



OFFICE OF THE PRESIDENT

April 5, 2011

Vice Chancellor Susan Jeffords
University of Washington, Bothell
Box 358522

Dear Susan:

Based upon the recommendations of the Executive Council, the General Faculty Organization has recommended approval of the revised program requirements for the Bachelor of Arts in Business Administration degree at the Eastside Learning Center. A copy of the proposal is attached.

I am writing to inform you that the Business Administration program is authorized to specify these requirements beginning autumn quarter 2010.

The new requirements should be incorporated in printed statements and in individual department websites as soon as possible. The *General Catalog* website will be updated accordingly by the Registrar's Office.

Sincerely yours,

A handwritten signature in cursive script that reads "Phyllis".

Phyllis M. Wise
Interim President

Enclosure

cc: Dr. Walter Freytag (with enclosure)
Mr. Robert Corbett (with enclosure)
Dr. Deborah H. Wiegand (with enclosure)
Ms. Virjean Edwards (with enclosure ELCBUS-20110222)



UNIVERSITY OF WASHINGTON

CREATING AND CHANGING UNDERGRADUATE
ACADEMIC PROGRAMS

APP 8 5 2011



After college/school/campus review, send a signed original and 8 copies to the Curriculum Office/FCAS, Box 355850.

For information about when and how to use this form: <http://depts.washington.edu/uwcr/1503instructions.pdf>

College/Campus UW Bothell	Department/Unit Business	Date 2/22/11
New Programs <input type="checkbox"/> Leading to a Bachelor of ____ in ____ degree. <input type="checkbox"/> Leading to a Bachelor of ____ degree with a major in ____. <input type="checkbox"/> Leading to a ____ Option within the existing major in ____. <input type="checkbox"/> Leading to a minor in ____.		
Changes to Existing Programs <input type="checkbox"/> New Admission Requirements for the Major in ____ within the Bachelor of ____. <input type="checkbox"/> Revised Admission Requirements for the Major in ____ within the Bachelor of ____. <input checked="" type="checkbox"/> Revised Program Requirements for the Major in <u>Business Administration</u> within the Bachelor of <u>Arts, a Business Administration</u> <input type="checkbox"/> Revised Requirements for the Option in ____ within the major in ____. <input type="checkbox"/> Revised Requirements for the Minor in ____.		
Other Changes <input type="checkbox"/> Change name of program from ____ to ____. <input type="checkbox"/> New or Revised Continuation Policy for ____. <input type="checkbox"/> Eliminate program in ____.		
Proposed Effective Date: Quarter: <input checked="" type="checkbox"/> Autumn <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer Year: 20 <u>10</u>		
Contact Person: Walter R. Freytag	Phone: 2-3229	Email: wfreytag@uw.edu
		Box: 358533
EXPLANATION OF AND RATIONALE FOR PROPOSED CHANGE For new program, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support and departmental handouts. (Use additional pages if necessary). The purpose of this 1503 is to document the program requirements for the Bachelor of Arts in Business Administration at the Eastside Leadership Center in Bellevue (Major Code B BUSX-00-12). Supporting documentation for this program was provided in the Location Notification of Intent which was submitted to and approved by the Higher Education Coordinating Board after requisite internal approvals. Note that all courses have been approved by the appropriate curriculum committees and that this program is included in the catalog. The only change to the catalog is to remove the footnotes regarding concentrations subject to faculty approval.		
OTHER DEPARTMENTS AFFECTED List all departments/units/ or co-accredited programs affected by your new program or changes to your existing program and acquire the signature of the chair/director of each department/unit listed. Attach additional page(s) if necessary. *See online instructions.		
Department/Unit:	Chair/Program Director:	Date:
Department/Unit:	Chair/Program Director:	Date:

CATALOG COPY

Catalog Copy as currently written. Include only sections/paragraphs that would be changed if your request is approved. Please cross out or otherwise highlight any deletions.

ELCBellevue**Program Structure****Summary of Credits:****Business****Administration****Credits****Business Core 45****Business****Concentration****/Electives****40****Capstone 5****Transfer Credits 90****Total 180****Required Business Core (45 Credits)**

- Management of Organizations - ELCBUS 300
- Business Statistics - ELCBUS 301
- Managerial Economics - ELCBUS 310
- Introduction to Marketing Management - ELCBUS 320
- Information Management and Analysis - ELCBUS 330
- Operations and Project Management - ELCBUS 340
- Business Finance - ELCBUS 350
- Introduction to Organizational Behavior - ELCBUS 381

Business, Government, and Society -**ELCBUS 382****Concentrations (40 Credits)****Entrepreneurship (20)**

- Essentials in Venturing - ELCBUS 442
- New Venture Ideas - ELCBUS 443
- Venture Feasibility Analysis - ELCBUS 444
- Venture Start-up, Management and Growth - ELCBUS 445

~~1Subject to faculty approval~~**Finance (20)**

- Financial Policy and Planning - ELCBUS 451
- Financial Institutions and Markets - ELCBUS 453

Investments - ELCBUS 454**Futures and Options - ELCBUS 455****International Business (20)****International Environment of Business - ELCBUS 461****International Marketing - ELCBUS 462****International Finance and Trade - ELCBUS 463****History and Globalization¹ - ELCBUS 464****¹Subject to faculty approval**

PROPOSED CATALOG COPY

Reflecting requested changes (Include exact wording as you wish it to be shown in the printed catalog: Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications).
Please note: all copy will be edited to reflect uniform style in the General Catalog.

