

Section 1007.33(5)(d), Florida Statutes (F.S.), and Rule 6A-14.095, Florida Administrative Code (F.A.C.), outline the requirements for Florida College System baccalaureate program proposals. The completed Notice of Intent form, incorporated in Rule 6A-14.095, F.A.C., Site Determined Baccalaureate Access, shall be submitted by the college president to the chancellor of the Florida College System at [ChancellorFCS@fldoe.org](mailto:ChancellorFCS@fldoe.org).

The notice of intent requires completion of the following components:

- Program summary
- Program description
- Workforce demand, supply, and unmet need
- Planning process

**FLORIDA COLLEGE SYSTEM INSTITUTION INFORMATION**

Institution Name:	North Florida College
Institution President:	Dr. John Grosskopf

**PROGRAM SUMMARY**

1.1	Program name.	Bachelor of Applied Science in Organizational Management
1.2	Degree type.	<input type="checkbox"/> Bachelor of Science <input checked="" type="checkbox"/> Bachelor of Applied Science
1.3	How will the proposed degree program be delivered? (check all that apply).	<input type="checkbox"/> Face-to-face (F2F) (Entire degree program delivered via F2F courses only) <input type="checkbox"/> Completely online (Entire degree program delivered via online courses only) <input checked="" type="checkbox"/> Combination of face-to-face/online (Entire degree program delivered via a combination of F2F and online courses)
1.4	Degree Classification of Instructional Program (CIP) code (6-Digit).	52.0299
1.5	Anticipated program implementation date.	Spring 2025
1.6	What are the primary pathways for admission to the program? Check all that apply.	<input checked="" type="checkbox"/> Associate in Arts (AA) <input checked="" type="checkbox"/> Associate in Science (AS) <input type="checkbox"/> Associate in Applied Science (AAS)  If you selected AS/AAS, please specify the program:  AS in Business Administration, Accounting Technology, & Criminal Justice Technology
1.7	Is the degree program a STEM focus area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
1.8	List program concentration(s) or track(s) (if applicable).	Healthcare Administration

## PROGRAM DESCRIPTION

2.1 This section is the **executive summary** of this notice of intent. We recommend providing an abbreviated program description including but not limited to: the program demand, current supply, and unmet need in the college's service district; primary pathways to program admission; overview of program curriculum; career path and potential employment opportunities; and average starting salary. We encourage approximately 300 words for a sufficient description.

North Florida College (NFC) intends to offer a Bachelor of Applied Science in Organizational Management (BAS OM) as an option for students to develop the management skills necessary for filling various administration positions in our district and beyond. Diverse curriculum in this degree utilizes practical methods to develop analytical problem-solving skills, strategic thinking, organizational dynamics, ethical leadership, planning practices, communication standards, and managerial strategies which might apply to leadership positions in government, healthcare, or business settings. The program integrates technology-based learning in an online format to benefit the schedules and coordination of students as they adapt necessary skills in policy adherence, budgeting, personnel management, leadership, and ethics. Courses in the program include Organizational Behavior, Human Resource Management, Accounting for Managers, Management Theory, Strategic Management, and Financial Management that build upon the general education of associate in arts graduates and professional courses for associate in science graduates. The BAS OM prioritizes a programmatic capstone and internship as final stages of preparation for in-demand, highly skilled management positions in our regional workforce and beyond.

This program is developed and supported by an external advisory committee, consisting of community leaders, higher education personnel, and workforce professionals. Students in the program will be supported by Academic Advisors, the Academic Success Center, the Career & Transfer Center, Library, Disability Resource Center, Financial Aid staff, and the NFC Foundation. The BAS OM degree is specifically designed to address the shortfall of various management positions in our region, to provide entry-level opportunities for young graduates to address longevity in managerial positions, and to assist current working professionals the opportunity to advance their careers with their current agencies. Workforce data for Region 6 indicates that the average annual salary for managers in our district is \$47,300. The BAS OM will prepare graduates for high demand/high wage careers in businesses, governmental agencies, and non-profit organizations in our large service district.

## WORKFORCE DEMAND, SUPPLY, AND UNMET NEED

3.1 Describe the workforce demand, supply, and unmet need for graduates of the program that incorporates, at a minimum, the shaded information from Sections 3.1.1 to 3.1.4. For proposed programs without a listed Standard Occupational Classification (SOC) linkage, provide a rationale for the identified SOC code(s). If using a SOC that is not on the CIP to SOC crosswalk, please justify why the SOC aligns with the baccalaureate program.

