

32000 CAMPUS DR
SALISBURY MD 21804
410-334-2800
worwic.edu

January 13, 2023

Secretary
Maryland Higher Education Commission
6 North Liberty Street
Baltimore, MD 21201

Dear Education Secretary:

Please accept this letter requesting the approval of the Financial Services Certificate as a new stand-alone certificate program. This new certificate has been recommended through the college curriculum committee and approved by the President and Board of Trustees.

Check number 0266872 in the amount of \$850 is enclosed. This letter, corresponding coversheet and new certificate program proposal are being sent electronically.

Please contact me should you have any questions and/or need further information. Thank you for your time and consideration.

Sincerely,



Kristin L. Mallory, Ed.D.
Vice President for Academic Affairs

BOARD OF TRUSTEES

Russell W. Blake

Andrew W. Booth

Kimberly C. Gillis

Morgan Hazel

Martin T. Neat

Anna G. Newton

Lorraine Purnell-Ayres

PRESIDENT

Dr. Murray K. Hoy



Office Use Only: PP#

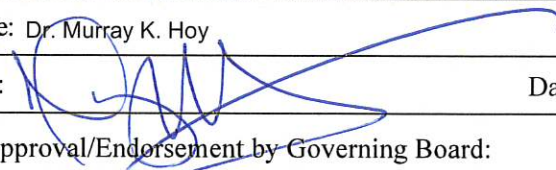
**Cover Sheet for In-State Institutions
New Program or Substantial Modification to Existing Program**

Institution Submitting Proposal	Wor-Wic Community College
---------------------------------	---------------------------

Each action below requires a separate proposal and cover sheet.

- | | |
|--|---|
| <input type="radio"/> New Academic Program | <input type="radio"/> Substantial Change to a Degree Program |
| <input type="radio"/> New Area of Concentration | <input type="radio"/> Substantial Change to an Area of Concentration |
| <input type="radio"/> New Degree Level Approval | <input type="radio"/> Substantial Change to a Certificate Program |
| <input checked="" type="radio"/> New Stand-Alone Certificate | <input type="radio"/> Cooperative Degree Program |
| <input type="radio"/> Off Campus Program | <input type="radio"/> Offer Program at Regional Higher Education Center |

Payment <input checked="" type="radio"/> Yes	Payment <input type="radio"/> R*STARS # 0266872	Payment \$850	Date Submitted: 1/13/2023
Submitted: <input type="radio"/> No	Type: <input type="radio"/> Check # 0266872	Amount:	

Department Proposing Program	Business/Hospitality Management		
Degree Level and Degree Type	Certificate		
Title of Proposed Program	Financial Services		
Total Number of Credits	31		
Suggested Codes	HEGIS: 500101.00	CIP: 52.1701	
Program Modality	<input checked="" type="radio"/> On-campus <input type="radio"/> Distance Education (fully online) <input type="radio"/> Both		
Program Resources	<input type="radio"/> Using Existing Resources <input type="radio"/> Requiring New Resources		
Projected Implementation Date <small>(must be 60 days from proposal submission as per COMAR 13B.02.03.03)</small>	<input checked="" type="radio"/> Fall <input type="radio"/> Spring <input type="radio"/> Summer Year: 2023		
Provide Link to Most Recent Academic Catalog	URL: https://catalog.worwic.edu/		
Preferred Contact for this Proposal	Name:	Dr. Kristin L. Mallory	
	Title:	Vice President for Academic Affairs	
	Phone:	(410) 334-2813	
	Email:	kmallory@worwic.edu	
President/Chief Executive	Type Name:	Dr. Murray K. Hoy	
	Signature:		
	Date of Approval/Endorsement by Governing Board:	12/01/2022	

Revised 1/2021

ACADEMIC PROGRAM PROPOSAL
Financial Services Certificate
Wor-Wic Community College

A. Centrality to Institutional Mission Statement and Planning Priorities

A.1. Description of program:

Wor-Wic Community College is applying to add a Financial Services certificate offered in the Business/Hospitality Management Department at Wor-Wic Community College.

The certificate will prepare students with insurance and personal finance skills needed to perform tasks in a financial institution or insurance brokerage. For incumbent workers with related Maryland State insurance licenses, students will receive prior learning assessment credit for equivalent courses.

