



COLLEGE of
COASTAL
GEORGIA
UNIVERSITY SYSTEM OF GEORGIA

OFFICE OF THE PRESIDENT

January 15, 2016

Dr. Belle S. Wheelan, President
Commission on Colleges
Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, Georgia 30033-4097

Dear Dr. Wheelan:

This letter comes to provide notification of the College of Coastal Georgia's intention to offer a new baccalaureate degree program – Bachelor of Applied Science in Workforce Management and Leadership – **beginning Fall Semester 2016**. The College anticipates receiving approval at the March 2016 meeting of the University System of Georgia's Board of Regents to offer this new baccalaureate degree program. A copy of the Chancellor's letter of approval will be sent to you immediately thereafter.

The new baccalaureate degree program was identified as a targeted program of study through the College's recent strategic planning process which concluded in fall 2015 after engaging a broad cross section of campus, as well as community and business partners, including the Manufacturers' Roundtable of Coastal Georgia sponsored and organized by the Brunswick and Glynn County (GA) Development Authority.

The Bachelor of Applied Science provides a distinctive baccalaureate degree pathway that builds upon the technical skills and knowledge acquired in attaining an Associate of Applied Science or Associate of Applied Technology degree that will support higher paying careers and respond to the workforce needs locally and regionally, as well as serving those currently in the workforce who need a baccalaureate to increase career opportunities and wages.

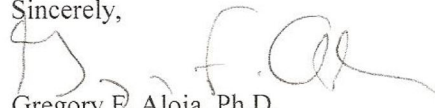
According to the Georgia Department of Labor, it is estimated that by 2022 the need for general and operations managers in Coastal Georgia will increase by 1,140 positions; a 24 percent increase since 2012. This demand is reflective in the 200 annual openings of workforce positions, of which 110 are new and 90 are replacements.

By providing a broad practical education, the Workforce Management and Leadership program will provide working adults with the skills necessary to think critically, make sound decisions, lead and develop others, improve efficiency of operations in various business and industrial settings, especially as there are no educational providers in the Coastal Georgia service area that are addressing this employment demand, offering an educational pathway to technical workers and graduates of the Georgia Technical College System who seek to become general and operations managers.

In summation, the new baccalaureate program will meet the academic goals of our students and the documented needs of our region, as well as our local and regional business and industry employers. The faculty resources and the instructional facilities are in place to ensure the program's success.

Thank you, your staff and the Commission for your leadership and mentorship. We look forward to your direction on next steps.

Sincerely,



Gregory E. Aloia, Ph.D.
President

cc: Dr. Nuria Cuevas, SACSCOC Institutional Liaison
Dr. Tracy Pellett, Vice President for Academic Affairs
✓ Dr. Jim Lynch, Accreditation Liaison

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