BAS OM degree graduates are prepared for managerial, leadership, and supervisory positions within business, government organizations, non-profit agencies, and healthcare facilities. The generalized emphasis on management as an applied science allows students a degree of freedom and broad opportunity, supported by a capstone and internship component for specific interests. Graduates of the BAS OM degree are geared to begin or advance a career path in various positions within Region 6, including Managers (SOC 11-9013), General and Operational Managers (SOC 11-1021), Chief Executives (SOC 11-1011), Managers, All Other (SOC 11-9199), Medical and Health Services Managers (SOC 11-9111), Association Managers (SOC 11-9141), Human Resource Managers (SOC 11-3121), Training and Development Managers (SOC 11-3131), Emergency Management Directors (SOC 11-9161), and general Management Occupations (SOC 11-0000). In addition to the general track which may be applied to any managerial position, we intend to offer an emphasis in Healthcare Administration for students who intend to pursue advancement in the Medical and Health Services Managers (SOC 11-9111) career pathway.

## DEMAND: FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY (DEO) EMPLOYMENT PROJECTIONS

3.1.1 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to "Worksheet Object", and then "Open". To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

**CLICK [HERE](#) FOR INSTRUCTIONS FOR COMPLETING THE DEMAND SECTION**

29.

\*Please replace the "Base Year" and "Projected Year" headers with the years reflected in the projections portal (e.g., Base Year is 2019, Projected Year is 2027).

\*\*Please note that the "Level Change" column in Table 3.1.1 corresponds to the "Percent Growth" employment projections data produced by the DEO.

\*\*\*Please note that the "Total Job Openings" columns is preset to be divided by 8.

**DEMAND: OTHER ENTITY INDEPENDENT OF THE COLLEGE – (LIST NAME OF OTHER ENTITY HERE)**

3.1.2 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

Occupation			Number of Jobs				Salary		Education Level	
Name/Title	SOC Code	County/ Region	*Base Year	*Projected Year	Level Change	Total Job Openings	Average Hourly Wage	Annualized Salary	FL	BLS
Chief Executives	11-1011	Career Source North Florida	2022	2030	0.40	52	35.82	\$ 74,506		Bachelor' s Degree
General and Operations Managers	11-1021	Career Source North Florida	2022	2030	0.40	293	30.43	\$ 63,294		Bachelor' s Degree
Industrial Production Managers	11-3051	Career Source North Florida	2022	2030	0.40	14	58.16	\$ 120,973		Bachelor' s Degree
Sales Managers	11-2022	Career Source North Florida	2022	2030	0.40	59		\$ -		
Social and Community Service Managers	11-9151	Career Source North Florida	2022	2030	0.40	23	29.88	\$ 62,150		Bachelor' s Degree
Medical and Health Services Managers	11-9111	Career Source North Florida	2022	2030	0.40	63	\$ 46.29	\$ 96,283		Bachelor' s Degree
Management Analysts	13-1111	Career Source North Florida	2022	2030	0.40	31	\$ 23.72	\$ 49,338		Bachelor' s Degree
								\$	Page 7 of 16	
								\$	-	
								\$	-	
						Total	67	\$ 37.38	\$ 77,757	

\*Please replace the “Base Year” and “Projected Year” headers with the corresponding years reported.



**SUPPLY: NATIONAL CENTER FOR EDUCATION STATISTICS, IPEDS**

3.1.3 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to "Worksheet Object", and then "Open". To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

**CLICK [HERE](#) FOR INSTRUCTIONS FOR COMPLETING THE SUPPLY SECTION:** If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

Program		Number of Degrees Awarded					
Institution Name	CIP Code	*Most Recent Year	*Prior Year 1	*Prior Year 2	*Prior Year 3	*Prior Year 4	5-year average or average of years available if less than 5-years
Eastern Florida State College	52.0299	445	407	357	N/A	N/A	403
Indian River State College	52.0299	0	114	118	N/A	N/A	77
Lake-Sumter State College	52.0299	47	36	33	N/A	N/A	39
Santa Fe College	52.0299	67	73	76	N/A	N/A	72
	Total	559	630	584	0	0	355

\*Please replace the "Most Recent Year" through "Prior Year 4" headers with the corresponding years reported.

## ESTIMATES OF UNMET NEED

3.1.4 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

**CLICK [HERE](#) FOR INSTRUCTIONS FOR COMPLETING THE ESTIMATES OF UNMET NEED SECTION:** If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

	Demand	Supply		Range of Estimated Unmet Need	
	(A)	(B)	(C)	(A-B)	(A-C)
	Total Job Openings	Most Recent Year	5-year average or average of years available if less than 5 years	Difference	Difference
DEO Total	67			67	67
Other Totals				0	0

3.2 Describe any other evidence of workforce demand and unmet need for graduates as selected by the institution, which may include qualitative or quantitative data and information not reflected in the data presented in Sections 3.1.1 to 3.1.4, such as local economic development initiatives, emerging industries in the area, or evidence of rapid growth.