The certificate will serve the banking and insurance industries throughout Maryland's Lower Eastern Shore region providing financial and insurance services.

Wor-Wic Community College's tri-county service area on the Lower Eastern Shore region spans 40 miles from the Nanticoke River and Chesapeake Bay to the Atlantic Ocean. The service area includes the Atlantic Ocean coastal tourism industry along the barrier island from the Delaware/Maryland state border to Ocean City, Maryland, and mainland communities along the Assawoman Bay, Isle of Wright Bay, and Sinepuxent Bay.

Across the region, there are many opportunities for graduates with financial and insurance credentials, including positions at organizations that self-insure personnel, equipment and services. Individuals who complete the Financial Services certificate program will be well prepared to move directly into a high demand industry which is experiencing labor shortages that are expected to increase over the next 5 years.

The proposed certificate relates to the college's mission of "... delivering high-quality, affordable education, professional training, workforce development opportunities, and comprehensive student services that strengthen economic growth and improve the quality of life on the Lower Eastern Shore." The Financial Services certificate program will provide students an affordable, high-quality education for careers in a growing occupational area within the State of Maryland and on the Lower Eastern Shore.

A.2. Support of strategic goals:

The proposed Financial Services certificate program directly supports the 2022-2027 strategic priorities and goals for the college:

Strategic Priority One: Student Success

1. Develop and implement enrollment, retention, and completion strategies to support student and community needs. The goals are to:
 - a. Increase new student enrollment.

- c. Increase overall degree completion.
- 3. Increase student success by expanding support services, delivering relevant courses and programs, and providing flexible scheduling. The goals are to:
 - b. Evaluate the relevancy of all academic program and course offerings.
 - c. Deliver flexible scheduling options in support of recruitment and retention efforts.

A.3. Funding for first five years

To support the Financial Services certificate program, Wor-Wic Community College would hire part-time faculty with industry credentials to teach the Personal Finance and Fundamentals of Insurance courses. All other courses are required in other degree and certificate programs at Wor-Wic Community College and will not require additional expenses for the new certificate. Wor-Wic Community College will provide support through the college's operational budget allocations for the Financial Services certificate program.

A.4. Institutional Commitment

The Financial Services certificate program was approved by Wor-Wic Community College's Curriculum Committee and will be administered by the Business/Hospitality Management Department under the Occupational and Emerging Technologies Division. Under this organizational assignment, the Department Head will provide direct supervision of the program curriculum, courses, part-time faculty selection and evaluation, budget management, program advisory committee, scheduling courses for each semester and faculty teaching assignments. The Business/Hospitality Management Department administrative associate will also provide support to the Financial Services certificate program.

B. Critical and Compelling Regional or Statewide Need as Identified in the State Plan

B.1 Goal: To support the Maryland 2022 State Plan for Higher Education goal Student Success: Promote and implement practices and policies that will ensure student success -

Priority 5: Maintain the commitment to high-quality postsecondary education in Maryland.

The Financial Services certificate program is designed to utilize real world experiences through practical exercises and assignments during lessons to prepare students to be employed in high skill and high wage occupations. This is with the intent to provide students with entry level skills for the financial and insurance industries.

Priority 7: Enhance the ways postsecondary education is a platform for ongoing lifelong learning.

The Financial Services certificate program provides a pathway into financial and insurance occupations which require ongoing professional development. For students who are interested in continuing their education, Wor-Wic Community College is

preparing a Risk Management and Insurance AAS degree for MHEC approval during fall 2023 that is projected to be offered during the 2024-2025 academic year and it will lead to a baccalaureate degree at University of Baltimore in Risk Management and Insurance.

C. Quantifiable and Reliable Evidence and Documentation of Market Supply and Demand in the Region and State

C.1. Employment opportunities

Graduates will obtain knowledge and skills necessary to assume entry level positions in the financial and insurance industries. They will generally report to and have their work overseen by a financial manager or supervisor. Job opportunities can be found in businesses, non-profits, and governmental organizations in the Lower Eastern Shore region.

