

March 18, 2015

MEMORANDUM

TO: State Board of Regents

FROM: David L. Buhler

SUBJECT: Utah Valley University – Bachelor of Science in Information Management

Issue

Utah Valley University (UVU) requests approval to offer a Bachelor of Science (BS) in Information Management effective Fall Semester, 2015. The program was approved by the UVU Board of Trustees December 4, 2014.

Background

This program is designed to replace the Project and Information Management emphasis in the BS in Digital Media that UVU's Digital Media Department plans to discontinue. As part of a reorganization of UVU's College of Technology and Computing, the one-year Certificate, Associate of Science (AS), and Associate of Applied Science (AAS) degrees in Administrative Information Management were moved to the Information Systems and Technology Department. The proposed replacement BS in Information Management degree is designed so that the Administrative Information Management Certificate, AS, and AAS degrees stack directly into the new BS degree. All courses for the proposed program have been developed and are currently offered. Information management is a separate discipline from existing bachelor degree programs at UVU in information technology and information systems.

The proposed program builds upon the skills developed in the certificate and associate degree programs and will provide additional preparation for administrative office professionals to become more proficient in organizing, retrieving, acquiring, securing, and maintaining information that is used and accessed in office environments as well as supervision, budgeting, scheduling and coordination. Program graduates would be expected to become information managers, administrative assistants, executive secretaries, or other related office professionals. Students will have the option to focus their preparation to prepare for work in business or health care office environments.

The Utah Department of Workforce Services (DWS) Occupational Information Data Viewer (<http://jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do>) shows the following data for First-line Supervisors of

Office and Administrative Support Workers (SOC Code 43.1011) and Executive Secretaries and Executive Administrative Assistants (SOC Code 43.6011). These two occupational categories are rated four-star by DWS and represent many of the positions for which the proposed program will prepare graduates.

2012-2022 Employment Projections for First-Line Supervisors of Office and Administrative Support Workers					
Occupation	Area	Current Employment	Projected Employment	Annual % Change	Annual Median Income
First-Line Supervisors of Office and Administrative Support Workers	Provo-Orem	1,770	2,340	3.2	\$42,880
	Salt Lake	9,530	11,710	2.3	\$46,340
Executive Secretaries and Executive Administrative Assistants	Provo-Orem	850	990	1.7	\$44,480
	Salt Lake	4,490	5,010	1.2	\$44,420

Policy Issues

The proposed program has been developed through established institutional procedures and Board of Regents policy. Chief academic officers as well as faculty in related departments from the Utah System of Higher Education institutions have reviewed the proposal and have provided input. There are no additional policy issues that need to be addressed relative to approval of the program.

Commissioner's Recommendation

The Commissioner recommends the Board of Regents approve Utah Valley University's request to offer the Bachelor of Science in Information Management.

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David L. Buhler  
 Commissioner of Higher Education

DLB/BKC  
 Attachment

**Program Description – Full Template  
Utah Valley University  
Bachelor of Science in Information Management**

**Section I: The Request**

The Department of Information Systems and Technology in the College of Technology and Computing at Utah Valley University (UVU) requests approval to offer a Bachelor of Science (BS) in Information Management effective Fall Semester, 2015. This program was approved by the UVU Board of Trustees on December 4, 2014.

**Section II: Program Description**

**Complete Program Description**

The Bachelor of Science in Information Management consists of 123 credits designed to prepare students to supervise and manage the operations and personnel of business offices. Courses include instruction in employee supervision, budgeting, scheduling and coordination, office systems operation and maintenance, office records management, public relations, project management, accounting, decision making, and human resources. This program is designed to replace the Project and Information Management emphasis in the BS in Digital Media that the Digital Media Department is deleting due to the reorganization of the College of Technology and Computing. In this reorganization, the one-year Certificate, AS, and AAS degrees in Administrative Information Management were moved to the Information Systems and Technology Department. The proposed replacement BS in Information Management degree is designed to stack on the Certificate and the AS and AAS degrees and requires no new courses for implementation.

**Purpose of Degree**

This degree will provide education in information management necessary to help fill the need for information managers, administrative assistants, and executive secretaries in the Mountainlands Region.

