

COASTAL CAROLINA UNIVERSITY
Conway, South Carolina

Proposal to the
South Carolina Commission on Higher Education
to establish a
Bachelor of Arts in Intelligence and National Security

January 26, 2010

Signature on file

Dr. David A. DeCenzo
President

PROGRAM PLANNING SUMMARY

PROGRAM DESIGNATION

Institution:	Coastal Carolina University
Academic unit involved:	Edwards College of Humanities and Fine Arts, Department of Politics and Geography
Name of proposed program:	Bachelor of Arts in Intelligence and National Security
CIP Code:	29.0101
Proposed date of implementation:	Fall 2010
New program or modification:	New program
Number of credit hours:	120 credit hours (four years)

JUSTIFICATION OF NEED

In the aftermath of September 11, 2001 the need for trained intelligence analysts and individuals with an understanding of national security became readily apparent. The creation of the Department of Homeland Security in 2003, coupled with an aging federal employee population, has resulted in numerous job openings within the intelligence and national security structure of the federal government. At the same time, multinational corporations and government contractors have expanded the need for trained individuals in the field. Thus, the objective of the program is to prepare students for an entry-level intelligence position within the federal government or private sector (e.g., Special Agent: criminal investigator; or Intelligence Specialist: staff management, operations, counterterrorism, human intelligence (HUMINT), signals intelligence (SIGINT), crisis management, collection requirements, counterintelligence, research specialist, and operations support). Specific government agencies employing such graduates would include the Department of Homeland Security, State Department, Treasury Department, Central Intelligence Agency (CIA), Defense Intelligence Agency (DIA), National Security Agency (NSA), Federal Bureau of Investigation (FBI), and the military intelligence services. Private sector employers, who support federal agencies, would include multinational corporations (e.g., risk analysis, counterterrorism, and counterintelligence) and government contractors.

The addition of a B.A. in Intelligence and National Security would assist the U.S. government in hiring knowledgeable individuals for entry into government service. At the same time, the program would assist Coastal Carolina University's mission "to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective."

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY

Coastal Carolina University completed an initial analysis of the potential market for this proposed program in August/September 2008. A random sample of introductory political science courses (POLI 101, Introduction to World Politics; and POLI 201, American National Government) and two upper division political science courses (POLI 339, Diplomacy; and POLI 343, Terrorism and Political Violence) were surveyed to determine interest levels. Our data indicates that there is interest in this program and that such interest is broadly distributed across student groups. According to the survey results about 40% of respondents (181 of 453) indicated they would be interested in the B.A. in Intelligence and National Security program. Also, based on anecdotal evidence from similar programs, we also anticipate a number of transfer students enrolling in the program.

While it is difficult to estimate how many students would enroll in a B.A. in Intelligence and National Security, it should be a relatively popular program for students interested in working in the intelligence and national security fields—especially students in the ROTC program at Coastal Carolina University. The director of a similar program at Point Park University in Pennsylvania estimates that up to 50 students would be enrolled in the program by the end of the first year. While this number may be somewhat optimistic, the program likely could have as many as 20 to 25 students enrolled by the end of the first year that can serve as an initial catalyst for a growing program. There are a number of retirements expected in government intelligence and national security agencies in the near future, which should provide numerous opportunities for employment for graduates of this program.

ASSESSMENT OF EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES EXISTING PROGRAMS IN THE STATE

There are no existing similar degree programs in the State of South Carolina or in the southeastern part of the United States. Nationally, only eight colleges or universities offer a bachelor's degree in intelligence (American Military University, Charlestown, WV; Central Pennsylvania College, Summerdale, PA; Embry-Riddle Aeronautical University, Prescott, AZ; Fairmont State University, Fairmont, WV; Henley-Putnam University, San Jose, CA; Institute of World Politics, Washington D.C.; Joint Defense Intelligence College, Washington, D.C.; and Point Park University, Pittsburgh, PA). Only two universities (Embry-Riddle and Point Park) offer the combined degree in intelligence and national security.

RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION

There are no existing majors at Coastal Carolina University that could substitute for a B.A. in Intelligence and National Security. The Political Science major has some relationship in subject matter but does not focus on intelligence or national security studies. The B.A. in Intelligence and National Security would be a four-year degree program requiring 120 credit hours total: 76 credit hours of required intelligence/national security courses (30 credit hours of core intelligence/national security courses, 18 credit hours of elective intelligence/national security courses, 3 credit hours of a specific country analysis course, 6 credit hours of a critical foreign language, and 19 credit hours of additional required relevant courses), 34-38 credit hours of core curriculum courses, and 6-10 credit hours of general elective courses. The foreign language, philosophy, and statistics requirements would require some support from the Departments of Foreign Languages, Philosophy, and Math.

RELATIONSHIP OF THE PROPOSED PROGRAM TO OTHER INSTITUTIONS VIA INTER-INSTITUTIONAL COOPERATION

While the nature of intelligence is very specialized, Coastal Carolina University would be interested in developing cooperative relationships with other institutions in the state.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM

The estimated initial start-up program costs are approximately \$112,200 with an expected start date of January 2011. These costs include hiring an 11-month director (\$71,000) to begin the process of establishing the program, and a full-time administrative assistant (\$25,000)—both with a start-date of August 2010. Other program expenses include: office supplies (\$5,000), advertising and recruitment (\$5,000), library acquisitions (\$5,000), and intelligence community membership dues (\$1,200). The

growth in library holdings also will benefit the political science, history, and ROTC programs. Additional assistant professors (\$55,000) are expected to be added in both 2011 and 2012. Any additional full-time and part-time faculty hires will be determined by student demand and justified by increased tuition revenues. Once the program is fully operational, anticipated annual costs (approximately \$222,200) would be primarily due to continuing costs for salaries for the director, full-time faculty, teaching associates, and administrative support. Costs for this new program will be covered by tuition generated by the program. No additional funds for this program are being requested from the state.

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