Program Structure**Summary of Credits:**

Business

Administration

Credits

Business Core 45

Business

Concentration/Electives

40

Capstone 5

Transfer Credits 90

Total 180

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- Financial Policy and Planning - ELCBUS 451
- Financial Institutions and Markets - ELCBUS 453

• Investments - ELCBUS 454

• Futures and Options - ELCBUS 455

International Business (20)• International Environment of Business -
ELCBUS 461

• International Marketing - ELCBUS 462

• International Finance and Trade - ELCBUS

463

• History and Globalization¹ - ELCBUS 464**APPROVALS**

Chair/Program Director:

Date:

3/7/11

College/School/Campus Curriculum Committee:	Date:
Dean/Vice Chancellor:	Date:
Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:	Date:
POST TRI-CAMPUS APPROVAL (when needed)	
Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:	Date:

BILL GRINSTEIN
CHAIR



ANN DALEY
EXECUTIVE DIRECTOR

STATE OF WASHINGTON
HIGHER EDUCATION COORDINATING BOARD

917 Lakeridge Way SW • PO Box 43430 • Olympia, WA 98504-3430 • (360) 753-7800 • FAX (360) 753-7808 • www.hecb.wa.gov

July 15, 2009

Dr. Susan Jeffords
Vice Chancellor for Academic Affairs
University of Washington Bothell
18115 Campus Way NE
Bothell, WA 98011-8246

Dear Dr. Jeffords:

Thank you for the Notice of Intent to extend University of Washington Bothell's Bachelor of Arts in Business Administration to the teaching site in Bellevue. We are granting approval to extend this program, effective fall 2010.

We have also forwarded a copy of this approval letter to our Veteran's Affairs Approval Unit, the State Approving Agency. The Board will use CIP Code 52.0201.

We wish you success with this new program.

Sincerely,

Randy Spaulding, Ph.D.
Director of Academic Affairs

cc: Dr. Sandeep Krishnamurthy, UWB
Ms. Annette Anderson, UW
Mr. Robert Corbett, UW
Mr. Michael Ball, State Approving Agency



FORM 3

COVER SHEET

**EXTENSION OF AN EXISTING PROGRAM NOTIFICATION OF INTENT
(LOCATION NOI)**

Part I requires the completion of the following forms: Appendices B-4, B-5, and B-6.

Program Information

Program Name: Business Administration

Institution Name: University of Washington Bothell

Degree Granting Unit: University of Washington Bothell

(e.g. College of Arts and Science)

Degree: B.A. Business Administration

Level: Bachelor

Type: Arts

(e.g. B.S. Chemistry)

(e.g. Bachelor)

(e.g. Science)

Major: Business Administration

CIP Code: 52.0201

(e.g. Chemistry)

Minor: _____ N/A: X

Concentration(s): See below

(if applicable)

Proposed Start Date: Autumn Quarter, 2010

Projected Enrollment (FTE) in Year One: 26.7 At Full Enrollment by Year: 2012: 80.0

(# FTE)

(# FTE)

Proposed New Funding: Tuition

Funding Source: ☐ State FTE ☒ Self Support ☐ Other:

Mode of Delivery / Locations

☐ Single Campus Delivery: _____

(enter locations)

☒ Off Site: Bellevue, WA was selected because of the high demand

(enter locations):

☐ Distance Learning (enter formats):

☐ Other:

Note: If the program is the first to be offered at a given site or location, the submission must also include the information required for the establishment of a new teaching site as outlined in section B.1 of the Program and Facility Approval Policy and Procedures.

Scheduling

- ☒ Day Classes ☒ Evening Classes ☒ Weekend Classes
☐ Other (*describe*):

Attendance Options

- ☒ Full-Time
☒ Part-Time

Substantive Statement of Need

See Attachment

Contact Information (Academic Department Representative)

Name: Steve Holland
Title: Director, Business Administration Program
Address: University of Washington Bothell
Business Administration Program, Box 358533
18115 Campus Way NE
Bothell, WA 98011-8246
Telephone: 425-352-5232
Fax: 425-352-3237
Email: Sholland@uwb.edu

Endorsement by Chief Academic Officer

Date

Table of Contents

I. OVERVIEW	4
II. NEED	5
A. Student Demand.....	5
B. Regional and Community Need	7
C. State Need	9
III. Relationship to Institutional and Unit Priorities.....	9
A. UW Bothell Priorities	9
B. Unit Priorities.....	10
IV. COMMUNITY SUPPORT	11
V. PLANS FOR RECRUITMENT	12
VI. SUMMARY	12
FORM 4	13
FORM 5	14
Appendix A: Admissions & Enrollments by City of Residence	15
Appendix B: UW Bothell Business Program Advisory Council	17
Appendix C: Letters of Community Support.....	19

SUBSTANTIVE STATEMENT OF NEED

I. OVERVIEW

The academic programs of the branch campuses of the University of Washington are designed to respond to the educational needs of a diverse population that includes employed, commuting adults beyond the traditional college age. The University of Washington Bothell Business Program is seeking approval to expand its undergraduate program to Bellevue. The program will target traditional undergraduate students as well as non-traditional students who are working or residing in Bellevue, Redmond, and surrounding communities. By locating closer to key markets, students working and residing in these communities will benefit from the expanded educational opportunity and access to a UW-quality education. They will also benefit from the reduction of travel time and expenses.