The City of Salisbury, Maryland, ranked 13th in *US News and World Reports: Fastest-Growing Places in the US in 2020-21*. The Maryland Department of Planning, using projected population data for 2020 which will be updated when the 2020 Census data is processed, forecasts that between 2020-2025 the population will increase in the Wor-Wic Community College tri-county service area by 0.95% (10,850 residents). However, the US Census Bureau is reporting that Wicomico County experienced a 4.9% population increase and Worcester County experienced a 2.0% population increase between 2010 and 2020. This data does not include recent population movements due to events that occurred during the 2020 calendar year resulting in residents relocating from large cities to smaller cities, suburban areas, and rural communities.

C.2. Data analysis projecting market demand

Per Lightcast Economic Modeling (EMSI), the job outlook between 2021-2029 for insurance claims, insurance policy processing, financial advisors, financial analysts, and financial clerks is expected to increase 7.5% on Maryland's Lower Eastern Shore region, which is Wor-Wic Community College's tri-county service area of Somerset, Wicomico and Worcester counties. However, 52.6% of current workers in these job fields are 45 years or older. 22.5% of current workers are between the ages of 55-64; this age group has the highest percentage of workers of all age groups.

According to the Maryland Occupational Projections - 2021-2023 - Workforce Information and Performance website (<https://www.dlir.state.md.us/lmi/iandoprojshort/>), the number of openings for "Financial Clerks, All Other" is expected to increase by 2.4% between 2021 and 2023. This increase is also projected in the long-term between 2020-2030, during which time the number of openings is also expected to increase by 16.17%. (<https://www.dlir.state.md.us/lmi/iandoproj/maryland.shtml>)

The U.S. Bureau of Labor Statistics website (<https://data.bls.gov/projections/occupationProj>) also notes that the "Typical on-the-job Training" for Financial Clerks is only "Short-term", meaning that organizations will rely on educational institutions to provide candidates with the knowledge and skills needed to work in the financial services industry.

C.3. Educational and training needs over the next 5 years

The projected increase in the number of financial services and insurance-related positions in Maryland, and the fact that no local area colleges offer an equivalent certificate within a 60-mile radius, means that Wor-Wic Community College will be able to meet an established educational and training need in the next five years.

C.4. Current and Projected supply of prospective graduates

In conjunction with professional organizations in the financial and insurance industries, the program will be marketed at local high schools and to employers within the region. To meet the need for employees with industry credentials and postsecondary education, the Financial Services certificate program will provide future and incumbent workers with additional education and training to meet ongoing policy and regulatory changes and prepare them for advancement to higher level positions. Based on the projected growth for trained financial services professionals, the college will be able to provide qualified candidates to local employers.

D. Reasonableness of Program Duplication

D.1. Similar programs in state or surrounding area:

Within the State of Maryland, there is one college that offers an academic program in the financial services and insurance skill area. The college is not on Maryland's Eastern Shore:

The University of Baltimore:

B.S. in Business Administration, Risk Management and Insurance Specialization

D.2. Justification for Proposed Program

The Financial Services certificate program will address a growing need within Wor-Wic Community College's Lower Eastern Shore region for applicants with entry level skills to support financial and insurance industries. After meeting with regional and state insurance organizations, Wor-Wic Community College became aware of the growing need for qualified applicants with financial and insurance skills due to an anticipated increase with position vacancies from an aging workforce. With the basic skills and knowledge from the Financial Services certificate program, graduates will have the foundations for entry level positions and have a basis to continue their career through advancing to supervisory positions and higher-level position with increased responsibilities. The Financial Services certificate program will also provide graduates with knowledge that will lead to Maryland State insurance licensing and other related industry credentials. Incumbent workers with related Maryland State insurance licenses will receive prior learning assessment credit for equivalent courses.

Graduates of the Financial Services certificate program will have the opportunity to continue their education by enrolling in Wor-Wic Community College's proposed Risk Management and Insurance AAS degree that is projected to be offered during the 2024-2025 academic year. The proposed AAS degree will then articulate to a baccalaureate degree at University of Baltimore in Risk Management and Insurance.

