



Tab 16

## Fast Track Academic Program Approval

Coordinating Board for Higher Education  
March 9, 2022

### BACKGROUND

The legislation establishing the Fast Track Workforce Incentive Grant program (§ 173.2553, RSMo) authorizes the Coordinating Board to “designate eligible programs of study . . . in connection with local education institutions, regional business organizations, and other stakeholders.” That legislation also directs that “the coordinating board shall annually review the list of eligible programs of study and make changes to the program list as it determines appropriate.”

On June 5, 2019, the Coordinating Board approved the initial list of instructional program areas eligible for the Fast Track grant. Each year at the March CBHE meeting, staff bring forward information about requested changes to the list of designated Fast Track program areas (four digit Classification of Instructional Programs codes) gathered from various constituencies. The intent of this agenda item is to describe the process followed to develop potential revisions to the list of eligible programs for academic year 2022-2023 and recommend approval of revisions.

### CURRENT STATUS

The authorizing statute defines an eligible program, in part, as one “that has been designated by the Coordinating Board as preparing students to enter an area of occupational shortage as determined by the Board.” In order to construct the original listing as well as subsequent updates, DHEWD staff reviewed long-term occupational projections used by a variety of agencies to understand the changes and trends within the state’s workforce. Using those projections, staff developed a list of the most in-demand occupational categories, based on both regional and statewide data. Staff took the resulting list of occupational categories and used the nationally standardized crosswalk to establish which instructional program area(s) are connected to the identified occupational area.

Beginning in January, DHEWD reached out to the presidents and chancellors of the participating colleges and universities and to the business community to solicit suggestions for changes and additions to the approved program list. Because the prior approvals have been based on four-digit CIP categories, which provides some flexibility relating to specific program eligibility, staff recommendations continue to follow that format. The summary tables below provide the staff recommendations for changes to the list of Fast Track approved program areas. The attachment to this agenda item provides additional detail including the submitting institution/organization, program name, description provided by submitting entity, and basis for staff recommendation.

Table 1 displays program areas proposed through the feedback process that were already approved by the Coordinating Board and are being funded during the 2021-2022 academic year. No action is required for these program areas to remain as part of the Fast Track approved program listing. All of the programs within each of these subject areas would be included as part of this approval.

**Table 1 – Currently Approved and Funded Fast Track Program Areas**

<b>CIP Code</b>	<b>Program Area</b>
43.04	Security Science and Technology
52.02	Business Administration, Management and Operations

Table 2 lists program areas that were not included as part of the current list of approved program areas but that DHEWD staff recommend for inclusion within the program for academic years 2022-2023 and beyond based

on occupational demand and projected salary levels. All of the programs within each of these subject areas would be included as part of this approval.

**Table 2 – Recommended for Approval as Fast Track Program Areas**

<b>CIP Code</b>	<b>Program Area</b>
22.03	Legal Support Services
52.10	Human Resources Management and Services
52.12	Management Information Systems and Services
52.14	Marketing

Table 3 lists program areas suggested for inclusion as part of the feedback process that staff do not recommend for inclusion in the approved program listing at this time. Each listing includes a brief explanation of why it was not recommended for inclusion.

**Table 3 – Not Recommended for Approval as Fast Track Program Areas**

<b>CIP Code</b>	<b>Program Area</b>	<b>Rationale</b>
03.06	Wildlife and Wildlands Science and Management	Associated occupations have not surfaced as high-career grade/high-demand in Missouri.
26.01	Biology, General	Does not link directly to high demand or high wage occupations without additional education
42.01	Psychology, General	Does not link directly to high demand or high wage occupations without additional education
49.01	Air Transportation	Associated occupations have not surfaced as high-career grade/high-demand in Missouri..
50.04	Design and Applied Arts	Associated occupations have not surfaced as high-career grade/high-demand in Missouri.
52.04	Business Operations Support and Assistant Services	Does not link directly to high growth occupations

While regular review and revision of the list is necessary, DHEWD staff believe the above list of additional approved programs is consistent with the intent of the legislation and adequately covers the scope of programs for which Missouri is experiencing the greatest shortage of available labor.

## **NEXT STEPS**

Once the list of designated instructional program areas is finalized, DHEWD staff will update the program listings for each participating institution and share the list to verify that the program information is correct and complete. That process should be complete by April 15. Once all revisions and corrections have been made, the application, which is located in the student portal, will be updated by June 1 and revised listings of eligible programs will be posted on the DHEWD website.

## **RECOMMENDATION**

Staff recommends that the Coordinating Board designate the instructional programs classified within the program areas listed in Table 2 above as additional programs eligible for the Fast Track Workforce Incentive Grant beginning with the 2022-2023 academic year.

