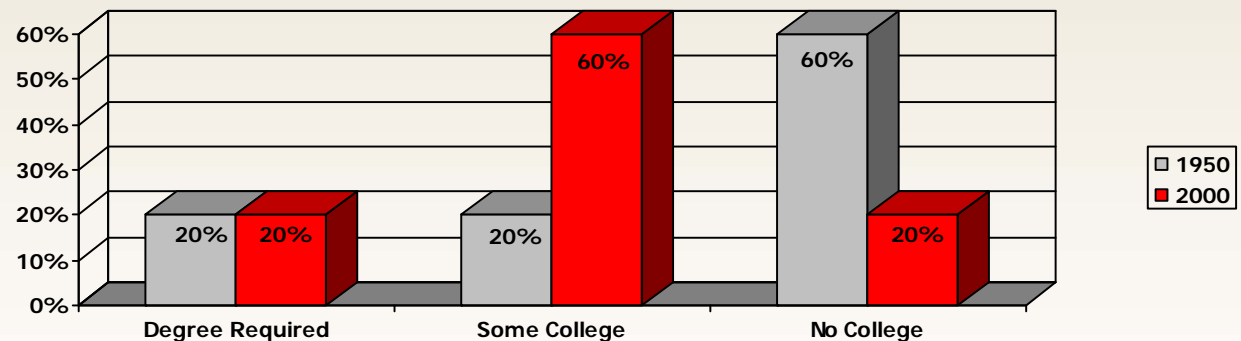
Government Contracting: Entire baccalaureate degree offered in Cecil County
Law Enforcement: To be linked to 4-year partner

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Market Demand: External Factors

- Degree completion rate of Cecil County residents approximately $\frac{1}{2}$ of state average (2000 Census, Quick Facts).
- 40% of all new jobs require Associates Degree (US Bureau of Labor Statistics).
- 70% of the 30 fastest growing jobs require some college coursework or a degree (US Bureau of Labor Statistics).



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Market Demand: Internal Factors

- Stagnant adult enrollment
- Decreasing enrollment in business programs
- Declining graduation rates in business programs
- Social Science degrees not leading to employment

Cecil County Business Feedback

Requested Program Features

- Avoid specialization
- Build for a broad spectrum of employers
- Avoid work 'stop-outs'
- Create multiple paths beyond the associate degree
- Align with Cecil County workforce needs

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Program Design

- 17 months of coursework
- Seven, nine-week sessions
- Cohort learning model
- Applied learning guided by faculty & employer
- Real world problem-based learning scenarios
- Online, in-class, and experiential learning

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Program Features

- Admissions entry requirements
- Designated faculty and academic advisor
- Articulated transfer patterns to four-year partners
- Dual acceptance to both institutions
- Access to four-year partner resources (Library, Web Services, Student Life, etc.)

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Institutional Return on Investment

Investment at Launch

Marketing: \$ 5,000

Adjunct Faculty: \$60,000

Full-Time Positions: \$90,000

Approx. Investment \$155,000

Projected Revenue

Tuition & Fees: \$216,000

State Support: \$173,000

Approx. Revenue \$389,000

Leveraging Existing Resources

Program Development

Full Time Faculty

Support Services

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Target Market

Student Profile

- Working adult
- College ready
- Entry to mid-mgmt.
- Computer literate
- Motivated & organized

Student Prospects

- Employer referrals
- Agency referrals
- Database mining

Marketing Messages

- Clear pathways – no electives
- Cohort learning model
- Workplace connections
- What You Learn = What You Earn
- Accessible resources & staff
- Affordability

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Student Cost (Wilmington University Option)

Cecil College - Approximate

Tuition (65 credits)	\$5,900
Fees	<u>500</u>
Cost of AA Degree:	\$6,400

Wilmington University - Approximate

Tuition (45 credits)	\$13,860
Fees	200
Prior Learning Credit (Optional for 15 Credits)	<u>1,500</u>
Cost of BA/BS Degree	\$15,560

Cost of Accelerated Program	\$21,960
Wilmington University Scholarship	<u>-3,000</u>
TOTAL COST	\$18,960

Student Cost (Salisbury University Option)

Cecil College - Approximate

Tuition (72 credits)	\$6,500
Fees	<u>550</u>
Cost of AA Degree	\$7,050

Salisbury University - Approximate

Tuition (50 credits)	\$10,300
Fees	<u>\$ 3,200</u>
Cost of BA/BS Degree	\$13,500

<p>Cost of Accelerated Program \$20,550</p>

Program Facts

Leadership & Management

- Launched in fall 2005
- 11 cohorts started ('05-'11)
 - 120 total students
- Average size cohort: 11 students
- FTE's in Business increased by 40% in Year 1
- ASAP students generated approximately 20% of FTE's in business classes ('05-'11)

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Program Outcomes

Leadership and Management

Retention

Retention ASAP Average	Retention College Average
56%	40%

Graduation

Graduation ASAP	Graduation College Average
47%	13%

Program Facts

Social Work

- Launched in fall 2006
- 9 cohorts started
 - total of 193 students
- Average size cohort: 21 students
- Social Work consistently generates 50 FTE's annually
- Standing “wait list” for admission to Salisbury University

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Program Outcomes

Social Work

Retention

Retention ASAP Average	Retention College Average
47%	40%

Graduation

Graduation Rate ASAP	Graduation Rate College Average
24%	13%

ASAP Program Outcomes

- Advances degree completion in Cecil County
- Addresses local workforce needs
- Creates clear pathways to employment
- Strengthens connections with local employers
- Promotes economic development

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Student Observations

- Academically rigorous
- Time management is essential
- Keeping up with coursework is critical
- Team projects can be challenging
- Cohort is a resource and an adjustment
- Commitment and motivation

Thank You
Questions?

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