

NAU-YUMA Expansion



NORTHERN
ARIZONA
UNIVERSITY

September 1, 2009

ABOR TRIF Strategic Initiatives Award: \$2,000,000

Introduction

The university is able to meet the most pressing educational needs of most Arizona's rural areas thanks to the university's flexibility in strategically managing limited resources. However, the population growth of the urban areas is far outpacing the university's capacity to serve Maricopa, Pima, and Yuma Counties adequately. While

Arizona's citizens of Maricopa and Pima Counties have multiple choices to earn baccalaureate or higher degrees—from both private and public institutions, for the population of Yuma County (and neighboring areas), NAU remains the only option to access a baccalaureate-degree-granting institution locally.

According to the 2006 Educational Needs Report published by the Lumina Foundation, Yuma County has the 26th highest education need among 3,040 counties nationwide—a clear

indication that a four-year education is crucial for Yuma's competency to sustain healthy economic growth.

To provide the community with the opportunities that will ensure prosperity of the region, Yuma Branch Campus will invest in baccalaureate programs that meet current market demands and provide the necessary human capital to diversify the economy. The programs include public administration, business, and engineering.

The applied research center, already under construction, will complement the science classroom instruction and provide the necessary laboratory equipment and space to foster undergraduate research. In addition, it will serve as a base for visiting faculty from the Flagstaff campus involved in applied research in relevant to the Lower Colorado region.

To improve student success, the branch campus will invest, jointly with Arizona Western College, in a Writing Center—a much needed student support service that will improve student persistence and graduation. The Writing Center, as envisioned, will serve the students through their entire academic career, as they are moving from the community college to the university.

Mission: To meet the educational needs of the lower Colorado River region by fostering scholarly, intellectual, and cultural activities in collaboration with the local community colleges and business and governmental entities.

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Project's most relevant ABOR issues:

- Increase Student Participation in University Education
- Enhance the quality of Student Education
- Increase Affordable Education for Students
- Provide an Educated, Competitive Workforce
- Optimize University Resource

MARKET CONDITIONS

Degree Opportunities

The Yuma Branch Campus is currently the only option for college-bound students of all ages to pursue locally-delivered baccalaureate degrees. For the last 21 years NAU has been committed to meet the needs of the Yuma region by providing high-quality programs and student services by leveraging the partnership with AWC.

Other options available to local residents are NAU online programs as well as online and hybrid programs of other public and private institutions.

Demographics

The Yuma-El Centro designated market area has a population of more than 363,000 and is expected to grow by almost 15 percent by 2012.

It is pre-dominantly a Hispanic community with the population of Hispanic origin comprising 66 percent—a proportion that is expected to grow to 69 percent by 2012.

Approximately 26 percent of the population in Yuma County is either non-US citizen or naturalized, compared with 15 percent in Arizona.

With six percent, Yuma's proportion of adult population enrollment in college or graduate school is significantly below the national norm of nine and Arizona's 8.8 percent. Only 11 percent of Yuma's population (age 25+) has a bachelor's degree or higher, compared with 26 percent statewide and 27 percent nationwide.

The unique demographic composition of the region provides many opportunities and challenges that the Yuma Branch Campus has been addressing for more than 20 years.

Economic Base

Yuma-El Centro is an \$18.5 billion market with the top industries by sales volume, including fresh fruit and vegetable merchant wholesalers, farm supplies merchant wholesalers, new car dealers, and supermarkets and other grocery stores. It is obvious that Yuma's economic base is heavily dependent on water-intensive agriculture, with a very few other industries: This lack of economic diversity may pose significant problems for the region should environmental conditions changed dramatically.

Baccalaureate education in business, engineering, computer and applied sciences will play a major role in diversifying local economy—the path to assuring the region's long-term prosperity.