UW Bothell's Business Program offers both undergraduate and graduate degrees. At the graduate level, UW Bothell currently offers a Master of Business Administration (MBA) degree with all classes currently being taught on the Bothell campus. The two-year, cohort-based evening program admits 40 students per year. In Fall 2009, UW Bothell will expand its MBA program to Bellevue. The program will target professionals residing in Bellevue, Redmond, Issaquah, Sammamish, Factoria and Newcastle working in business process outsourcing, financial services, banking and insurance, gaming services, healthcare and software/online services.

At the undergraduate level, we offer the degree of Bachelor of Arts in Business Administration (BABA). The curriculum is comprised of an upper division course of study and allows for specialization in one or more of six different subject areas. Students in the program may (but are not required to) select from concentrations in Finance, Marketing, Management, Management Information Systems, and Technology and Information Management. An Accounting Option is also offered.

The new program will retain the structure and strength of the undergraduate program currently being offered on the Bothell campus. In planning the offering, we were guided by four premises:

- (1) leverage the expertise of our current faculty;
- (2) design the program such that we can start small and expand over time;
- (3) respond to the demands of students and employers, and
- (4) complement our MBA degree offering in Bellevue.

Based on these premises, we propose to offer the BA in Business Administration as currently offered on the Bothell campus. All course offerings will be upper division, and students will be admitted using our current admissions criteria. In order to maximize efficiency during the initial years, we will use a cohort model. We will offer one of the concentrations currently offered at the Bothell campus or a new concentration. This initiative is being developed with the support of the Advisory Council of the Business Program and the cities of Bellevue and Redmond.

II. NEED

Students are admitted to the Business Program after completing at least two years of study at a community college, the University of Washington Bothell or another four-year institution. Currently, the two largest feeder institutions to UW Bothell Business Program are Bellevue Community College (now Bellevue College) and the Seattle campus of the University of Washington. During the last three quarters, 29% of our applications were from Bellevue Community College students and 11% of our applications were from UW Seattle students.

A. Student Demand

Student demand for Business degrees in the region is high as indicated by data collected from two recent surveys.

1. UW Bothell Office of Institutional Research Survey

In spring of 2008, UW Bothell's Office of Institutional Research surveyed 1094 regional community college students. Of the 47% indicating a desire to attend a 4-year school, Business was the most desired area of study. In general, 25% of the students expressed a desire to study Business, and of those who were specifically interested in a UW Bothell program, 31% expressed a desire to study Business.

Similar demand has been observed in lower-division students who have been accepted to UW Bothell. Business Administration is the most desired major of freshmen and sophomores, and of the students who completed their first two years at UW Bothell, more have been admitted to Business than any other program.

When community college students were asked to rate the importance of various transfer factors, commuting distance was among the top six factors. Of the students participating in this survey, the greatest response was from students at Bellevue Community College. Also, among students who responded that they were not interested in UW Bothell, a higher percentage cited inconvenient location as their primary factor. Depending upon the college that they were attending, approximately 50% of the respondents cited location as the primary factor associated with their decision not to attend UW Bothell. The highest percentages citing this factor were students from Bellevue Community College and Everett Community College.

Of students currently enrolled in the UW Bothell Business Program, 23% reside in Bellevue, Kirkland, or Redmond, and 14% reside in locations south of these cities. By offering a program in Bellevue, it will be easier for students from that area to pursue a UW degree. The commute from the south on Interstate 405 is very difficult, especially in the late afternoon and early evening. Concomitantly, additional space on the Bothell campus will become available for students from other areas of the region.

Other factors in the top six concerns of importance to community college transfer students that support the need for our expansion to Bellevue are transfer of credits, quality of instruction, availability of preferred major, and degree of career preparation.

2. University of Washington Educational Outreach Survey

To further estimate student demand for an expansion to Bellevue, during April 2009, a survey of Bellevue Community College (BCC) students was conducted in collaboration with the University of Washington Educational Outreach (UWEO). Invitations were distributed to current business students and resulted in 94 responses. The following survey results are excerpted from the report provided by UWEO.

Of all respondents, 97.9% reported pursuit of an associate degree at BCC, while 2.1% reported attendance at BCC only to complete specific courses. Of respondents pursuing an associate degree at BCC, 69.6% expected to complete their two-year degree prior to the start of Fall quarter 2010, 15.2% anticipated a later (but still specific), completion date, and the remaining 15.2% were uncertain of their graduation.