In conjunction with professional organizations in the financial and insurance industries, the program will be marketed at local high schools and to employers in the region. To meet the need for employees with industry credentials and postsecondary education, the Financial Services certificate program will provide future and incumbent workers with additional education and training to meet ongoing policy and regulatory changes and prepare them for advancement to higher level positions. Based on the projected growth in demand for trained financial services professionals, the college will be able to provide qualified candidates to local employers.

E. Relevance to High Demand Programs at Historically Black Institutions

Currently, the Financial Services certificate program is not intended to transfer to a baccalaureate degree program.

F. Relevance to the Identity of Historically Black Institutions

The Financial Services certificate program will provide opportunities for all students to gain skills and knowledge for the financial and insurance industries. The addition of this program will not impact Maryland HBCU's identity.

G. Adequacy of Curriculum Design and Delivery to Related Learning Outcomes

G.1. Describe how the program was established and the faculty who will oversee the program.

The proposed Financial Services Certificate is the result of the need for a program for students interested in entering a financial services job. The Dean of Occupational and Emerging Technologies Division became aware of the banking and insurance industries anticipating shortages of qualified workers from a presentation at the spring 2021 Lower Eastern Shore Local Area Council (LAC) meeting. Upon becoming aware of the potential opportunity for the new program, the dean shared the presented material with the department head and two faculty members within the Business/Hospitality Department. The faculty started researching the industries and a related baccalaureate degree program at the University of Baltimore to develop a pathway that would support students transferring for a 4-year degree.

The need for a program was reinforced when the Wor-Wic Community College President, Dr. Hoy, attended a presentation several months later about the banking and insurance industry at a Maryland Community College Presidents' Council meeting.

During the subsequent months, the Business/Hospitality Management Department faculty engaged in conversations with representatives from the financial and insurance industries within the State of Maryland, the Lower Eastern Shore region, and the University of Baltimore, while developing a framework for the certificate and future associate degree. The framework led to the current Financial Services certificate program and the future Risk Management and Insurance AAS degree that is projected to be offered during the 2024-2025 academic year.

G.2. Educational Objectives and Student Learning Outcomes:

The Financial Services Certificate program will provide students with an introduction to the fundamental concepts of personal finance, insurance, and risk management necessary to obtain an entry-level position in the financial services industry.

Graduates of the Financial Services Certificate program will be able to:

1. Describe activities occurring within the basic functions of a business;
2. Create and communicate written and oral reports for internal and/or external stakeholders;
3. Identify and describe the core concepts of the financial planning process, including regulations and ethics; and
4. Identify and describe the core concepts of risk management and insurance.

G.3. Assessment

a. Student Learning Outcomes

Wor-Wic Community College maintains academic policies and procedures in the college Policies and Procedures Manual (PPM) which are reviewed on a regular basis and revised or updated as needed. In accordance with the PPM, academic programs/courses, and faculty are reviewed and assessed annually on the student learning outcomes (SLOs). The standard benchmark for courses is a 70% pass rate for course objectives at the end of semester final exam. In the department heads' annual program reports, plans of action are developed for the upcoming year to address steps of improvement when benchmarks are not met. The plans of action are reviewed, and updates are prepared twice during the upcoming year: 6 months and 1 year. Both the dean for the program's division and the Vice President for Academic Affairs prepares responses to the department heads' annual reports.

b. Program Learning Outcomes

Wor-Wic Community College has an extensive and thorough assessment plan that is managed by the Director of Institutional Assessment and Effectiveness. Under the Director, all courses and programs have annual reviews validating that General Education objectives and student learning outcomes are met. Annually, department heads prepare reports on the status of the programs within the department, course assessments results, and action plans for the next academic year. All programs are reviewed on a five-year cycle.