**Institutional Readiness**

Utah Valley University currently has all of the organizational structures in place that are needed to deliver the program. All courses are currently being offered, and the addition of this program will increase the number of students in the existing courses. The proposed program will not impact the delivery of the lower-division courses. Rather, it will build upon the current Certificate, AS, and AAS programs. All classes are offered on the main campus, with ten percent of the courses also offered online.

**Departmental Faculty**

Department Faculty Category	Department Faculty Headcount – Prior to Program Implementation	Faculty Additions to Support Program	Department Faculty Headcount at Full Program Implementation
<b>With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)</b>			
Full-time Tenured	2	0	2

Full-time Non-Tenured	2	0	2
Part-time Tenured	0	0	0
Part-time Non-Tenured	0	0	0
<b>With Master's Degrees</b>			
Full-time Tenured	4	0	4
Full-time Non-Tenured	0	0	0
Part-time Tenured	0	0	0
Part-time Non-Tenured	1	0	1
<b>With Bachelor's Degrees</b>			
Full-time Tenured	0	0	0
Full-time Non-Tenured	0	0	0
Part-time Tenured	0	0	0
Part-time Non-Tenured	6	0	6
<b>Other</b>			
Full-time Tenured	0	0	0
Full-time Non-Tenured	0	0	0
Part-time Tenured	0	0	0
Part-time Non-Tenured	9	0	0
<b>Total Headcount Faculty in the Department</b>			
Full-time Tenured	6	0	6
Full-time Non-Tenured	4	0	4
Part-time Tenured	0	0	0
Part-time Non-Tenured	16	0	16
<b>Total Department Faculty FTE</b> ( <i>As reported in the most recent A-1/S-11 Institutional Cost Study for "prior to program implementation" and using the A-1/S-11 Cost Study Definition for the projected "at full program implementation."</i> )	12.60	0	12.60

### Staff

The staff necessary for the program is currently in place and includes one administrative assistant and two lab assistants/tutors.

### Library and Information Resources

Library resources needed include books on reserve, media equipment for checkout, and study rooms.

### Admission Requirements

No departmental or program admission requirements will be required.

### Student Advisement

Students in the Information Management program will be advised by the Information Systems and Technology Department's full-time advisor.

### Justification for Graduation Standards and Number of Credits

Graduation standards are as follows:

- Completion of the 123 semester credit hours required in the degree with at least 40 credit hours in upper-division courses.
- Overall GPA of 2.75 or above with no grade lower than a C- in core and elective courses.
- Residency hours: Minimum of 30 credit hours through course attendance at UVU, with at least ten hours earned in the last 45 hours.
- Completion of general education and specified departmental requirements. Students are responsible for completing all prerequisite requirements.
- Successful completion of at least one Global/Intercultural course.

### External Review and Accreditation

The Information Management program shares an advisory board with Business and Marketing Education. The board reviewed the proposed program and course content, provided insight on industry trends, and will provide opportunities for student placement as interns and employees. The program manager communicates with advisory board members through scheduled group meetings, individual meetings, and email.

### Projected Program Enrollment and Graduates; Projected Departmental Faculty/Students

Data Category	Current – Prior to New Program Implementation	Projected				
		2015-16	2016-17	2017-18	2018-19	2019-20
<b>Data for Proposed Program</b>						
Number of Graduates in Proposed Program	0	10	15	20	25	25
Total # of Declared Majors in Proposed Program	0	50	60	75	100	100
<b>Departmental Data – For All Programs Within the Department</b>						
Total Department Faculty FTE (as reported in Faculty table above)	12.60	12.60	12.60	12.60	12.60	12.60
Total Department Student FTE (Based on Fall Third Week)	276	282	282	283	284	284
Student FTE per Faculty FTE (ratio of Total Department Faculty FTE and Total Department Student FTE above)	21.90	22.38	22.38	22.46	22.54	22.54
Program accreditation-required ratio of Student FTE/Faculty FTE, if applicable: (Provide ratio here:_____)	N/A	N/A	N/A	N/A	N/A	N/A

## **Expansion of Existing Program**

The Information Management BS program is being moved from the Digital Media Department where it was one of five emphases. By creating a BS program in this area, students will be able to focus on project management and business technology.