## **ATTACHMENT**

- Proposed 2022-2023 Fast Track Program Additions

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Institution	Program CIP	Program Name	CIP Title	Material from Institution	Decision	Reason
Maryville University	43.04	Introduction to ArcGIS and Geospatial Analysis	Security Science and Technology	This should be included because the curriculum was designed in conjunction with three companies in the GIS sector (L3Harris, Maxar, and T-Kartor USA). Educational outcomes have been verified by an industry expert. Completion of this program leads to consideration for an entry-level GIS analyst	Yes	Already approved under Fast Track
Maryville University	52.02	Business Acumen	Business Administration, Management and Operations	This curriculum was designed in conjunction with a real estate and construction holding company that seeks to promote front line and trade workers into management, particularly those without a college degree. Thus, this program will be helpful to workers seeking to move into management but who do not have the time and / or resources to stop out to complete a college degree. Information provided by MERIC (Jan 2021) shows that online job postings in Missouri for Managers, All Others was the 8th highest (n = 1,030). If combines with postings for First-Line Supervisors of Retail Sales Workers, the combined number of open management positions was the second highest, at 2,072.	Yes	Already approved under Fast Track
Maryville University	52.04	Customer Service	Business Operations Support and Assistant Services	Information provided by MERIC (Jan 2021) shows that online job postings in Missouri for Customer Service Representatives is the third highest (n = 1,641), behind online retail salespersons and registered nurses. The curriculum for this course was designed in conjunction with representatives from Bank of America, Commerce Bank, and Enterprise Holdings, and has been tested by Centene. LinkedIn places customer service specialist at #5 in its list of most in-demand jobs ( <a href="https://www.searchenginejournal.com/linkedin-in-demand-jobs/383694/#close">https://www.searchenginejournal.com/linkedin-in-demand-jobs/383694/#close</a> )	No	While high-demand, customer service representatives are not projected to be a high-growth occupation in Missouri. Associated occupations have not surfaced in recent years based on long-term occupational projections. In addition, the typical level of education and training required for customer service representatives is a high school diploma or equivalent, along with short-term on-the-job training.
Maryville University	52.14	Digital Marketing	Marketing	This curriculum was designed in conjunction with digital marketing professionals working across industries. Linked in places digital marketer as #6 in its list of in-demand jobs ( <a href="https://www.searchenginejournal.com/linkedin-in-demand-jobs/383694/#close">https://www.searchenginejournal.com/linkedin-in-demand-jobs/383694/#close</a> )	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.
Missouri Western State University	3.06	Wildlife and Wildlands Science and Management	Wildlife and Wildlands Science and Management	In demand occupations: Zoologists & Wildlife Biologists Conservation Scientists Fish and Game Wardens Forestry and Conservation Science Teachers, Postsecondary	No	Associated occupations have not surfaced as high-career grade / high-demand in Missouri. Related science teacher education programs would likely already be approved under CIPs 1312 and 1313.
Missouri Western State University	22.03	Legal Support Services	Legal Support Services	Paralegal and Legal Assistants have a projected growth rate of 15% between 2020-2030 in Missouri  Salary range is approximately \$46,000/year	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.

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Institution	Program CIP	Program Name	CIP Title	Material from Institution	Decision	Reason
Missouri Western State University	50.04	Design and Applied Arts	Design and Applied Arts	<p>Web and digital interface designers have a projected growth rate of 16% between 2020-2030 in Missouri</p> <p>Salary range is approximately \$69,000/year</p> <p>Video game designers have a projected growth rate of 12% between 2020-2030 in Missouri</p> <p>Salary range is approximately \$69,000/year</p>	No	Associated occupations have not surfaced as high-career grade / high-demand in Missouri.
Missouri Western State University	52.14	Marketing	Marketing	<p>Marketing managers have a projected growth rate of 8% between 2020-2030 in Missouri</p> <p>Salary range is approximately \$126,000/year</p> <p>Marketing research analysts and marketing specialists have a projected growth rate of 22% between 2020-2030 in Missouri.</p> <p>Salary range is approximately \$57,000/year</p> <p>Search marketing strategists have a projected growth rate of 12% between 2020-2030 in Missouri</p> <p>Salary range is approximately \$57,000/year</p>	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.
Ozarks Technical Community College	42.01	Associate of Arts in Behavioral Science	Psychology, General	<p>Ozarks Technical Community College (OTC) is seeking approval of the Associate of Arts in Behavioral Science (AA.BSC) to become Fast Track eligible. The AA.BSC is an interdisciplinary degree that examines human behavior through psychology, sociology and criminology. Each area addresses different facets of human behavior.</p> <p>According to the Bureau of Labor Statistics (BLS), employment of clinical, counseling, and school psychologists is projected to grow due to demand in schools, hospitals, mental health centers, and social service agencies. The BLS projects the change in employment from 2020-2030 to grow and increase by 8% for all Psychologists occupations, 8% for Psychologists, and 7% for Social scientists and related workers (2021).</p> <p>Benefits of adding the AA.BCS degree for Fast Track eligibility would be to assist in fulfilling job growth and meeting the increased demand for skilled mental health providers due to COVID-19. It would benefit employment opportunities with OTC's close proximity to hospitals,</p>	No	The proposed CIP does not tie closely enough without additional education and training to high-demand occupations.

