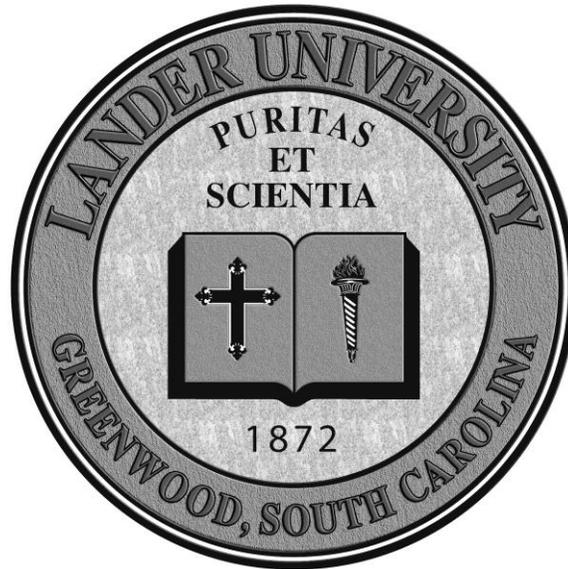


LANDER UNIVERSITY

Greenwood, South Carolina 29649



Program Planning Summary For New Program

Title of Program: Master of Emergency Management

A handwritten signature in blue ink, reading "D. W. Ball".

Daniel W. Ball, President

October 22, 2012

Date

1. New Program Proposal:

Master of Emergency Management, CIP Code 43.0302, 30 semester hours, with areas of competencies in: 1) analytical and planning skills, 2) hazard and risk assessment, 3) preparedness and mitigation strategies, 4) response coordination and strategies, and 5) professional development as related to critical understanding and integrated solutions in Emergency Management.

2. Proposed Date of Implementation: May 2013.

3. Justification of Need for the Proposed Program:

The development of educated and trained leadership in both public and private sectors in emergency management is extremely important to the public safety and economic security of South Carolina's citizens and economic infrastructure. South Carolina has a number of natural disaster vulnerabilities and potential terrorist targets including nuclear power plants, two major seaports, major transportation hubs, and high density population centers. Population growth and development has placed more people in harm's way from multiple hazards (e.g. hurricanes, wildfires, and tornadoes), especially with existing aging infrastructure. Between 2000 and 2010, South Carolina experienced the 10th highest population growth in the country. (Census Bureau, c2010br-01.pdf).

Currently in South Carolina, there is no dedicated master's level degree program that focuses exclusively on Emergency Management. Some graduate public administration and criminal justice programs offer courses in emergency management; however, Lander is proposing to be the first institution to offer a master's program entirely devoted to emergency management.

This proposal includes input from both Department of Homeland Security's Federal Emergency Management Agency (FEMA) and the South Carolina Office of Emergency Planning. The State Adjutant General's staff provided curriculum input, specifications for faculty (in accordance with SACS requirements), and sequencing of courses. The curriculum is based on the FEMA's Higher Education Initiative to advance education of emergency service personnel.

4. Anticipated Program Demand and Productivity:

There are several major constituencies that have indicated initial interest in enrolling in such a graduate program. The leadership of police, fire, health and other first responders are a primary market along with county emergency management coordinators. In addition, there are 112 emergency managers working with the South Carolina Emergency Management Department. Only four have master's degrees that include course work in emergency management. Given the emergency mission of SC National Guard and the State Guard of SC, their officers are a prime market for our degree. The South Carolina National Guard presently has 116 officers at the rank of major in need of a master's degree as part of their promotion qualifications. Another pool of potential students includes mid to senior level management of "first responders," including police, fire, emergency medical, and hospital staff. A phone inquiry to the Director of the South Carolina Department of Insurance revealed that every hospital, nuclear power plant, gas and coal fired utilities, and scores of businesses with professionals engaged in business continuity planning would be strong prospects for this master's program. Offering a program within South Carolina should easily attract 30 students per year. Online convenience should raise that number.

The Director of the State Emergency Management Department said that having students enrolled in a particular course and simultaneously working on that topic for their local jurisdiction would be

highly appealing to counterpart agencies in Georgia, North Carolina, and even Tennessee. FEMA Region 4 headquarters in Atlanta, provides another source of students. Our market includes private sector specialists in logistics and business continuity planning. The insurance industry has a direct interest in reducing potential liability for more than 4700 manufacturing or sales establishments, hospitals, and schools in South Carolina. Currently, the Department of Homeland Security has tasked their Technical Standards Branch to develop relationships with the private sector to encourage more preventive planning to reduce damages from both man-made and natural disasters. Based on market research on both public and private sectors, there is an immediate potential pool of over 800 program candidates, so that gaining only 5% would result in a class of 40. Our projected enrollments are more modest than our potential for students. Our estimates are based on recruiting 15 new students per year and only losing 1 student per year.