Of all respondents, 85.2% reported considering application to start a baccalaureate degree in business in the next two years. This subgroup of respondents was then asked additional questions to determine their specific level of demand in greater detail.

A large majority of respondents indicated an early start date for their degree program, with 70.1% preferring a Fall quarter 2010 enrollment. Winter quarter 2011 was indicated by 16.9% of respondents, and remaining respondents desired a later start date.

Fully 94.7% of the respondents reported successfully completing at least one of University of Washington's undergraduate business program's prerequisite courses. This is a good indicator of the seriousness of a student's intent as well as qualification for future admission. In fact, these respondents averaged completion of 4 of the 11 listed prerequisite courses.

While classes at UW Bothell were selected by 23.1% of respondents, 61.5% selected "a Bellevue location" as the best option. 15.4% of respondents preferred either online learning or a combination of classroom and online learning formats.

When asked what program characteristics drive importance in a respondent's choice of a business program, the list was topped by Location (24.6%) and Cost/Tuition/Price (21.7%). These practical considerations were closely followed by reputation and instructional quality concerns including School Reputation (11.6%), Career Opportunities (11.6%), and Professor Quality (10.1%).

Summary

The findings from these surveys suggest strong demand for an undergraduate business degree program at a facility in Bellevue run under the auspices of the University of Washington Bothell. A near-term start date is also strongly suggested based on these students' previous academic success (i.e., by nearing completion of their associate degree, in most cases) and specific intent to pursue relatively aggressive degree completion schedules.

B. Regional and Community Need

Analysis indicates that the need for BA degrees in the Bellevue-Redmond area is not being adequately addressed at this time. There are only two educational institutions that offer Business degrees in the area: Eastern Washington University at Bellevue Community College and the City University of Seattle campus in Bellevue.

In 2005, Eastern Washington University (EWU) and Bellevue Community College (BCC) entered into a collaborative arrangement known as Eastern @ BCC. This is a university center on the BCC campus offering upper-division level courses that lead to four EWU bachelor degrees, one of which is the Bachelor of Arts in Business Administration with a major in General Management. There are two full-time faculty members affiliated with this program.

City University of Seattle's Bellevue location offers a Bachelor of Science in Business Administration. Students may choose a degree in General Management, Human Resource Management, Individualized Study, Information Systems Management, International Management, Marketing, or Project Management. However, the programs are offered only on-line or mixed mode (viz., combination of on-line and in-class meetings) study options.

The proposed BA at the Bellevue location is a general BA with wide appeal to prospective students with various career goals. The cohort-based structure will allow for efficient delivery of a program which meets the needs of a large and growing segment of the population in this area.

To further examine the importance of campus location for prospective students, several analyses were completed regarding the distance of our students' residences from the campus at the time of application. Only data for Fall quarters were included in the analysis, since this is the quarter in which UW Bothell has the greatest number of applications.

The data were examined by city of residence. For each city from which students applied, the number of applicants in each Fall quarter for 2004 through 2008 was determined. The data from all cities from which at least four students applied (on average) were selected for further examination. There were 17 cities that met this criterion.

Table 1 shows the student counts and percentages for applications for each of the 17 cities. Focusing only on the Eastside, and, hence, excluding Seattle, the highest percentages of student applications are from Bellevue and Bothell at 9.5% and 9.3% for each city, respectively. Although at first glance this may seem to indicate parity, since Bellevue's population is approximately four times that of Bothell, students from the city of Bellevue are underrepresented within the Business Program's applicant pool. Clearly, students who live in Bothell are overrepresented underscoring the importance of location in choice. Similarly, Kent has a population approximately twice as large as Bothell; yet residents of Kent represent only 1.7% of our applicants. Similar disparities are observed for other cities on this list. Whether the city is larger than, equal to or smaller than Bothell, the percentage of applicants shows an underrepresentation when city population is taken into account. The patterns are maintained when admissions and enrollments are examined, and these data are shown in Tables A1 and A2 of Appendix A.