G.4. Course list including title, credit hours, and course descriptions:

Financial Services Certificate

First Year

Summer II

SDV 100	Fundamentals of College Study	(1 Credit)
---------	-------------------------------	------------

Fall

ACT 101	Financial Accounting	(3 Credits)
---------	----------------------	-------------

BMT 102	Marketing	(3 Credits)
---------	-----------	-------------

BMT 126	Fundamentals of Insurance	(3 Credits)
---------	---------------------------	-------------

ECO 151	Principles of Macroeconomics	(3 Credits)
---------	------------------------------	-------------

OFT 101	Introduction to Computers	(3 Credits)
---------	---------------------------	-------------

Spring

ACT 151	Managerial Accounting	(3 Credits)
---------	-----------------------	-------------

BMT 127	Personal Finance	(3 Credits)
---------	------------------	-------------

ENG 101	Fundamentals of English I	(3 Credits)
---------	---------------------------	-------------

OFT 155	Word Processing	(3 Credits)
---------	-----------------	-------------

GEN ED	Mathematics Requirement	(3-4 Credits)
--------	-------------------------	---------------

Business Courses:

ACT 101 - Financial Accounting (3 Credits)

This course offers a comprehensive study of basic accounting principles and procedures. Students record accounting transactions, prepare financial statements, apply internal controls, account for assets and liabilities, and utilize ratio analysis.

ACT 151 - Managerial Accounting (3 Credits)

The focus of this course is on identifying the characteristics of corporations and recording transactions for the preparation, analysis and interpretation of financial statements. Included are elements of management accounting for planning, control, long-term strategy and decision making. Students identify characteristics of corporations and partnerships and complete accounting transactions related to the preparation and analysis of corporate financial statements. Students also apply management accounting techniques in the accounting control and decision-making process.

BMT 102 - Marketing (3 Credits)

This course covers the various activities that are required for businesses to successfully develop their products and services, bring them to the consumer, encourage sales and secure earnings. Students analyze marketing situations and recommend an appropriate marketing strategy.

BMT 126 – Fundamentals of Insurance (3 Credits)

Students enhance their understanding of insurance risk and the implications for individuals, businesses, and society. A review of insurance mechanisms, common types of property-casualty insurance, and societal benefits is provided. The core functions of insurance organizations including marketing, underwriting, and claims are discussed. Students explore insurance policy structure, basic types of policy provisions, and a simple method for analyzing policies. Students explore career options in the insurance industry.

BMT 127 – Personal Finance (3 Credits)

An introductory course of a personal financial environment. This course focuses on financial planning needs and decisions facing individuals in their personal life. Topics include budgeting, borrowing, spending, savings and investments; medical care costs, insurance, retirement programs, taxes and capital investments. Emphasis is on the life-time economic cycle.

Technology Courses:

OFT 101 Introduction to Computers (3 Credits)

This course introduces students to the fundamentals of information processing and computer literacy. Students gain a working vocabulary of computer hardware and software, networking, and data communication. Through hands-on exercises, students learn the basic skills required to utilize an operating system, e-mail and the Internet.

Students acquire basic and intermediate skills in word processing and spreadsheet applications. Keyboarding skills are recommended.

OFT 155 – Word Processing – 3 credits

This course covers fundamental through advanced word processing skills, including creating, editing and formatting documents, creating tables, working with themes, styles, graphics and templates, merging and integrating data with various programs and the World Wide Web.

G.5. General Education requirements:

In accordance with General Education Requirements for Public Institutions, COMAR, certificates programs are not required to include general education courses.

The following general education courses are included in the Financial Services certificate program:

ECO 151 - Principles of Macroeconomics (3 Credits)

This course provides an overview of basic economic concepts and institutions, the nature of economic activity and an analysis of the function of the economic system. Students examine how an economy allocates and uses resources, and they evaluate its economic condition. Students investigate different markets and the relationships among the markets. Students also study the interdependency of global economies.

ENG 101 – Fundamentals of English I – 3 credits

This course is designed to help students develop their college-level writing skills with an emphasis on the writing process. This course includes an introduction to research skills. Students write summary assignments and a series of essays in various modes, culminating in an argumentative research paper. Students must earn a grade of “C” or better in this course in order to enroll in ENG 151.

General Education (GE) Math – 3-4 credits

The General Education (GE) Math Requirement can be fulfilled by completing a selection of math courses. This requirement is the same for the Business Management AAS degree.

SDV 100 – Fundamentals of College Study – 1 credit [not a General Education core requirement, but is a core course requirement at Wor-Wic Community College]

This course is designed to introduce students to the information and habits that facilitate academic success at the college level. The course presents modules focusing on the expectations and realities of college responsibility; active learning and critical thinking skills; increasing motivation and decreasing stress; analyzing the syllabus, instructor and course; establishing a learning style; organizing and balancing family, work and school; improving study and note-taking skills, and test-taking strategies; advisement, registration and the college catalog; safety, student services and other administrative resources; rules, regulations and civility; and lifelong learning. Students who do not pass this course must take it again the following fall or spring term.