## **Section III: Need**

### **Program Need**

In 2011, the College of Technology and Computing was reorganized, and the Business/Marketing Education program moved from the Digital Media Department to the Information Systems and Technology Department to better align programs. The one-year Certificate of Completion, AS, and AAS in Administrative Information Management moved to the Information Systems and Technology Department.

The courses in the certificate and the AS and AAS programs fed into two BS degrees: Business and Marketing Education (BMED) and Digital Media (DGM) with a Project and Information Management emphasis. The BMED degree moved to the Information Systems and Technology Department; however, the Digital Media Department is discontinuing the Project and Information Management emphasis in the BS in Digital Media degree as of Fall Semester, 2015. Because Digital Media is discontinuing that emphasis, students who complete the AS or AAS in Administrative Information Management will not have an avenue to complete a related bachelor's degree unless this new stackable degree is available.

Utah Valley University has a need for graduates with information management skills to fill openings in upper-level administrative assistant positions. There is a growing need for employees with advanced skills because of advancements in technology and job requirements. Today's office and information managers are asked for greater expertise with technology, problem solving skills, interpersonal skills, and communication skills.

### **Labor Market Demand**

In the *Occupational Outlook Handbooks, 2014-15 Edition*, the U.S. Department of Labor (DOL) has predicted steady job growth through 2018. According to the DOL data, administrative assistant (information management) is one of the largest occupations in the United States, and it is among those expected to add the largest numbers of new jobs in the coming years. The Job Outlook predicts an increase of 13% job growth from 2012 to 2022 for executive secretaries and administrative assistants. The DOL data shows that in 2014, administrative assistants held more than 3.9 million jobs. By 2022, 471,600 new jobs are expected to open.<sup>1</sup>

The DOL also states that some medical and legal secretaries learn industry-specific terminology and practices by attending courses offered at community colleges or technical schools. For executive secretary positions, employers increasingly prefer to hire those who have taken some college courses or have a bachelor's degree.

### **Student Demand**

During the spring of 2012 the UVU Office of Institutional Research conducted a study of UVU students in which students were asked how interested they would be in a bachelor's degree in Administrative

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<sup>1</sup> *Occupational Outlook Handbooks, 2014-15 Edition*, US Department of Labor.

Information Management. Information Management was described to the students as a degree preparing an individual to supervise personnel and manage the operations of a business office including budgeting, scheduling and coordination, office systems operation, and office records management. Five percent of female students and four percent of male students indicated they would be very interested in this degree. Another 15% of female students and 17% of male students indicated they would be interested in the degree.

### **Similar Programs**

Utah Applied Technology Colleges offer certification in Administrative Assistant and Secretarial Science, and Utah State University, Weber State University, and Utah State University Eastern offer Associates in Administrative Assistant and Secretarial Science. The proposed Bachelor of Science in Information Management at Utah Valley University also prepares students to be proficient in office and office management environments with a focus on managing information. Students also gain exposure to and develop skills in project management.

### **Collaboration with and Impact on Other USHE Institutions**

No other institutions in the Utah System of Higher Education (USHE) institutions offer an Information Management BS degree. Therefore, UVU's Information Management degree should have no direct impact on other USHE institutions.

### **Benefits**

The bachelor's degree will show that UVU and USHE are committed to meeting the needs of students, industry, and the community by offering a substantive program in an area that is growing and necessary for business and industry. Having such a program available will help retain students at UVU rather than seeking information management programs in the private sector or out-of-state.

### **Consistency with Institutional Mission**

Offering an Information Systems bachelor's degree enhances UVU's mission of being a teaching institution that provides opportunity, promotes student success, and meets regional educational needs. The creation of this degree will provide students with the skills and knowledge to excel in a growing field in the region UVU serves by providing an engaged learning environment that allows students to become lifelong learners and leaders. The addition of such a program will contribute to the quality of life and economic development at both local and state levels by preparing students to enter this field, while joining Utah's skilled technology workforce that provides current and future employers with a pool of strong local talent.

## **Section IV: Program and Student Assessment**

### **Program Assessment**

The College of Technology and Computing will closely monitor the Information Management bachelor's degree to ensure that it meets the needs of students and business. The program will focus on rigorous and engaged learning that incorporates the latest technology and industry standards.