Table 1: Fall Quarter Applications by City of Residence

City	Applications: Student Counts					
	2008	2007	2006	2005	2004	5-year Average: Fall Only
Seattle	69	49	44	63	62	57
Bellevue	30	22	29	33	22	27
Bothell	32	26	27	22	27	27
Kirkland	22	14	20	13	17	17
Lynnwood	24	10	13	17	16	16
Renton	16	9	13	18	18	15
Everett	17	17	9	17	8	14
Redmond	13	12	10	11	12	12
Issaquah	12	6	7	10	6	8
Woodinville	11	5	6	8	6	7
Edmonds	10	3	8	7	7	7
Sammamish	8	8	4	4	11	7
Snohomish	8	6	3	9	4	6
Kenmore	5	7	2	4	6	5
Kent	3	4	5	3	7	4
Mukilteo	5	4	4	2	5	4
Marysville	2	4	2	6	4	4
Total from 17 Cities	287	206	206	247	238	
Total Applicants	328	258	252	300	309	1447
City	Applications: Percentages					
	2008	2007	2006	2005	2004	5-year Average: Fall Only
Seattle	21.0%	19.0%	17.5%	21.0%	20.1%	19.7%
Bellevue	9.1%	8.5%	11.5%	11.0%	7.1%	9.5%
Bothell	9.8%	10.1%	10.7%	7.3%	8.7%	9.3%
Kirkland	6.7%	5.4%	7.9%	4.3%	5.5%	6.0%
Lynnwood	7.3%	3.9%	5.2%	5.7%	5.2%	5.4%
Renton	4.9%	3.5%	5.2%	6.0%	5.8%	5.1%
Everett	5.2%	6.6%	3.6%	5.7%	2.6%	4.7%
Redmond	4.0%	4.7%	4.0%	3.7%	3.9%	4.0%
Issaquah	3.7%	2.3%	2.8%	3.3%	1.9%	2.8%
Woodinville	3.4%	1.9%	2.4%	2.7%	1.9%	2.5%
Edmonds	3.0%	1.2%	3.2%	2.3%	2.3%	2.4%
Sammamish	2.4%	3.1%	1.6%	1.3%	3.6%	2.4%
Snohomish	2.4%	2.3%	1.2%	3.0%	1.3%	2.0%
Kenmore	1.5%	2.7%	0.8%	1.3%	1.9%	1.7%
Kent	0.9%	1.6%	2.0%	1.0%	2.3%	1.5%
Mukilteo	1.5%	1.6%	1.6%	0.7%	1.6%	1.4%
Marysville	0.6%	1.6%	0.8%	2.0%	1.3%	1.2%

Our current location impairs our ability to serve students who live in cities on the Eastside such as Bellevue, Issaquah, Kent, Redmond, Renton, and, Sammamish. Expansion to Bellevue will allow us to serve these students better. As mentioned earlier, students indicate location as very important. Therefore, locating closer to these cities will give students convenient access to a UW education.

C. State Need

The State and Regional Needs Assessment of the Higher Education Coordinating Board issued in February 2006, noted that “student demand for education is increasing due to population growth and the determination of more students to seek a bachelor’s degree” (p. 3). In the regional analysis, the report stated that “regions facing the greatest enrollment pressure due to population growth include Southwest Washington and King, Snohomish, Island, and Skagit Counties” (p. 4). This report further noted that “data used in the community demand measures indicate that all fields are becoming more complex and require workers prepared with higher levels of education than in the past. As a result, workers would ideally develop a mix of technical skills and management, communication, and teamwork skills” (p. 3).

The proposed program is responsive to the 2008 Strategic Master Plan of the HECB. Specifically, the following goals would be addressed:

HECG Goal 1: We will create a high-quality education system that provides expanded opportunity for more Washingtonians to complete postsecondary degrees, certificates and apprenticeships.

HECB Goal 2: We will create a higher education system that drives greater economic prosperity, innovation and opportunity.

III. Relationship to Institutional and Unit Priorities

A. UW Bothell Priorities

This proposed program is consistent with key elements of UW Bothell’s mission:

Serve college-age and established adult students, as well as the community at large, by providing access to a premier institution of higher education.

Foster productive relationships with the employment community and promote a strong public service commitment.

Another factor supporting our request to expand our program to Bellevue is that UW Bothell is facing a shortage of classroom space. The current UW Bothell academic facilities consist of two multi-story buildings with approximately 178,000 gross square feet combined. Altogether, UW Bothell dedicated space has a capacity of 1,800 student FTE's. This capacity was confirmed during the preparation of the UW Bothell Phase 3 pre-design study using both the Facilities Evaluation and Planning Guide (FEPG) and the Higher Education Coordinating Board (HECB) space standards.

Current UW Bothell enrollment exceeds the built capacity by approximately 130 plus student FTE's, and in Fall 2009, we expect to be at more than 200 student FTE's over our built capacity. It is not unusual for campuses to operate at slightly greater than the built capacity of their facilities; however, in order to meet our enrollment growth plans for the next several years prior to construction of our next phase, we will put into place a range of space options to meet our programmatic requirements. The facilities component of

our "Roadmap for the 21st Century Campus Initiative" lists several approaches for extending our capacity including leasing space off campus. Expanding the undergraduate Business program to the Bellevue MBA leased space would add to the mitigating effect these alternatives have on the campus's limited capacity.

A related advantage of the proposed expansion is that it will allow us to leverage resources required for the Bellevue MBA. During the first two years of the MBA offering, classrooms at the Bellevue location will be used on Tuesday and Thursday. By starting with a cohort group for the BABA degree, we will be able to offer undergraduate classes during the day or evening Tuesday and Thursday or evening on Monday and Wednesday, thereby using space that would otherwise be empty.

B. Unit Priorities

The University of Washington established two new campuses in 1990 to increase access to Washington State citizens living in the northern (UW Bothell) and southern (UW Tacoma) Puget Sound region.

At the graduate level, the Business Program at UW Bothell offers a Masters of Business Administration. Courses are currently being taught at the Bothell location. HECB approval has been received for expansion to Bellevue. Recruiting is currently in process and initial efforts have been very positive.

