



# **Demand-Driven Programs**

Meeting Local Education and Workforce Needs

TCC Board of Trustees Workshop  
October 21, 2013

# Baccalaureate at TCC

- Is it good for students?
- Is it good for our community?
- Is it good for our college?

# Is it good for students?

- Affordability: How do the costs compare among choices? How does time to degree impact costs?
- Outcomes: How do retention and licensure rates compare among choices?

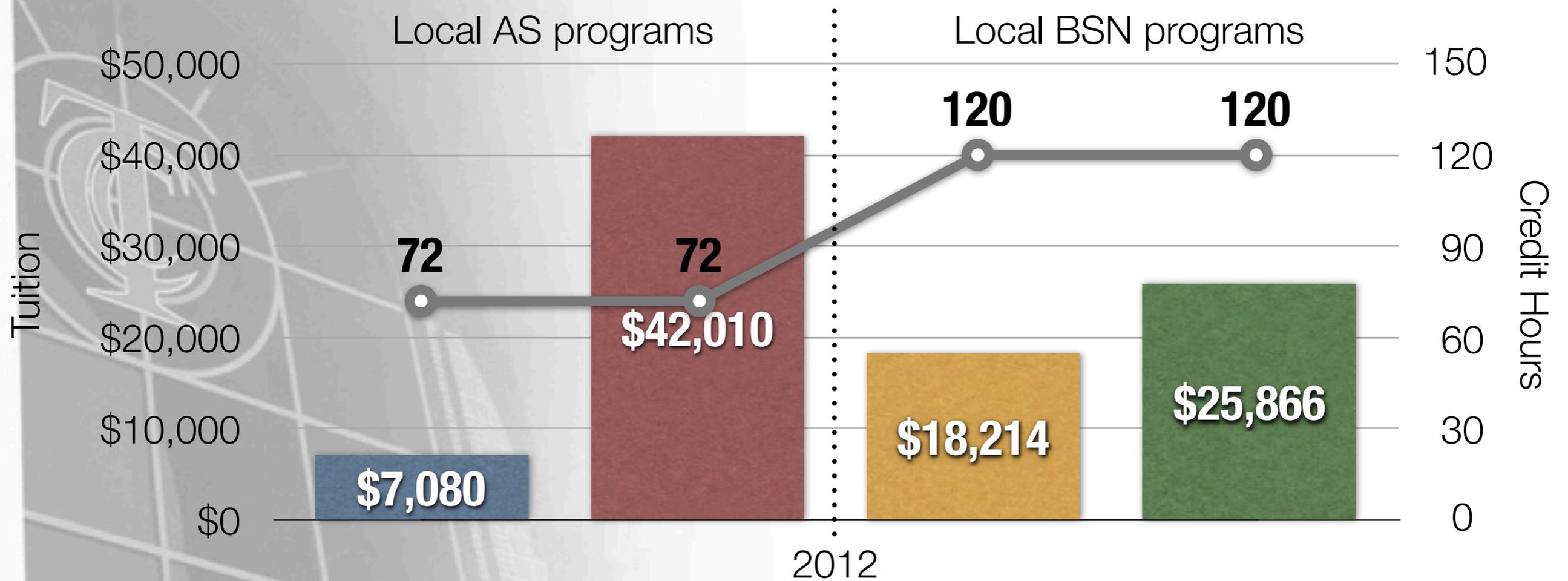
# Student wants to be a RN

## Affordability

TCC Keiser FAMU FSU

Local AS programs

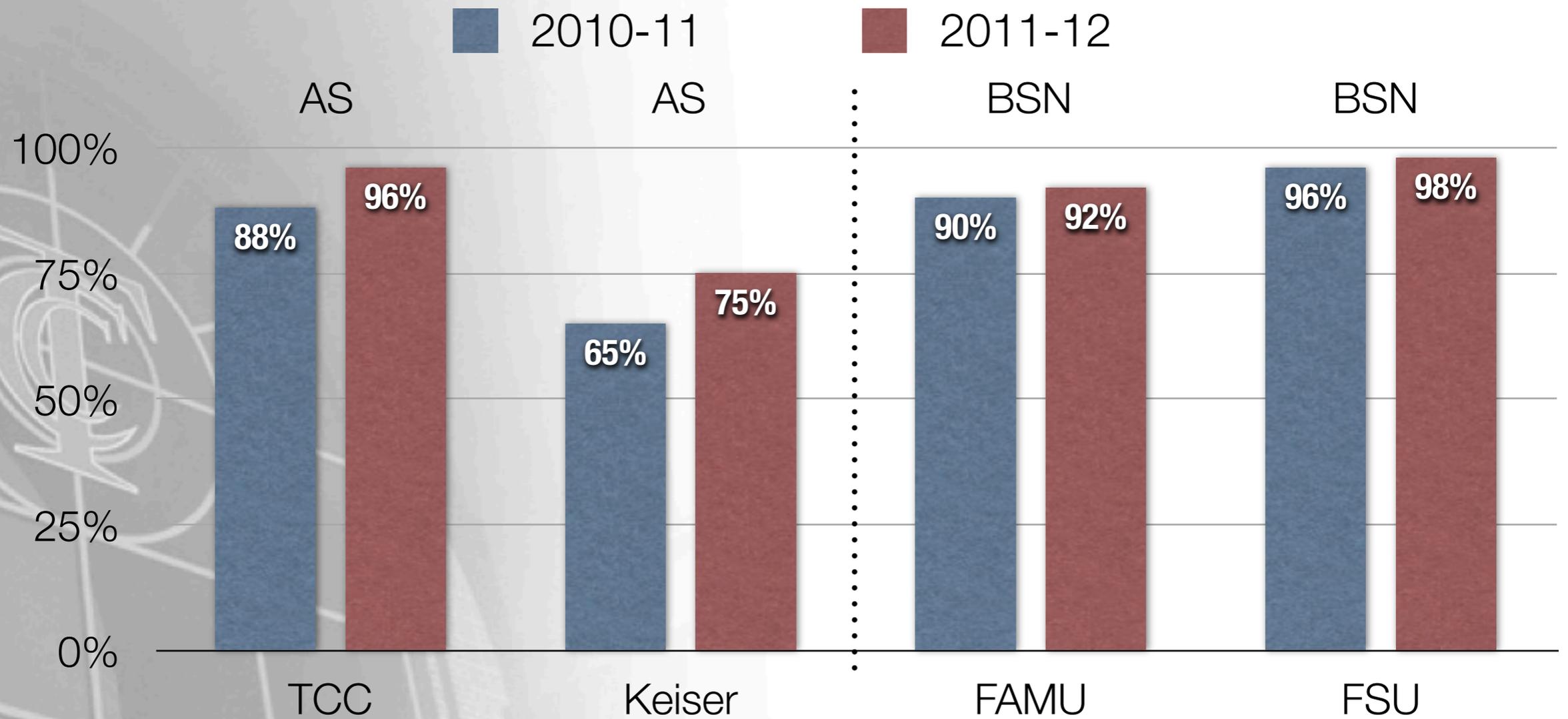
Local BSN programs



Paths vary in duration from 72-120 credit hours

# Retention Rates

Outcomes

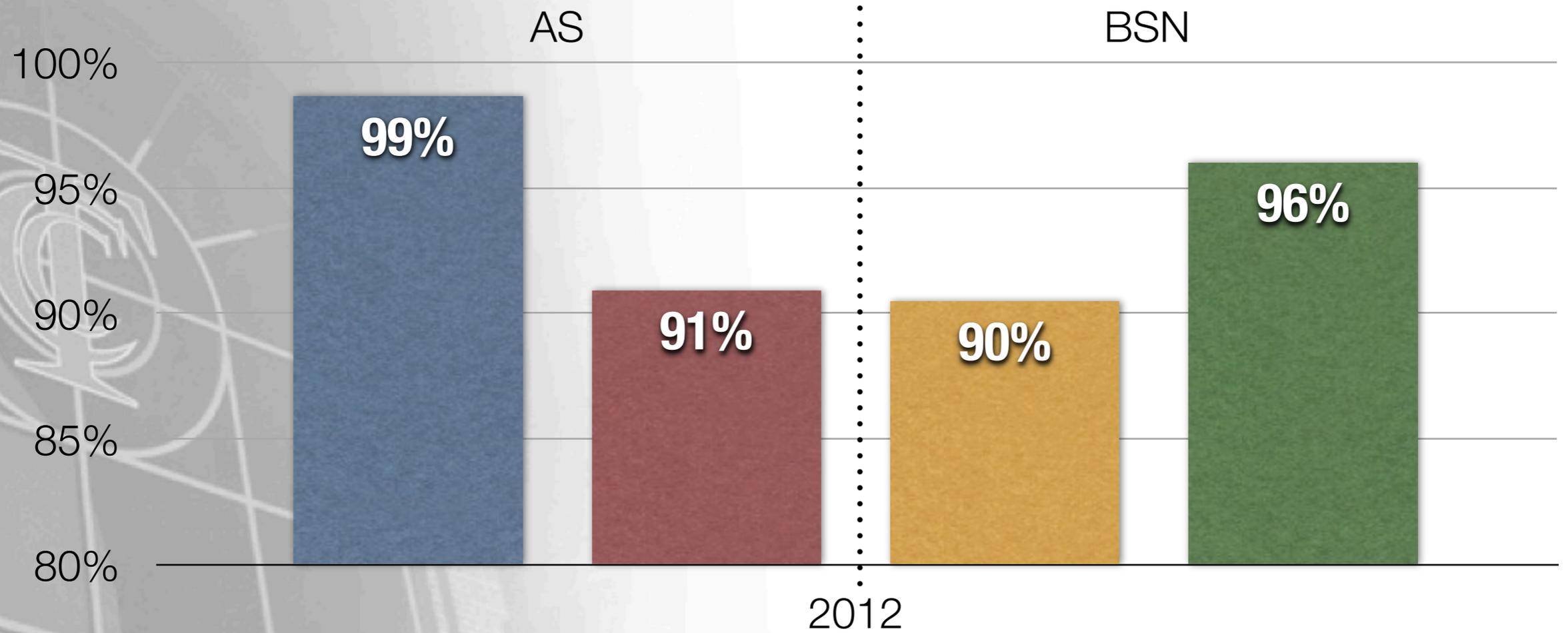


Source: Office of Program Policy Analysis & Government Accountability

# RN Licensure Rates

Outcomes

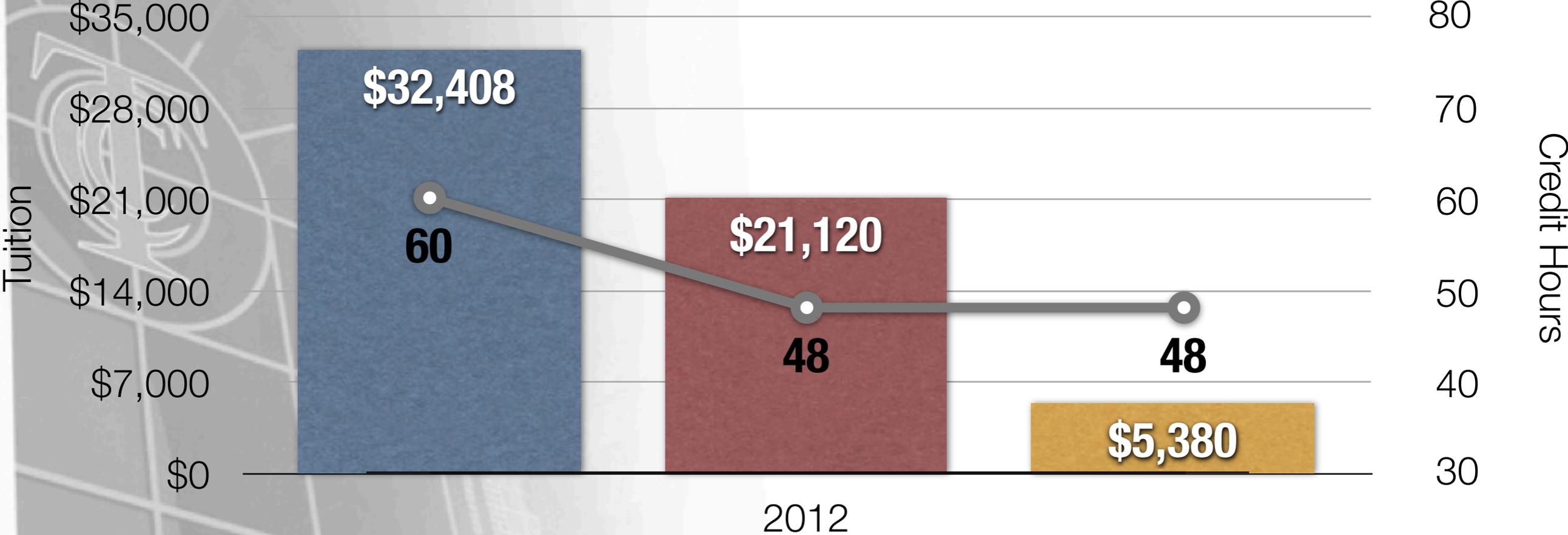
TCC Keiser FAMU FSU



Source: Office of Program Policy Analysis & Government Accountability

# Student is a RN but wants a BSN Degree

■ Keiser      ■ Thomas      ■ TCC (proposed)



Paths to the BSN require 48-60 credit hours  