Career Source North Florida (CSNF) reports that Region six employs nearly three thousand manager positions which collectively generate an average mean of \$90,200 in annual income, validating the management profession as a high-earning career field. CSNF also designates a

baccalaureate degree as the appropriate education level required for proficiency, although a baccalaureate in management is not offered in our district. Additionally, CSNF designates managerial practices among top skill and certification gaps throughout our region. Our district is also designed as holding no supply surplus in human capital for management professions, with the most significant supply deficit in General and Operations Managers.

3.3 If the education level for the occupation identified by the Florida Department of Economic Opportunity (DEO) or the Bureau of Labor Statistics (BLS) presented in Sections 3.1.1 to 3.1.2 is below or above the level of a baccalaureate degree, provide justification for the inclusion of that occupation in the analysis.

Our Region 6 Workforce district shows the highest supply deficit in General and Operational Managers, but also holds deficit in managerial positions across various industries. Additionally, many managerial positions in the district are held by seasoned professionals who are nearing retirement. North Florida College (NFC) is positioned centrally between the Florida metropolitan areas of Tallahassee and Jacksonville, and borders the cities of Valdosta (Georgia), Lake City, and Gainesville. NFC's large service district covers 4,076 square miles across a rural six-county area, which stands to offer room for future economic growth and development along the I-10 and I-75 travel routes. General Management (SOC 11-9141)(SOC 11-0000) and Operational Management positions are projected to grow in demand in the coming years.

3.4 Describe the career path and potential employment opportunities for graduates of the program.

Graduates of the Bachelor of Applied Science in Organizational Management will be marketable and competitive for various leadership, management, and supervisory positions within our service district and beyond. Organizational management is a field that focuses on effective and efficient management of businesses, healthcare facilities, non-profit organizations, and governmental agencies. With state and local government leading our district as primary employers, graduates of this program would be ideal candidates for careers as general managers, project leaders, human resource managers, leadership consultants, and

general supervisors. Graduates also hold potential for careers in Training and Development, as financial analysts, quality assurance managers, business analysts, or entrepreneurs. Although our primary focus lies within our district, graduates of the program are also viable for careers in neighboring cities just outside of our district and beyond. The capstone and internship components of the degree will further sharpen the graduates' hiring and success potential. The online format will also be accommodating for busy professionals who seek to advance their careers with their current agency of employment.

### **PLANNING PROCESS**

4.1 Summarize the internal planning process. In timeline format, please describe the steps your institution took in completing the internal review and approval of the baccalaureate program. For example, summarize actions taken by the academic department proposing the degree, any non-academic departments, the college-wide curriculum committee, the college president, the Board of Trustees and any other areas.

Discussions of adding a new baccalaureate program have been ongoing for the past two years, with various ideas on what route to pursue. General enrollment at NFC indicated interest in business, education, and criminal justice areas, leading our development team to consider the best fit for our students and regional needs. In the Spring of 2023 NFC began formalizing a longstanding discussion by examining program offerings throughout the Florida College System, consulting with our Career Source North Florida for workforce demands, and reviewing student transfers to discern most sought-after programs. On 4/13/2023 a core of faculty, staff, and administrators assembled as an advisory committee to share insights and data on several potential baccalaureate programs, concluding with the decision that the Bachelor's of Applied Science in Organizational Management would be the most viable and practical option for meeting student interests, workforce demands, and institutional resources. Communication began with sister institutions on the pragmatism and processes surrounding Organizational Management program offerings, leading to greater understanding of articulation and program development. On 5/31/2023 the advisory committee reviewed highly specific career charts, occupational snapshots, award gaps, and workforce makeup for management positions in Workforce Region 6. Members also reviewed the structure and emphasis of Organizational Management programs at other Florida College System institutions and

considered possible general approaches. Collectively, the committee agreed that the BAS OM would meet the most pressing workforce needs and would present the most practical option for graduates of our Associate of Arts and Associate of Science programs. Our BAS OM internal advisory committee dissolved, and our taskforce began discussing action steps in developing the degree. On 7/26/2023 our taskforce met to assign work tasks such as developing an external advisory committee, necessary data collection, curriculum, course rotations, articulation, advising plans, and budget items. On 9/27/2023 the BAS OM taskforce convened to solidify survey options, inform new/additional members, address CIP codes and accreditation processes. From this point NFC began compiling the Notice of Intent and sharing formal plans to pursue offering the BAS OM. In October, students and community members participated in an online survey determining interest in the degree. Among the student population surveyed, 77% indicated an interest in pursuing the BAS OM degree. In the broader social media audience, 97% of participants indicated an interest in pursuing the managerial degree.

