



APPLIED BACCALAUREATE DEGREES

SENATE EDUCATION
COMMITTEE

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What are applied baccalaureate degrees?

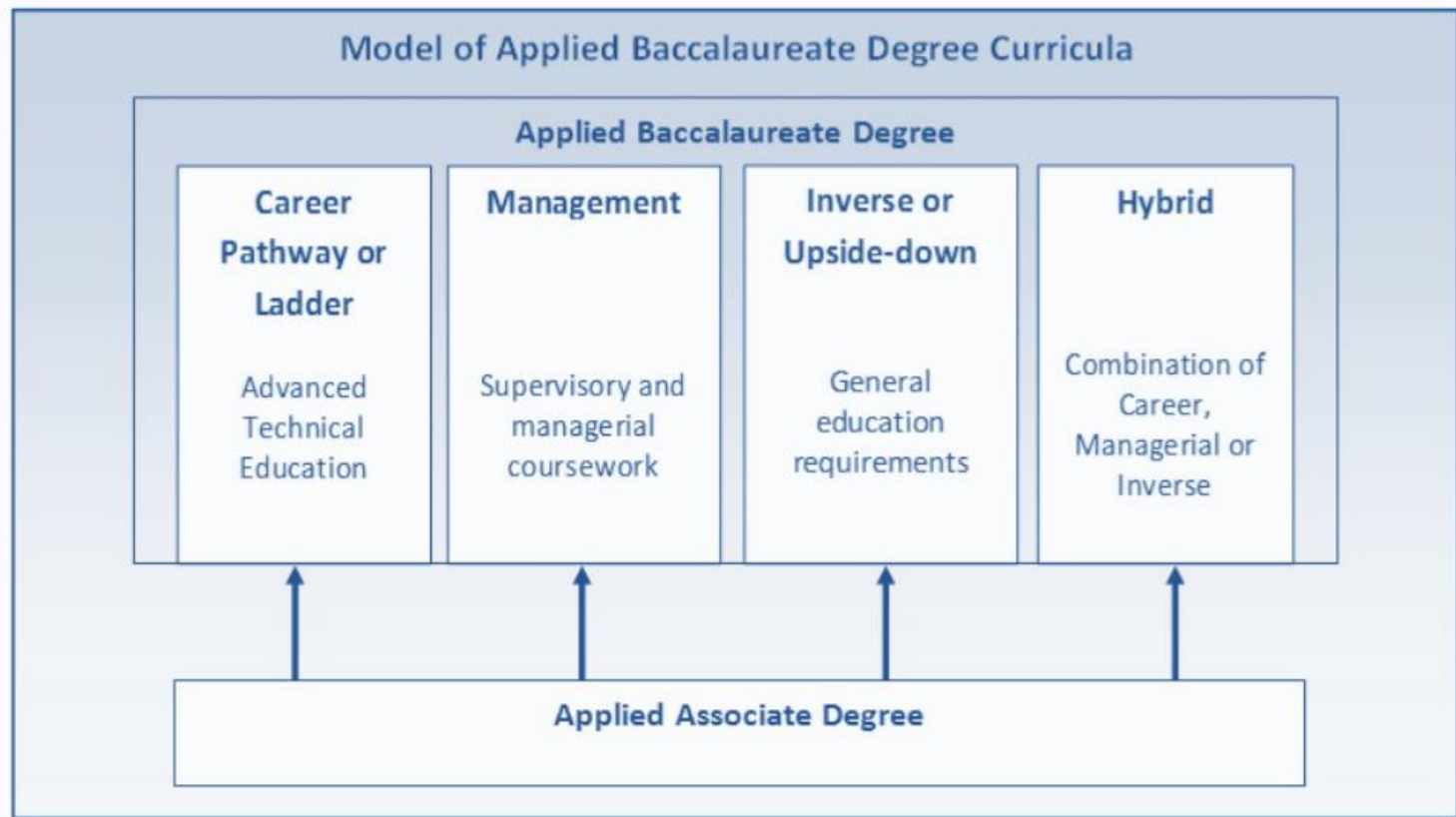
“A bachelor’s degree designed to incorporate applied associate courses and degrees once considered as ‘terminal’ or non-baccalaureate level while providing students with higher-order thinking skills and advanced technical knowledge and skills so desired in today’s job market.”

(Townsend, Bragg, & Ruud, 2009)

Types of applied baccalaureate degrees:

- Community college applied baccalaureate (CCAB)
- Bachelor of Applied Science (BAS)
- Bachelor of Applied Arts and Science (BAAS)
- Bachelor of Applied Technology (BAT)

Applied Baccalaureate Structures



Source: Bragg, D. *Source Consultant Report on the Proposal for Oregon Community Colleges to Confer Applied Baccalaureate Degrees*. Bragg & Associates, Inc. February 20, 2017, p. 8

Applied Baccalaureates Nationally



24 states allow community colleges to award bachelor's degrees.

Intended to fill gaps in local workforce needs, especially in high-demand fields.

States typically place limits on the type and number of applied baccalaureate degrees to avoid program duplication and competition with nearby four-year institutions.

How do applied baccalaureate degrees work?

Mostly offered in areas such as information technology, applied management, health sciences, & early childhood/elementary education.

Nearly universally, students are place-bound adult learners

In WA, 40-50 students per program, and less than 1% of total credit student enrollment

Research on labor market outcomes is scarce

Applied Baccalaureate Policy in Oregon

HB 3093 (2009)

- Directed Oregon Joint Board of Education to create a plan for applied baccalaureate degrees in Oregon.
- Primary recommendation was to improve effectiveness of bachelor's degrees offered at Oregon public universities.
- Recommended investment: \$686,000 over two years

HB 2540 (2017)

- Allowed community colleges to offer applied baccalaureate in nursing programs. One public hearing held.

Consultant Report for HECC (2017)

- Looked at whether community colleges in Oregon should offer applied baccalaureate degrees
- Consultant recommends that the state of Oregon engages in additional research and policy analysis before launching state legislation on AB degrees at the community college level.

Research on Stakeholder Perspectives

Community Colleges

Pros

Expands access

Meets local labor market
needs

Serves communities

Cons

Shifts institutional identity

Increases budget woes

Increases conflict

Source: Debra Bragg, Bragg & Associates, Inc.

Research on Stakeholder Perspectives

Universities

Pros

May help with
workforce shortages

Cons

Expand and blur mission

Increase conflict

Increase cost

Source: Debra Bragg, Bragg & Associates, Inc.

Research on Stakeholder Perspectives

Employers

Pros

Serve working learners and employees

Prepare for jobs

Improve relationships

Serve communities

Cons

Add to confusion about degrees

Increase cost

Source: Debra Bragg, Bragg & Associates, Inc.

Research on Stakeholder Perspectives

Students

Pros

Make the baccalaureate more “doable”

Make college education more work-relevant

Cons

Worry about credibility

Will the degree lead to a job?

Will graduate schools accept?

Source: Debra Bragg, Bragg & Associates, Inc.

Policy Questions for Consideration

How would community college baccalaureate programs be funded?

- Would these programs be funded similar to university baccalaureate programs?
- What tuition rate would they charge?

What implications would this have for college accreditation, including institutional names?

What criteria would the HECC use to avoid program duplication?