At the undergraduate level, the Business Program at UW Bothell offers a Bachelor of Arts in Business Administration degree with all classes currently being taught on the Bothell campus. The program provides a solid foundation in business theory, as well as critical thinking, teamwork, and communication skills, and it is designed for traditional college students and employed, commuting adults beyond the traditional college age.

Table 2 provides data on UW Bothell Business program undergraduate admission and graduation rates. Since Autumn 2002, an average of 220 students per year has been admitted into the program.

Table 2: Admission and Graduation Rates

Entry Year/Quarter	Cohort Size	Number Graduated after 9 Quarters	Percent Graduated after 9 Quarters
Autumn 2002	140	124	89%
Winter 2003	57	51	89%
Spring 2003	N/A	N/A	N/A
Autumn 2003	143	120	84%
Winter 2003	72	60	83%
Spring 2004	25	18	72%
Autumn 2004	134	105	78%
Winter 2005	65	52	80%
Spring 2005	26	21	81%
Autumn 2006	143	109	76%
Winter 2006	48	39	81%
Spring 2006	34	32	94%
Autumn 2006	111	N/A	N/A
Winter 2007	49	N/A	N/A

Spring 2007	37	N/A	N/A
Autumn 2007	113	N/A	N/A
Winter 2008	77	N/A	N/A
Spring 2008	43	N/A	N/A
Autumn 2008	158	N/A	N/A
Winter 2009	82	N/A	N/A

Our graduation trends have been excellent. As the table shows, for cohorts entering between Autumn 2002 and Spring 2006 (the last quarter for which nine quarters of data are available) the percentage of students completing their bachelor's degree ranged between 72% and 94%. Overall, during that time period, 82% of our students completed their bachelor's degree within nine quarters. This compares very favorably to the national average.

Further evidence that the UW Bothell BA program is time-tested and successful comes from our students' own assessments. Table 3 provides a summary of the satisfaction scores of graduating students over the last five years. These were measured on a 5-point scale with 5 representing highly satisfied and 1 representing highly dissatisfied. Analysis indicates that our program has been well received with consistently high satisfaction scores on the key variables including overall curriculum, overall quality of teaching, and overall quality of in-class discussion.

Table 3: Summary of Student Surveys Over Five Years

	2003	2004	2005	2006	2007
<i>Number of Respondents</i>	79	74	89	59	59
Overall curriculum	4.18	3.95	4.43	4.15	4.19
Overall quality of teaching	4.30	3.35	4.30	4.07	4.37
Quality of in-class discussion	4.28	4.32	4.20	4.15	4.10
Level of engagement of fellow students	4.08	4.08	4.11	3.93	3.85
Schedule of classes	3.61	3.38	3.68	3.54	3.44
Availability of faculty outside class	4.73	4.31	4.42	4.21	4.22
Availability of staff advisor	3.72	3.86	4.19	4.14	4.12
Quality of staff advising	3.54	3.67	4.06	4.05	4.16
Responsiveness of staff	3.77	3.93	4.22	4.17	4.17
Business-specific library resources	4.32	4.11	4.31	4.21	4.11
Business-specific library assistance	4.32	4.15	4.34	4.22	4.12

IV. COMMUNITY SUPPORT

The expansion of the UW Bothell BA program is fully supported by employers and major community organizations in the Bellevue-Redmond area.

We have discussed this initiative with the Advisory Council of the Business Program and have received their support for moving ahead. Our Advisory Council members are drawn from a variety of employers and industry sectors including medical technology, banking and finance, and software. A list of Advisory Council members is included in Appendix B.

We have also received support from the communities we propose to better serve. Mayor Grant Degginger of Bellevue and Mayor John Marchione of Redmond have written letters in support of this initiative. Ms. Betty Nokes, President and CEO, and Mr. Craig Foreman, Chairman of the Bellevue Chamber of Commerce and Ms. Christine Hoffman, President of the Redmond Chamber of Commerce have also written letters indicating their support for the program.

As these letters point out, the region's citizens and businesses will benefit from UW Bothell's expansion to Bellevue. The businesses of the Eastside, both large and small, will also benefit. While these communities have faced the need for some time, as Ms. Nokes & Mr. Foreman state, "This need becomes even more apparent in the tumultuous economic times that we are currently experiencing." The letters are included in Appendix C.

V. PLANS FOR RECRUITMENT

Responsibility for recruitment is shared between the Division of Enrollment Management and the Business Program. We will use existing resources and current recruitment methods for identifying and attracting students to the program. Recruitment will include activities at community colleges that will benefit from the proposed Bellevue location. Recruitment methods include written communications and meetings with high school and community college counselors, faculty, and advisors. In addition to participation in national college fairs, we recruit at community events (concerts, sporting events, fairs, etc.). We also utilize technology including email and Internet to communicate with prospective students and applicants. There are also recruiting events on the UW Bothell campus including transfer fairs. These existing methods will be supplemented by media-based recruitment to announce the expansion of the program to Bellevue.