#### **Program Goals:**

1. Faculty recruitment and development will be sustained in accordance with guidelines established by the Information Systems and Technology Department.

2. Curriculum will be evaluated and updated through regular review with the Information Management and Business/Marketing Education Advisory Board, industry experts, and standards organizations.
3. Student learning and satisfaction will be monitored. Evaluation criteria will be conducted to assure student learning, graduation levels, and post-graduation success.
4. Employers will be surveyed to determine the program graduates readiness for information management roles.

#### Goal Measurement:

1. Periodic assessments of faculty teaching and scholarship activities will be monitored and recommendations for improvement provided.
2. Students will be evaluated through varied assessment measures including discipline specific exams, written reviews, and presentations.
3. Enrollment and graduation trends will be monitored.
4. Information management standards, such as the International Association of Administrative Professionals and the Project Management Institute guidelines, will be evaluated in the program.

#### Expected Standards of Performance

##### Learning Goals:

1. Graduates will be able to clearly explain information and project management concepts in written and verbal forms.
2. Graduates will be able to describe and demonstrate International Association of Administrative Professionals core values of integrity, transparency, excellence, and collaboration.
3. Graduates will be able to demonstrate a continued interest in maintaining and updating technical skills required by business and industry.
4. Graduates will have a global perspective on legal and ethical issues surrounding information management and technology.

A variety of methods will be conducted to assess the learning outcomes of students in the Information Management program. In addition, UVU Institutional Effectiveness officials will be consulted in the ongoing evaluation of methods and processes appropriate to these activities. This will include: content/learning, post-graduation outcomes, and measures of student satisfaction.

Faculty, students, and advisors will be active participants in ongoing learning outcomes assessment and program evaluation processes. Goals and objectives will be reviewed, data collected and analyzed, evaluation processes implemented, and feedback utilized in an effort to generate continuous improvement in all these activities.



Section V: Finance

Department Budget

Three-Year Budget Projection							
Departmental Data	Current Departmental Budget - Prior to New Program Implementation	Departmental Budget					
		2014-15		2015-16		2016-17	
		Addition to Budget	Total Budget	Addition to Budget	Total Budget	Addition to Budget	Total Budget
<b>Personnel Expense</b>							
Salaries & Wages	\$897,927	\$0	\$897,927	\$0	\$897,927	\$0	\$897,927
Benefits	\$400,572	\$0	\$400,572	\$0	\$400,572	\$0	\$400,572
Total Personnel Expense	\$1,298,499	\$0	\$1,298,499	\$0	\$1,298,499	\$0	\$1,298,499
<b>Non-personnel Expense</b>							
Travel	\$14,500	\$0	\$14,500	\$0	\$14,500	\$0	\$14,500
Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Library	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Current Expense	\$34,724	\$0	\$34,724	\$0	\$34,724	\$0	\$34,724
Total Non-personnel Expense	\$49,224	\$0	\$49,224	\$0	\$49,224	\$0	\$49,224
<b>Total Expense (Personnel + Current)</b>	<b>\$1,347,723</b>	<b>\$0</b>	<b>\$1,347,723</b>	<b>\$0</b>	<b>\$1,347,723</b>	<b>\$0</b>	<b>\$1,347,723</b>
<b>Departmental Funding</b>		<b>Year 1</b>		<b>Year 2</b>		<b>Year 3</b>	
Appropriated Fund	\$1,347,723	\$0	\$1,347,723	\$0	\$1,347,723	\$0	\$1,347,723
Other:							
Special Legislative Appropriation							
Grants and Contracts							
Special Fees/Differenti							

al Tuition							
<b>Total Revenue</b>	\$1,347,723	\$0	\$1,347,723	\$0	\$1,347,723	\$0	\$1,347,723
<b>Difference</b>							
Revenue - Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Departmental Instructional Cost/Student Credit Hour* (as reported in institutional Cost Study for "current" and using the same Cost Study Definition for "projected")	\$163		\$159	-	\$159	-	\$159

### Funding Sources

Courses currently exist and require no additional funding.