G.6. Specialized Accreditation

A specialized accreditation will not be pursued for the Financial Services certificate program. However, the Fundamentals of Insurance course will provide knowledge towards the Maryland State Insurance Licensure.

G.7. Contracts with other Institutions

N/A

G.8. Provide assurance and any appropriate evidence that the proposed program will provide students with clear, complete, and timely information on the curriculum, course and degree requirements, nature of faculty/student interaction, assumptions about technology competence and skills, technical equipment requirements, learning management system, availability of academic support services and financial aid resources, and costs and payment policies.

Wor-Wic Community College documents the curricula requirements for all programs in the annual college catalog. In addition to curricula, the program's learning objectives are also documented in the catalog along with each course description. Consistent with standard college catalog practices, the catalog includes the academic calendar, college admissions process and requirements, tuitions and fee schedule, financial aid and loans process, student advisement and academic standards and processes for student grievance and complaints. Current and past college catalogs are accessible on the Wor-Wic Community College website.

H. Adequacy of Articulation

The Financial Services certificate program is intended to articulate within Wor-Wic Community College to the proposed Risk Management and Insurance AAS degree that is projected to be offered during the 2024-2025 academic year. The proposed AAS degree is being developed for MHEC approval during fall 2023 and will be intended to articulate to a baccalaureate degree in Risk Management and Insurance at University of Baltimore.

Wor-Wic Community College maintains articulation agreements with each of the three county school systems within the college's Lower Eastern Shore service area and universities in the region. Articulations with each county school systems are on a course-by-courses basis and are reviewed annually during a joint meeting with faculty from Wor-Wic Community College and faculty from the three county school systems: Somerset County Public Schools, Wicomico County Public Schools, and Worcester County Public Schools. Once approved, the courses within the Financial Services certificate program will be included in the annual articulation agreement process.

I. Adequacy of Faculty Resources

I.1 Faculty Summary

The faculty needed to support this program are currently in the Business/Hospitality Management department which provides business, accounting, and technology related courses and programs. Current full-time faculty staffing levels are considered sufficient to support the requested addition of the new certificate. It is anticipated that part-time

faculty teaching up to 12 credits per year may be required to permit current full-time faculty to teach the Business and Office Technology courses.

The two General Education courses (ENG 101 and a Math Requirement) are offered through the Arts and Humanities Department and the Math and Science Department, respectively. These departments are adequately staffed to offer these courses.

A part-time faculty will be hired to teach the Fundamentals of Insurance and Personal Finance courses.

Faculty Member	Degree	Full / Part-time	Courses Taught
Dr. Lucinda Stanley	B.S., Business Administration, Regis University, M.S., Business Education, Emporia State University M.S., Instructional Design and Technology, Emporia State University Ph.D., Instructional Design and Online Learning, Capella University	Full-time	BMT 102- Marketing BMT 203 - Organizational Communications
Matthew Geel	B.A., History, Dalhousie University M.Acc., Rider University	Full-time	ACT 101 – Financial Accounting ACT 151 – Managerial Accounting BMT 127 – Personal Finance
Susan Simpson	B.S., Business & Finance, Mount St. Mary's University B.A., Economics, Mount St. Mary's University M.A., Economics, University of Colorado Boulder	Full-time	ECO 151 – Principles of Macroeconomics
Tracie Brady	B.S., Administration and Management,	Full-time	ACT 101 – Financial Accounting ACT 151 – Managerial Accounting

	La Roche University M.S., Business Education, Robert Morris University		
Dr. Jae Jung	B.S., Economics, Ajou University M.M.H., Hospitality, Cornell University Ph.D., Hospitality, Sejong University	Full-time	OFT 155 – Word Processing
Wendy Postles	A.A.S., Computer Science, Wor-Wic Community College B.S., Applied computer Science, University of Maryland Eastern Shore M.S., Learning Design and Technology, University of Maryland University College	Part-time	OFT 155 – Word Processing