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Institution	Program CIP	Program Name	CIP Title	Material from Institution	Decision	Reason
Southeast Missouri State University	26.01	Biology	Biology, General	Life, Physical, and Social Science Occupations included in the Missouri Occupational Projections 2018-2028 report from MERIC with a Career Grade of B would be positions for individuals with a Biology degree. They include: Animal Scientist, Food Scientist and Technologists, Biochemists and Biophysicists, Microbiologists, Biological Scientists, Medical Scientists, Physical Scientists, and Life, Physical and Social Science Technicians. A student graduating with a biology degree could also pursue a career in Biological Science Teachers (Career Grade A) and Forestry and Conservation Science Teachers (Career Grade B). In addition, almost all the occupations listed under "Healthcare Practitioners and Technical Occupations" on the statewide report receive a Career Grade of A or B and would be occupations an individual with a biology degree could pursue after completing graduate or professional-level education. A biology degree will also provide the foundation for those individuals that wish to pursue a career in Medical and Health Services Manager (Career Grade A+), Natural Science Manager (Career Grade B+), Biomedical Engineers (Career Grade B), and Health Educator	No	The proposed CIP does not tie closely enough without additional education and training to high-demand occupations. Related science teacher education programs would likely already be approved under CIPs 1312 and 1313.
Southeast Missouri State University	49.01	Professional Pilot	Air Transportation	MERIC's Missouri Occupational Projections 2018-2028 report gives a Career Grade of B to Commercial Pilots. Southeast's Professional Pilot program gives students the opportunity to pursue opportunities as a Commercial Pilot as well as in several other aviation related areas. The program also complements Southeast's existing Unmanned Aircraft Systems program, which is already an approved Fast Track program at the University. With an average wage of \$93,420 it clearly falls within a high wage field. Additionally, daily there are more than 45,000 flights and 2.9 million airline passengers across more than 29 million square miles of airspace. According to a 2020-2029 Pilot Demand Outlook, the number of active pilots is expected to return to pre-pandemic levels in 2022. Just when retirements and attrition have thinned the ranks, there is currently an acute demand for pilots, resulting in an estimated immediate short-term need for approximately 27,000 new professional pilots. The Boeing 2021-2040 Pilot and Technician Outlook forecasts that between now and 2040, the aviation industry will need more than 2.1 million new aviation personnel – 612,000 commercial pilots, 626,000	No	Associated occupations have not surfaced as high-career grade / high-demand in Missouri. Submitted justification is based on national trends and projections, but employment and turnover in Missouri is limited.
Western Governor's University	52.10	Human Resources Management and Services	Human Resources Management and Services	Program is substantially similar to our previously approved Business Administration, Management B.S. (CIP 52.02) with a concentration in HR. A similar certificate program is currently approved at another university.  Program page: <a href="https://www.wgu.edu/online-business-degrees/human-resources-bachelors-program1.html">https://www.wgu.edu/online-business-degrees/human-resources-bachelors-program1.html</a>	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.

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Institution	Program CIP	Program Name	CIP Title	Material from Institution	Decision	Reason
Western Governor's University	52.12	Management Information Systems and Services	Management Information Systems and Services	<p>Program combines elements of currently approved programs including CIPs: 1110 (Computer/Information Technology Administration and Management) and 5202 (Business Administration, Management and Operations)</p> <p>Program page: <a href="https://www.wgu.edu/online-business-degrees/it-information-technology-management-bachelors-program1.html">https://www.wgu.edu/online-business-degrees/it-information-technology-management-bachelors-program1.html</a></p>	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.
Western Governor's University	52.14	Marketing	Marketing	<p>Program is substantially similar to our previously approved Business Administration, Management B.S. (CIP 52.02) with a concentration in marketing.</p> <p>Program page: <a href="https://www.wgu.edu/online-business-degrees/marketing-bachelors-program1.html">https://www.wgu.edu/online-business-degrees/marketing-bachelors-program1.html</a></p>	Yes	Associated occupations continue to surface as high-career grade / high-demand in Missouri.