VI. SUMMARY

Overall, we believe that:

1. Expansion to the Bellevue-Redmond area will allow us to provide an underserved community with access to a time-tested BA program.
2. We have the capability to provide the necessary student services and academic resources to meet the program requirements in the offsite location.
3. The anticipated population growth in the Bellevue-Redmond area will ensure the long-term success of this initiative.
4. By locating closer to key markets, students residing in Bellevue and surrounding areas will benefit from the expanded educational opportunity and access to a UW-quality education.
5. The reduction of travel time and expense and the associated positive impact on the environment provides a valuable benefit to this student population and the community at large.
6. The employers in the area will benefit from an enhanced supply of professional and managerial employees.

FORM 4

REQUIRED COURSE WORK

Part I

Core Courses

Five 300-level courses are the foundation for advanced study and should be taken during the student's first year:

BBSKL 300/BBUS 300 - Teamwork Skills/Management of Organizations (5 credits)

BBUS 310 - Managerial Economics (5 credits)

BBUS 320 - Introduction to Marketing Management (5 credits)

BBUS 340 - Operations and Project Management (5 credits)

BBUS 350 - Business Finance (5 credits)

Capstone Courses

Two 400-level capstone courses are required. Capstone courses integrate learning and challenge students to analyze and resolve managerial problems, develop policies, and deal with major issues and changes affecting business in a global environment. Students generally take these two courses during the final quarters of their program:

BBUS 470 - Business Policy and Strategic Management (5 credits)

BBUS 480 - Global Environment of Business (5 credits)

Interdisciplinary Arts and Sciences Electives

To ensure that students have a broad-based academic background, 15 credits of Interdisciplinary Arts and Sciences courses are required.

Electives

Twenty credits of upper-division courses are required. These can be from Business, other UW Bothell programs, or other universities.

NB: The curriculum specified above is the current curriculum of the BA in Business Administration at UW Bothell

BELLEVUE LOCATION**FORM 5****ENROLLMENT AND GRADUATION TARGETS****Part I**

Year	1 (2010-11)	2 (2011-12)	3 (2012-13)	4 (2013-14)	5 (2014-15)	6 (2015-16)
Head Count						
1st Yr. Students	40	40	40	40	40	40
2nd Yr. Students	0	40	40	40	40	40
3rd Yr. Students	0		40	40	40	40
TOTAL Head Count	40	80	120	120	120	120
FTE	26.7	53.3	80.0	80.0	80.0	80.0
Graduates	0	0	40	40	40	40

NB: Numbers above are for 3-yr program and do not include additional expansion beyond the first two cohorts. It is anticipated that the demand will be such that expanded offerings will be warranted.

Appendix A:
Admissions & Enrollments
by City of Residence

Table A1: Fall Quarter Admissions by City of Residence

City	Admissions: Student Counts					
	2008	2007	2006	2005	2004	Average
Seattle	44	33	27	34	36	35
Bellevue	16	17	18	18	14	17
Bothell	25	17	22	16	23	21
Kirkland	11	10	16	11	10	12
Lynnwood	7	7	11	8	8	8
Renton	8	9	8	12	12	10
Everett	11	11	3	12	4	8
Redmond	11	10	9	6	7	9
Issaquah	12	3	4	9	4	6
Woodinville	10	2	5	7	5	6
Edmonds	5	3	4	5	5	4
Sammamish	3	4	3	0	8	4
Snohomish	5	6	1	9	3	5
Kenmore	5	5	2	3	3	4
Kent	1	2	5	1	5	3
Mukilteo	2	3	2	2	3	2
Marysville	1	3	1	4	4	3
City	Admissions: Percentages					
	2008	2007	2006	2005	2004	Average
Seattle	22.7%	21.2%	17.2%	18.8%	20.6%	20.1%
Bellevue	8.2%	10.9%	11.5%	9.9%	8.0%	9.7%
Bothell	12.9%	10.9%	14.0%	8.8%	13.1%	12.0%
Kirkland	5.7%	6.4%	10.2%	6.1%	5.7%	6.8%
Lynnwood	3.6%	4.5%	7.0%	4.4%	4.6%	4.8%
Renton	4.1%	5.8%	5.1%	6.6%	6.9%	5.7%
Everett	5.7%	7.1%	1.9%	6.6%	2.3%	4.7%
Redmond	5.7%	6.4%	5.7%	3.3%	4.0%	5.0%
Issaquah	6.2%	1.9%	2.5%	5.0%	2.3%	3.6%
Woodinville	5.2%	1.3%	3.2%	3.9%	2.9%	3.3%
Edmonds	2.6%	1.9%	2.5%	2.8%	2.9%	2.5%
Sammamish	1.5%	2.6%	1.9%	0.0%	4.6%	2.1%
Snohomish	2.6%	3.8%	0.6%	5.0%	1.7%	2.7%
Kenmore	2.6%	3.2%	1.3%	1.7%	1.7%	2.1%
Kent	0.5%	1.3%	3.2%	0.6%	2.9%	1.7%
Mukilteo	1.0%	1.9%	1.3%	1.1%	1.7%	1.4%
Marysville	0.5%	1.9%	0.6%	2.2%	2.3%	1.5%