I.2. Ongoing pedagogy training for faculty

a. Pedagogy that meets the needs of the students

Wor-Wic Community College coordinates a professional development day for faculty. Topics scheduled for the professional development day are based around current and relevant teaching topics and best practices. Faculty are encouraged to participate in discipline specific professional development, and eligible faculty can apply for college and grant funds for additional professional development opportunities.

b. The learning management system

Wor-Wic Community College adopted Blackboard for the college’s learning management system (LMS). All faculty are required to use Blackboard class shells for each of their class sections. The shells are prepared through an automated process based on class sections that are scheduled for the semester. Faculty have access to class shells prior to the semester which provides them access to upload class syllabi and configure the

online gradebook. Blackboard training and support is provided by the college's Instructional Technologist. The technologist also prepares instructional videos and provides additional instruction during faculty professional development sessions.

c. Evidenced-based best practices for distance education if distance education is offered.

Wor-Wic Community College is increasing the number of courses which are scheduled using the online modality. Courses are required to be approved for online scheduling by the Distance Education Committee which is comprised of faculty, deans, the Instructional Technologist, and the Instructional Designer. Online courses are evaluated and assessed by using the Quality Matters methodology in which department peers participate in the course review process.

J. Adequacy of Library Resources

Wor-Wic Community College utilizes electronic resources for the college library that are accessible both on and off campus. The Financial Services certificate program will not require additional library or reference resources. In addition to the Wor-Wic Community College online library, current students have access to the libraries at Salisbury University and the University of Maryland Eastern Shore. Both libraries are traditional libraries with both electronic and physical resources.

K. Adequacy of Physical Resources, Infrastructure, and Instructional Equipment

K.1. Physical facilities, infrastructure, and instructional equipment

The Financial Services certificate program will not require additional or specialized classrooms, labs, equipment, or supplies. All resources that will be needed to deliver and assess students enrolled in the program are already available through courses offered by Wor-Wic Community College.

K.2. Distance Education Assurances

To support distance education and off-campus access to college and class resources, Wor-Wic Community College students receive log-on access to the college's myWor-Wic portal. The myWor-Wic portal provides access to Blackboard learning management system, an email account, electronic library resources and student registration information. Students who register for online scheduled class sections are required to complete a mandatory Blackboard tutorial which includes an assessment prior to accessing course material.

L. Adequacy of Financial Resources.

L.1. Table 1 – Resources and Narrative Rationale

The Financial Services certificate program will attract a combination of full-time and part-time students. Full-time students will most likely pursue the certificate as an add-on certificate to their associate degree program. Part-time students are expected to be predominantly incumbent workers in the financial and insurance industries who have not

completed a finance related degree. Future tuition and fees for each year are calculated at the rate of a 3% increase from the previous year's tuition and fees.

TABLE 1: PROGRAM RESOURCES

Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	0	0	0	0	0
2. Tuition/Fee Revenue	\$ 28,580.00	\$ 40,092.00	\$ 51,416.00	\$ 60,552.00	\$ 71,288.00
a. Number of F/T Students	5	6	8	9	11
b. Annual Tuition/Fee Rate	\$4,120.00	\$4,216.00	\$4,312.00	\$4,408.00	\$4,504.00
c. Total F/T Revenue (a x b)	\$ 20,600	\$ 25,296	\$ 34,496	\$ 39,672	\$ 49,544
d. Number of P/T Students	5	9	10	12	12
e. Credit Hour Rate	\$133.00	\$137.00	\$141.00	\$145.00	\$151.00
f. Annual Credit Hour	12	12	12	12	12
g. Total P/T Revenue	\$ 7,980.00	\$ 14,796.00	\$ 16,920.00	\$ 20,880.00	\$ 21,744.00
3. Grants, Contracts & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 – 4)	\$ 28,580.00	\$ 40,092.00	\$ 51,416.00	\$ 60,552.00	\$ 71,288.00

L.2. Table 2 – Program Expenditures and Narrative Rationale

The only instructional expenses that the Financial Services certificate program will incur are for part-time faculty assigned to the Fundamentals of Insurance and Personal Finance courses. The other courses in the program are required in other associate degree programs and are assigned to existing full-time faculty.