Thomas University tuition includes scholarship for 20% of the cost

# Is it good for our community?

- Collaborative relationships: How would this impact relationships with our partners?
- Employer demand: What is the demand for BSN graduates?

# Opportunities for Growth

## State University Partners

Focused on research and increasing enrollment in graduate programs

## Private University Partners

Focused on increasing enrollment by creating flexible paths to traditional programs for non-traditional students

## Our College

Focused on degrees and programs that address regional workforce needs

# Community Needs

- Expansion of TMH, CRMC, and new VA hospital will require both RNs and BSNs
- TMH Nurse Residency Program requires BSN within 3 years
- Institute of Medicine of the National Academies: National goal 80% BSNs by 2020
- The National Center for Health Workforce Analysis estimates that by 2020, Florida will need 61,000 more nurses than are currently projected to be available

# Employer Demand

**Mark O'Bryant**

President & CEO

**Tallahassee Memorial HealthCare**

# Demand for BSN at TMH

- 250 RN hires each year
- Hired 143 RN graduates from TCC since 2008
- 58% of the RN workforce has a BSN or graduate degree
- Seeking to raise that number to 80%
- Goal to increase the number of BSN prepared nurses by 3% each year
- BSN required for all nursing leadership positions
- Anyone hired into the New Graduate Residency Program without a BSN commits to receiving a BSN in three years

# Is it good for our college?

- Fiscal stewardship: What is the financial impact on our college?
- Relevance: What do we lose by not offering baccalaureate degree options?

# Potential Revenue Generation

Expenses	Amount
Program start up costs	\$50,000
Recurring faculty costs for first cohort (35 students)	\$80,000
Adjunct faculty for second cohort (35 students)	\$30,000
<b>Total Expenses</b>	<b>\$160,000</b>

Revenue		Qty	Amount
Tuition and state appropriation per cohort (35 students)	\$300,000	2	\$600,000
<b>Total Revenue</b>			<b>\$600,000</b>
<b>Net to College</b>			<b>\$440,000</b>

# Capacity for Growth

- Program would be offered primarily at night and on weekends, with some online components
- Varying shifts and days
- No new resources in the Ghazvini Center would be needed

# Commission on Higher Education & Educational Attainment

**“In fact, the 2013 Legislature provided \$15 million for incentive funding to universities and colleges to expand targeted programs to meet workforce gaps. Pending legislative action, another \$15 million is planned for a second year.”**

**“These are Florida’s most critical baccalaureate-degree shortage areas, in which there is projected to be an under-supply of over 4,000 graduates for jobs in these areas each year.”**

*Aligning Workforce and Higher Education  
for Florida’s Future*

*Commission on Higher Education Access and Educational Attainment*

*FINAL REPORT*

*September 18, 2013 DRAFT*

*Dean Colson - Chair, Board of Governors  
Kathleen Shanahan - Member, Board of Governors  
Thomas G. Kuntz - Member, Board of Governors  
Thomas G. Kuntz, III - Co-Chair, Higher Education Coordinating Council and Vice Chair,  
University of Florida Board of Trustees  
Thomas G. Kuntz, III - President and CEO, Florida Council of 100*

# Seizing Our Opportunity

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- Is it good for our community?
- Is it good for our college?

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