### Reallocation

No internal reallocation is planned.

### Impact on Existing Budgets

Resources will be more efficiently used with additional students attending courses.

## Section VI: Program Curriculum

No new courses would be created. Existing courses will be used in this stackable degree.

Course Prefix and Number	Title	Credit Hours
<b>General Education Courses</b>		
ENGL 1010	Introduction to Writing	3
ENGL 2010 or ENGL 2020	Intermediate Writing—Humanities/Social Sciences or Intermediate Writing—Science and Technology	3
MATH 1050	College Algebra	4
Complete one of the following:		
HIST 2700 and HIST 2710	US History to 1877 and US History since 1877	3
HIST 1700	American Civilization	
ECON 1740	US Economic History	
POLS 1000	American Heritage	

Course Prefix and Number	Title	Credit Hours
POLS 1100	American National Government	
Complete the following:		
PHIL 2050	Ethics and Values	3
HLTH 1100 or PES 1097	Personal Health and Wellness or Fitness for Life	2
Distribution Courses:		
ECON 2020 or ECON 2010	Macroeconomics (fulfills Social/Behavioral Science) or Microeconomics	3
Biology		3
Physical Science		3
Additional Biology or Physical Science		3
Humanities Distribution		3
Fine Arts Distribution		3
	Subtotal:	36
<b>Required Courses:</b>		
ACC 2010	Financial Accounting	3
ACC 2020	Managerial Accounting	3
COMP 301R	Digital Lecture Series	1
INFO 1120	Information Systems Technology Fundamentals	3
INFO 2420	Web Application Design	3
INFO 3430	Systems Analysis and Design	3
INFO 405G	Global and Ethical Perspectives in IS and IT	3
INFO 4430	Systems Design and Implementation	3
IM 1060	Fundamentals of Computing Technologies	2
IM 2100	Document Processing Applications	3
IM 2300	Information Management Principles	3
IM 2400	Presentation Applications	3
IM 2500	Graphic Applications	3
IM 2600	Spreadsheet Applications	3
IM 2800	Integrated Software Projects	3
IM 3500	Desktop Publishing Applications	3
IM 3700	Database Applications	3
IM 4300	Information Workflow Management	3
IM 481R	Internship	3
LEGL 3000	Business Law	3
MKTG 2200	Written Business Communications	3
MGMT 3000	Organizational Behavior	3
MGMT 3430	Human Resource Management	3
TECH 3400	Project Management	3
TECH 4400	Advanced Project Management	3
	<b>Sub-Total</b>	<b>72</b>
<b>Elective Courses</b>	<b>Choose 6 credit hours from the following</b>	
IM 4100	CPS/CAP Review—Office Systems and Technology (2.0)	
IM 4110	CPS/CAP Review--Office Administration (2.0)	

Course Prefix and Number	Title	Credit Hours
IM 4120	CPS/CAP Review—Management (2.0)	
IM 4130	CAP--Advanced Organizational Management (2.0)	
IM 490R	Advanced Topics in Information Management (1.0)	
IM 496R	Information Management Seminar (1.0)	
IT 2700	Information Security Fundamentals (3.0)	
FIN 1060	Personal Finance (3.0)	
MGMT 2030	Women in Business (3.0)	
TECH 3010	Creativity Innovation and Change Management (3.0)	
Other department-approved IM, INFO, or IT classes		
Courses in other domains other than the one selected		
<b>Required Courses for Student Selected Domain</b>	<b>Complete at least 9 credits from a selected domain (at least 3 credits must be upper-division)</b>	<b>9</b>
<b>Business Intelligence Domain</b>		
INFO 2410	Database Fundamentals (3.0)	
INFO 3120	Management Information Systems (3.0)	
INFO 4120	Business Intelligence Systems (3.0)	
INFO 4130	Data Science and Big Data Analytics (3.0)	
<b>Health Domain</b>		
HLTH 1300	Medical Terminology I (2.0)	
HLTH 2510	Media and Computer Applications in Health (3.0)	
INFO 3700	Health Informatics Fundamentals (3.0)	
INFO 4700	Healthcare Information Systems Management (3.0)	
Subtotal:		15
Total Number of Credits		123

### Program Schedule

The program schedule is based on eight semesters..

