

NOTICE OF INTENT

Form No. BAAC-01

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.

CHECKLIST

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:	Tallahassee State College
Institution President:	Jim Murdaugh, PhD

PROGRAM SUMMARY

1.1	Program name.	Management Analytics
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).	30.7102
1.5	Anticipated program implementation date.	Fall 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, AS in Business Analysis
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).	Click or tap here to enter text.

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.

The proposed **Bachelor of Applied Science degree in Management Analysis** at Tallahassee State College addresses the growing demand for skilled management analysts in the Tallahassee, Florida region. With organizations increasingly relying on data-driven decision-making, the Florida Department of Commerce lists this occupation on the **regional demand list for 2024-2025**. This is also categorized as a high skill, high wage occupation. Despite this rising demand, there is a limited supply of local bachelor's degree programs focused on management analysis, creating an unmet need in the college's service district.

The program's curriculum will be designed to equip students with both analytical and leadership skills. Core courses will include **business analytics, project management, organizational behavior, financial analysis, and strategic decision-making**. The program will also offer hands-on learning opportunities through **case studies, internships, and project-based assignments**. Primary pathways to program admission will include completion of an Associate of Arts (AA) or Associate of Science (AS) degree, providing a seamless transition for transfer students.

Graduates of the Management Analysis program will be well-prepared for high-demand roles in **management consulting, operations research, financial analysis, and business strategy**. Management analysts are critical in sectors such as **healthcare, finance, government, and technology**, where businesses are increasingly reliant on professionals who can leverage data to make strategic decisions. According to the **Bureau of Labor Statistics**, the average starting salary for management analysts in Florida is approximately **\$66,000**, with significant potential for salary growth based on experience and industry.

By offering this program, Tallahassee State College aims to meet the needs of the local business community while providing graduates with the skills necessary to succeed in a dynamic and growing field, contributing to both personal career growth and the economic development of the region.

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.

Based on the current needs of the community, there is an unmet need of 508 job openings. Florida State University and Florida A&M University do not offer a degree in management analytics. Offering the B.S. program at TSC will meet the local unmet need by providing a talent pipeline of students trained in this field where they can apply data science to solve business challenges. Additionally, many of TSC graduates are local to the region and Tallahassee is their home. They stay and work in the local region whereas students from FSU and FAMU are not local and usually do not remain in the local area after degree completion.

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
	Total	0	0	0	0	0	0

*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	508	0	0	508	508						
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.

The evidence provided below as well as throughout this Notice of Intent suggests that there is a significant unmet need for graduates with expertise in management analytics in the Tallahassee region and beyond. The new B.A.S. in Management Analytics at Tallahassee State College is well-positioned to address this demand by preparing students for emerging careers in a variety of high-growth sectors.

Local Economic Development Initiatives: As the capital of Florida, Tallahassee is home to a variety of government agencies, private sector businesses, and non-profit organizations that require robust management analytics to streamline operations and enhance decision-making. The government sector, in particular, is becoming increasingly data-driven, necessitating graduates with the skills to analyze large datasets and provide actionable insights.

Emerging Industry and Technology: The rise of smart city initiatives, including urban planning, transportation, and sustainability projects, has led to a growing need for professionals adept in management analytics. These initiatives often involve the use of big data, predictive analytics, and data visualization techniques to optimize city resources and improve the quality of life for residents. Furthermore, the tech industry in Florida is growing rapidly, with companies expanding operations in fields such as fintech, healthcare analytics, and cybersecurity, all of which demand skills in data management and analytics.

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.

All of the occupations identified by Florida's DEO corresponds to the Bachelor's degree as displayed in Sections 3.1.1 .

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

Students with an Associate of Arts or Associate of Science degree would matriculate into the B.A.S. program as a career pathway. Graduates of the B.A.S. in Management Analytics will have several career options that align with both an Associate of Arts (A.A.) and an Associate of Science (A.S.) background. The program provides a natural progression for students holding these degrees, offering opportunities to enhance their skills in analytics and management.