The U.S. Department of Labor’s, Occupational Outlook Handbook (OOH), 2010-2011 Edition, projects the occupation code 11-9161.00, Emergency Management Directors, will grow much faster than the average for other occupational fields. The Labor Department projects some 5,600 job openings over the next ten years with a median salary of \$55,360.

This table shows the projected enrollment of Lander’s Master’s in Emergency Management. These figures are based on market research of both public and private entities and modified by the desire to systematically grow the program without overburdening budget availability.

ACADEMIC YEAR	FALL ENROLLMENT	SPRING ENROLLMENT	SUMMER ENROLLMENT	DEGREES AWARDED
2013-2014	0	6	12	Not Applicable
2014-2015	14	16	18	5
2015-2016	20	20	20	10
2016-2017	25	25	25	12
2017-2018	30	30	30	15

5. Assessment of the Extent to Which the Proposed Program duplicates Existing Programs In the State:

The South Carolina Commission on Higher Education degree inventory reveals graduate courses being offered in emergency management, but no master’s degree programs in emergency management. Clemson and Anderson University offer courses, but no specific advanced degrees in emergency management.

6. Relationship of the Proposed Program to Existing Programs at the Proposing Institution:

The proposed master’s program in emergency management is complimentary to the existing undergraduate programs in criminal justice and health care management. We have three full time faculty with earned Ph.D.s or JDs who are working on their research and professional education in the areas to teach at the graduate level. We would seek an experienced faculty member in this area of emergency planning, logistics, or law to direct the program as well as to hire adjunct professors to teach in the program. The SC Department of Emergency Management has offered training to our faculty to give them practical experience. Current faculty in health care management and criminal justice who have earned doctorates have experience and research in various aspects of emergency

management. The proposed master's degree therefore allows Lander to leverage existing faculty with only the need to hire one Ph.D. faculty member and several adjuncts to meet SACS requirements.

7. Relationship of the Proposed Program to Other Institutions via Institutional Cooperation:

The proposed program will be administered solely through Lander University. Guidelines for transfer of graduate credit will be consistent with current policy as outlined in Lander's 2013-2014 Catalog:

- As many as nine semester hours of graduate credit, verified by an official transcript and approved by the Director of Graduate Studies, may be transferred from a regionally accredited institution of higher education. No more than nine hours of coursework which have prior approval may be used in the degree program. Only courses on which grades of B or better have been earned will be accepted as transfer credit from another institution. (http://www.landersp.com/public/catalog_sections/grad_progs_courses.pdf, page 342)

8. Outline of Curriculum:

The curriculum will provide students with an education that is interdisciplinary, consisting of law, public affairs, contingency-emergency planning, business recovery planning and execution, leadership, intergovernmental affairs, criminal justice, and health care management. It consists of 30 semester hours of course work to include research and policy planning, leadership-management, and coordination strategies with private sector and non-governmental organizations. Each course offered is 3 credit hours. If approved, we would apply to the program that allows non-SC residents to receive residential tuition fees in order to make our program appealing to students from surrounding states.

9. Total New Costs Associated with the Proposed Program:

The initial budget for launching the program is \$50,000, allocated to the creation and implementation of marketing tools for publicity and promotion. This marketing cost includes a release time of one course for both fall and spring semesters, travel, and printing expenses. To support research and writing requirements for both students and faculty, we estimate needed expanded Library holdings at \$10,000 in a one-time expense, and a budget of \$2,000 per year thereafter assuming that the state continues to fund PASCAL.

In the first year, we intend to use academically qualified, full time and adjunct faculty members. By the second year, we would need to fund a full time faculty member for \$80,000 plus benefits. The position description and qualifications would allow for the allocation of time to be split three ways between our criminal justice program, our on-line, degree completion, criminal justice management program (CJM), and our emergency management program. Depending on enrollment, we anticipate hiring a full time academic to direct and manage the program. We currently have a full time faculty member who is academically qualified in emergency management responsible for creating this proposal. This strategy will ensure that the majority of coursework will be taught by full-time faculty in accordance with SACS requirements.

Since these courses all will be on-line courses, Lander University's Information Technology Services Department can handle the additional course loads through its recently upgraded Blackboard learning management system. Lander University is also in the process of upgrading our video streaming capability that will allow for multi-media content.