Fall of First Year (Course Prefix and Number)	Course Title	Credit Hours
ENGL 1010	Introduction to Writing	3
MATH 1050	College Algebra	3
HIST	History Elective	3
IM 1060	Fundamentals of Computing Technologies	2
INFO 1120	Information Systems Technology Fundamentals	3
IM 2100	Document Processing Applications	3
Semester total:		17

Spring of First Year (Course Prefix and Number)	Course Title	Credit Hours
ENGL 2010 or 2020	Intermediate Writing-Humanities/Social Sciences or Intermediate Writing-Science and Technology	3
HLTH 1100 or PES 1097	Personal Health and Wellness or Fitness for Life	2
ACC 2010	Financial Accounting	3
Biology Elective		3
IM 2300	Information Management Principles	3
	Semester total:	14
Fall of Second Year (Course Prefix and Number)	Course Title	Credit Hours
ACC 2020	Managerial Accounting	3
Domain Elective	Domain Elective	3
Physical Science Elective		3
ECON 2010 or ECON 2020	Microeconomics or Macroeconomics	3
IM 2600	Spreadsheet Applications	3
	Semester total:	15
Spring of Second Year (Course Prefix and Number)	Course Title	Credit Hours
IM 2400	Presentation Applications	3
Physical Science or Biology Elective		3
Humanities Distribution		3
IM 2500	Graphic Applications	3
IM 2800	Integrated Software Projects	3
Fine Arts Distribution		3
	Semester total:	18
Fall of Third Year (Course Prefix and Number)	Course Title	Credit Hours
INFO 2420	Web Application Design	3
IM 3500	Desktop Publishing Applications	3
IM 3700	Database Applications	3
Domain Elective	Domain Elective	3

MKTG 2200	Written Business Communication	3
	<b>Semester total:</b>	<b>15</b>
<b>Spring of Third Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
INFO 3430	Systems Analysis and Design	3
TECH 3400	Project Management	3
MGMT 3000	Organizational Behavior	3
LEGL 3000	Business Law	3
Domain Elective		3
	<b>Semester total:</b>	<b>15</b>
<b>Fall of Fourth Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
IM 4300	Information Workflow Management	3
INFO 4430	Systems Design and Implementation	3
MGMT 3430	Human Resources Management	3
Program Elective		3
COMP 301R	Digital Lecture Series	1
	<b>Semester total:</b>	<b>13</b>
<b>Spring of Fourth Year (Course Prefix and Number)</b>	<b>Course Title</b>	<b>Credit Hours</b>
IM 481R	Internship	3
INFO 405G	Global and Ethical Perspectives in IS and IT	3
TECH 4400	Advanced Project Management	3
Program Elective		3
PHIL 2050	Ethics and Values	3
	<b>Semester total:</b>	<b>15</b>

### Section VII: Faculty

Mulbery, Keith (1994) Department Chair/Professor, Information Systems & Technology; B.S., M.Ed., Education, Southwestern Oklahoma State University, Ph.D., Business Information Systems, Utah State University

Krebs, Cynthia Olsen (1988) Program Director/Professor, Information Systems and Technology, B.S., M.S., Business Education, Utah State University

Ormond, Pat (1984) Professor, Information Systems & Technology' A.A.S., Data Processing; A.A.S. Accounting, Utah Technical College; B.S., Accounting, Brigham Young University; M.S., Information Systems, Utah State University.

Bartholomew, Kimberly (1994); Associate Professor; Information Systems & Technology, B.S., M.S., Computer Science, Brigham Young University, Ph. D. Computer Technology in Education, Nova Southeastern University.

Bentley, Jan (1999) Associate Professor, Information Systems and Technology, Marketing and Distributive Education, Brigham Young University; M.S. Business Information Systems and Education Utah State University.

Crandall, Kodey, (2014) Lecturer, Information Systems and Technology, B.S., Business Management, Utah Valley University; M.S. Instructional Technology; Utah State University

Smith, DeDe (2014) Lecturer, Information Systems and Technology, Business Education and Computer Information Systems, Southern Utah University; M.Ed., Professional-Technical & Technology Education, University of Idaho.