TABLE 2: EXPENDITURES

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	\$2,676.19	\$2,756.48	\$2,839.18	\$2,924.35	\$3,012.08
a. #FTE	0	0	0	0	0
b. Total salary	\$2,486.01	\$2,560.60	\$2,637.41	\$2,716.54	\$2,798.03
c. Total benefits	\$190.18	\$195.89	\$201.76	\$207.81	\$214.05

2. Admin. staff (b + c below)	0	0	0	0	0
a. #FTE	0	0	0	0	0
b. Total salary	0	0	0	0	0
c. Total benefits	0	0	0	0	0
3. Support staff (b + c below)	0	0	0	0	0
a. #FTE	0	0	0	0	0
b. Total salary	0	0	0	0	0
c. Total benefits	0	0	0	0	0
4. Equipment	0	0	0	0	0
5. Library	0	0	0	0	0
6. New or renovated space	0	0	0	0	0
7. Other expenses	0	0	0	0	0
TOTAL (Add 1 - 7)	\$2,676.19	\$2,756.48	\$2,839.18	\$2,924.35	\$3,012.08

M. Adequacy of provisions for evaluation of program

M.1. Evaluation Procedures – Courses, Faculty, Student Learning Outcomes

In accordance with the Wor-Wic Community College's PPM; academic programs, courses and faculty are reviewed/assessed annually on the student learning outcomes (SLOs) which result from annual assessment activities. The standard benchmark for courses is a 70% pass rate for course objectives on the end of semester final exam. In the department heads' annual program reports, plans of action are developed for the upcoming year to address steps of improvement when benchmarks are not met. The plans of action are reviewed, and updates are prepared twice during the upcoming year: 6 months and 1 year. Both the dean for the program's division and the Vice President for Academic Affairs prepares responses to the department head's annual reports.

Part-time faculty members are evaluated by the department head and the evaluations include classroom observations as needed, as well as student input. Online surveys requesting the opinions of students are distributed at the end of each semester. The survey results are returned directly to the vice president for academic affairs, who provides each faculty member, the department head and dean with a compilation of the student surveys. Students enrolled in a new part-time faculty member's first semester of teaching receives an abbreviated survey at the midterm point of the semester and the survey results are returned directly to the faculty member, who submits a summary of these surveys to the dean and the vice president for academic affairs.

M.2. Evaluation of Proposed Program’s Effectiveness

In accordance with Wor-Wic Community College’s Assessment policies and procedures, all programs and courses are reviewed annually to validate the status with meeting objectives and outcomes. Department heads prepare annual reports on the successes, challenges, and achievements. Programs are also reviewed using a standard program review process every five years.

N. Consistency with the State’s Minority Student Achievement Goals

Per Wor-Wic Community College’s policies and procedures, the college has a standing Cultural Diversity committee consisting of representation from students, faculty, college staff and administrators. The committee is responsible for annually reviewing the Cultural Diversity Plan and scheduling events for the college community.

The Cultural Diversity Plan states: “Wor-Wic Community College is committed to a plan of cultural diversity that promotes inclusivity of diverse students and employees. The college has created a welcoming atmosphere on campus and has infused cultural diversity in all college programs, services, and communications. The college has demonstrated this commitment to cultural diversity through its vision, values, mission, and goals stated in the institutional strategic plan. The strategic plan of the college is in alignment with the diversity goals of the Maryland State Plan for Postsecondary Education, including implementation strategies and timelines for meeting the goals.”

Wor-Wic’s student body represents a wide array of diversity with 40 percent of the students identified as non-white. Wor-Wic exceeds the average of non-white residents in the service region, as 31.8% of the population identify as non-white in this area.

O. Relationship of Low Productivity Programs

N/A

P. Adequacy of Distance Education Programs

The Financial Services certificate program will benefit from the general education courses required in the program which are scheduled in both in-person traditional instruction modality and online instruction modality. Courses that are currently lecture only courses will be evaluated for online and hybrid instruction modalities. Wor-Wic Community College complies with the Middle States Commission on Higher Education and Maryland Higher Education Commission (MHEC) requirements for offering distance education programs and courses.