4.2 Summarize the external planning process with the business and industry community. In timeline format, please describe your institution's interactions and engagements with external stakeholders, including but not limited to industry advisory boards meetings, discussions with advisory committees, briefings from local businesses, consultations with employers, and conducting paper and online surveys.

The Office of Academic Affairs has been in ongoing discussions with district school superintendents regarding potential degrees of interest among their student base and workforce demands within their school districts. NFC Workforce Development Office maintains regular and ongoing communication with Career Source North Florida and our regional economic development councils regarding career needs within their respective counties, which reveals a high demand for managerial skills and leadership talent. NFC Associate Dean of Career & Workforce Development worked committed to a series of discussions with sister institution Lake-Sumter State College (LSSC) to create an articulation agreement to provide management and leadership degree options for our students and regional workforce. As communication between NFC and LSSC transpired over several months, significant interactions regarding a formalized articulation agreement occurred on 10/6/2022, 4/19/2023, and 4/25/2023. Upon opening the campus Career & Transfer Center, NFC Director of Advising began regular communications with Career Source North Florida Executive

Director regarding partnered efforts and resource sharing on 7/5/2022, 7/20/2022, and 7/27/2022 specifically. Continued communication on workforce demands and academic advising opened discussion about the demand for workforce demands in state and local government, prompting a data exchange for public administration and public management on 9/19/2022. Interest surveys for a bachelor's degree in organizational management were presented to our district (external) from 10/18/2023-10/26/2023 by NFC Office of Communications, revealing a 97% favorability rate. After initial stages of review and consideration, the BAS OM Advisory Committee expanded to include external participation from community professionals from real estate, business, chambers of commerce, and economic development.

<p>4.3 List external engagement activities with public and nonpublic postsecondary institutions. This list shall include meetings and other forms of communication among external postsecondary institutions regarding evidence of need, demand, and economic impact.</p>
<p>4.3.1 Public Universities in College’s Service District</p>
<p>Date(s): N/A</p> <p>Institution(s): N/A</p> <p>Activity Descriptions and Outcomes: N/A</p>
<p>4.3.2 Regionally Accredited Institutions in College’s Service District</p>
<p>Date(s): N/A</p> <p>Institution(s): N/A</p> <p>Activity Descriptions and Outcomes: N/A</p>
<p>4.3.3 Institutions outside of College’s Service District (If applicable)</p>
<p>Date(s): 4/12/2022, 8/24/2022, 10/6/2022, 11/9/2022, 3/8/2023, 4/17/2023, 4/19/2023, 4/20/2023, 4/25/2023, 5/23/2023, 9/22/2023, 9/25/2023,</p> <p>Institution(s): Lake Sumter State College, Eastern Florida State College, Santa Fe College, and Valencia College</p> <p>Activity Descriptions and Outcomes: Between April of 2022 throughout April of 2023 NFC was in continual communication with Lake Sumter State College (LSSC) discussing the benefits of a potential articulation agreement to benefit our students transferring into LSSC’s Bachelor of Applied Science in Strategic Leadership. In these planning discussions, LCCS conveyed the benefits of the broad and general supervisory and management emphasis of their degree. Exploration of curriculum in Organizational Behavior, Management Theory, Accounting for Managers, Human Resource Management, and capstone courses led to understanding the benefits of career development for our workforce region and students. Consideration for the Bachelor of Applied Science program including insight from advising and faculty, leading our institution to consider this degree program as a leading consideration for our student population and district. Though the articulation agreement with LSSC never materialized, the insight gained from those interactions promoted concepts of offering some version of a management degree through NFC as a favored provider of our students as a continuity of established rapport, familiarity, low-cost tuition, and customer service needs particular to this district through ONLINE and HyFlex options to benefit our students. After initial internal meetings to consider the possibility of our institution offering a management degree, we began continuous discussion with Lesa Dennighoff and Dr. Frank Cristopian at Eastern Florida State College (EFSC) regarding their development and institution of the Bachelor of Applied Science in Organizational Management. EFSC provided robust details on the benefits for</p>

their institution in terms of enrollment and for their students in finding viable, high-wage careers. Faculty and advisor input from EFSC helped to conceptualize articulation of AA and AS degrees into the BAS OM program, particularly regarding the completion of professional courses for AA graduates and general education courses for AS graduates. EFSC also provided specifics regarding the enrollment and completion of their BAS OM for each of their twelve specialization areas, guiding our pursuit to fewer specialty areas. NFC's Director of Advising also held discussions with the Advising and programmatic staff at Santa Fe College regarding their version of the BAS OM and business specialty areas. These discussions helped conceptualize the benefits of business offerings and how to better promote advancement in careers and graduate-level business degree pursuits for BAS OM students. Similar discussions were held with Valencia College Advising staff, helping to conceptualize the course offerings, and advising potential BAS OM students at all stages.