Table A2: Fall Quarter Enrollments by City of Residence

City	Enrollments: Student Counts					
	2008	2007	2006	2005	2004	Average
Seattle	29	18	13	21	24	21
Bellevue	13	12	13	13	10	12
Bothell	22	12	17	12	23	17
Kirkland	8	9	13	11	7	10
Lynnwood	6	5	9	7	7	7
Renton	6	7	6	11	8	8
Everett	10	10	2	11	3	7
Redmond	9	10	7	5	4	7
Issaquah	5	2	4	8	2	4
Woodinville	9	2	5	6	5	5
Edmonds	1	2	3	5	3	3
Sammamish	3	3	3	0	6	3
Snohomish	3	3	1	9	3	4
Kenmore	4	4	1	3	2	3
Kent	1	1	2	0	4	2
Mukilteo	2	2	2	2	2	2
Marysville	1	2	1	4	4	2
	132	104	102	128	117	
	145	119	115	149	137	665
City	Enrollments: Percentages					
	2008	2007	2006	2005	2004	Average
Seattle	20.0%	15.1%	11.3%	14.1%	17.5%	15.6%
Bellevue	9.0%	10.1%	11.3%	8.7%	7.3%	9.3%
Bothell	15.2%	10.1%	14.8%	8.1%	16.8%	13.0%
Kirkland	5.5%	7.6%	11.3%	7.4%	5.1%	7.4%
Lynnwood	4.1%	4.2%	7.8%	4.7%	5.1%	5.2%
Renton	4.1%	5.9%	5.2%	7.4%	5.8%	5.7%
Everett	6.9%	8.4%	1.7%	7.4%	2.2%	5.3%
Redmond	6.2%	8.4%	6.1%	3.4%	2.9%	5.4%
Issaquah	3.4%	1.7%	3.5%	5.4%	1.5%	3.1%
Woodinville	6.2%	1.7%	4.3%	4.0%	3.6%	4.0%
Edmonds	0.7%	1.7%	2.6%	3.4%	2.2%	2.1%
Sammamish	2.1%	2.5%	2.6%	0.0%	4.4%	2.3%
Snohomish	2.1%	2.5%	0.9%	6.0%	2.2%	2.7%
Kenmore	2.8%	3.4%	0.9%	2.0%	1.5%	2.1%
Kent	0.7%	0.8%	1.7%	0.0%	2.9%	1.2%
Mukilteo	1.4%	1.7%	1.7%	1.3%	1.5%	1.5%
Marysville	0.7%	1.7%	0.9%	2.7%	2.9%	1.8%

**Appendix B:
UW Bothell Business Program
Advisory Council**

Ryan Blume
Senior Manager, Tax Department
Moss Adams
Everett, WA

Thomas J. Clement
President and CEO
Pathway Medical Technologies
Redmond, WA

Stephen J. Connelly
Finance Director, 747/767/777 Program
The Boeing Company
Seattle, WA

Stan Emert
Director, Corporate Social Responsibility
Symetra Financial
Bellevue, WA

Edith Feild
Senior Director of Service Operations
Philips Medical Systems
Bothell, WA

Peggy Goodison
Senior Project Manager
Kenworth Truck Company
Renton, WA

Jocelyn Hanson
Director of Audit
Sweeney Conrad, P.S.
Bellevue, WA

Norman Haugen
Principal
Berntson Porter & Company
Bellevue, WA

Joey C. Johnsen
Senior Manager
Deloitte & Touche LLP
Seattle, WA

Michael Lorenz
Vice President, Land Acquisition
Quadrant Homes
Bellevue, WA

Susannah Malarkey
Executive Director
Technology Alliance
Seattle, WA

Nishit Mehta
CEO
HyGen Pharmaceuticals, Inc.
Bellevue, WA

Gerald McMorrow
Founder, Chairman of the Board, and CEO
Verathon Medical
Bothell, WA

Chad Miller
Senior Manager
Ernst & Young
Seattle, WA

Philip (Flip) Morse
Senior Vice President, Administration
Nintendo of America, Inc.
Redmond, WA

E. M. "Beau" Parnell
Leadership Development Consultant
Microsoft Corporation
Redmond, WA

Dr. Steven Quay
Chairman of the Board, President, and CEO
Nastech Pharmaceutical Company, Inc.
Bothell, WA

Randy Serroels
Vice President, Engineering
PhysioSonics
Bellevue, WA

George Sheppard
President and CEO
Rane Corporation
Mukilteo, WA

Marianne Short
Vice President of Human Resources
Seattle Mariners
Seattle, WA

Judy Sorenson
Chief Financial Officer
Slam Brands
Redmond, WA

Tom Sulewski
Director of Auditing
Clark Nuber
Bellevue, WA

Tod Turner
CEO
LINQware
Kenmore, WA

Karen Winger
Sr. Vice President
Bellevue Commercial Banking
Wells Fargo
Bellevue, WA

Appendix C: Letters of Community Support

1. City of Bellevue
2. City of Redmond
3. Bellevue Chamber of Commerce
4. Greater Redmond Chamber of Commerce