After completing the B.A.S. in Management Analytics, graduates are well-prepared for the following:

- Business Analyst
- Operations Analyst
- Marketing Analyst
- Data Analyst
- Data Manager
- Supply Chain Analyst
- Management Consultant
- Operations Manager
- Financial Analyst

Additionally, graduates of the B.A.S. in Management Analytics program will be well-positioned to work in a variety of industries, including government, healthcare, finance, and technology. This program provides a flexible and versatile career path, preparing them for roles that are increasingly in demand across multiple industries. Many individuals who are currently employed in state government, but have not obtained a bachelor's degree will also seek opportunities to obtain a bachelors degree. This will allow these individuals to advance within their organizations. This falls within Tallahassee State College's commitment to economic mobility.

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.

Multiple meetings have taken place for the internal planning process. The meetings are documented below:

Activity	Date	Attendees	Description of Activity
Executive Team Meeting	Nov 8, 2023	President, Executive Team Members	Reviewed the workforce demand. Discussed degree planning.
Faculty Forum	Nov 30, 2023 Jan. 4, 2024	All Faculty, Deans, Associate Deans, Provost	Reviewed the workforce demand. Discussed degree planning. Gathered input from faculty.
Business, Industry & Technology Division Meeting	Jan 4, 2024	Faculty	Reviewed the workforce demand. Discussed degree planning. Gathered input from faculty. Discussed degree planning, course development, and skills that are needed.
Degree Planning Committee	Jan 4, 2024 Jan 11, 2024 Feb 5, 2024	Accounting faculty, Dean and Associate Dean for Business, Industry and Technology, Provost and Curriculum Team	Degree planning and course development.
Academic Planning Committee Meeting	Nov 12, 2024	Faculty, Deans, Associate Vice Presidents	New Program Proposal Presentation and voting.
Board of Trustees Meeting	Jan 21, 2025	TSC Board of Trustees Meeting	Finalized proposal for approval

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.

Activity	Date	Attendees	Description of Activity
Leadership Meeting FSU Provost, FAMU Provost, and TSC Provost	July 21, 2023	Provost Clark (FSU) Provost Watson (FAMU) and Provost Stringer (TSC)	Regular meeting with the Provost to provide updates of new programs.

Business A.S. Degree Advisory Committee Meeting	Feb 15, 2024	Business faculty and Advisory Committee Members	Reviewed the workforce demand. Discussed support for TSC's proposed BAS in Audit and Compliance Management & BAS in Management Analytics. Discussed degree planning, course development, and skills that are needed.
Leadership Meeting with FAMU Provost and TSC Provost	July 29, 2024	Provost Watson (FAMU) and Provost Stringer (TSC)	Regular meeting with the Provost.
Leadership Meeting with FSU Provost and TSC Provost	Sept. 4, 2024	Provost Clark (FSU) and Provost Stringer (TSC)	Regular meeting with the Provost. Discussed support for TSC's proposed BAS in Audit and Compliance Management & BAS in Management Analytics
Leadership Meeting with FSU Provost and TSC Provost	Nov 4, 2024	Dr. Amy Guerett (FSU) and Provost Stringer (TSC)	Meeting to discuss further curriculum collaborations on TSC's proposed BAS in Audit and Compliance Management & BAS in Management Analytics

<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): July 2024 and September 2024</p> <p>Institution(s): Florida State University and Florida A&M University</p> <p>Activity Descriptions and Outcomes: Met to discuss the explore offering the Management Analytics bachelor’s degree based on local and regional workforce demand. Solicited support for TSC to offer a BAS degree in this specific area to fill the gap. Discussed that both universities had business programs but were not focused on management analytics positions. Discussed that there was an increasing need to fill the workforce demand gap. TSC received verbal support. TSC followed up in October 2024 for official letters of support.</p>
<p>4.3.2 Regionally Accredited Institutions in College’s Service District</p>
<p>Date(s): Click or tap here to enter text.</p> <p>Institution(s): Click or tap here to enter text.</p> <p>Activity Descriptions and Outcomes: Click or tap here to enter text.</p>
<p>4.3.3 Institutions outside of College’s Service District (If applicable)</p>
<p>Date(s): Click or tap here to enter text.</p> <p>Institution(s): Click or tap here to enter text.</p> <p>Activity Descriptions and Outcomes: Click or tap here to enter text.</p>