FINANCIAL INFORMATION

	FY 2005 Actual	FY 2006 Actual	FY 2007 Actual	FY 2008 Actual	FY 2009 Rev Budget	FY 2009 Actual	FY 2010 Rev Budget	FY 2011 Rev Budget
REVENUE								
Carry Forward	\$0	\$0	\$0	\$1,264,210	\$1,500,000	\$1,500,000	\$954,090	\$0
New TRIF Revenue	\$0	\$0	\$0	\$735,790	\$0	\$0	\$0	\$0
TOTAL REVENUE	\$0	\$0	\$0	\$2,000,000	\$1,500,000	\$1,500,000	\$954,090	\$0
OPERATING BUDGET								
Personal Services	\$0	\$0	\$0	\$0	\$1,053,000	\$538,114	\$896,190	\$0
Operating	\$0	\$0	\$0	\$0	\$447,000	\$7,797	\$57,900	\$0
Debt Svc	\$0	\$0	\$0	\$500,000	\$0	\$0	\$0	\$0
TOTAL EXPENDITURES	\$0	\$0	\$0	\$500,000	\$1,500,000	\$545,910	\$954,090	\$0

Funding of the Arizona Board of Regents' Technology and Research Initiative Fund (TRIF) is provided by a 0.6 percent increase in the Arizona sales tax rate approved by the voters through Proposition 301 on the November 2000 general election ballot.

STRATEGIC INITIATIVES

The Dr. James R. Carruthers Research and Education Building,

Originally called the “Applied Research Center is designed to foster regional economic development and provide students and faculty the opportunity for enhanced teaching and learning. As a shared facility with AWC it further promotes collaboration in physical sciences, specifically in biology and chemistry. Facility construction has been completed and the building is being equipped. The first positive result of this effort has been the awarding of a National Science Foundation S.T.E.M. Grant to the Yuma Branch Campus. The total award is \$600,000 for five years and it supports tuition for science students, along with support of specialized advising and tutoring. The grantees worked closely with the local community to insure that the program supports the needs of the Yuma Region.



Academic Programs Expansion

- Business

The Bachelor of Business Administration was developed to provide graduates with the skills necessary to work effectively in large or small organizations, to start small businesses, or to continue with a graduate-level degree. Emphasis areas include global business, small business, and management, addressing issues such as ethics and social responsibility, environmental sustainability, and profitability. A program coordinator/faculty coordinator has been hired for this program. One faculty search is nearing completion, while another is getting underway. A technology management program has been added to the BBA portfolio along with a BAS/BAS in Administration. Both of the programs will begin in Fall, 2009. This is one of the fastest growing degree plans offered by the Yuma Branch Campus. Both the administrative and curricular structures are housed on the Branch campus, which delivers the program not only to the Yuma area, but also throughout Arizona as both an online and face-to-face program.

- Public Administration

Many of the current baccalaureate programs are built as liberal arts programs while the current market demand calls for more applied science degrees. To provide major local employers—national security, police protection, legislative bodies, and correctional institutions—with an access to qualified local workforce, the Bachelor of Applied Science in Public Agency Service will be offered in addition to the existing interdisciplinary studies.

The administrative and curricular structure of the Public Administration (Public Agency Management) has been moved to the Yuma Branch Campus. A search is underway for a faculty coordinator. With the move of the program to Yuma, enrollment has increased and there is a very strong interest in the program among both Border Patrol and local public sector agencies. Two new 90/30 emphases areas (Administration of Justice and Emergency Services Administration) are under development. This is another of the fast growing programs that have been added to the campus. Along with the BBA, this program now adds significantly to the educational opportunities for students interested in administration, supervision and management in both the public and private sectors.

- Other Programs

Yuma Branch Campus’s current baccalaureate in-person programs are already focused on much needed social sciences. However, there is an emerging need to provide the community with access to natural and health sciences and computer technology education.

A number of programs, including computer technology management, engineering and a BSN in Nursing have been under consideration. The development of computer technology management program was first viewed as a stand-alone program. Review of other similar programs suggested that placing it under the administration of the BBA would cut down on the administrative costs, while providing a synergy between the two programs.

A BSN program has been established in conjunction with the Yuma Regional Medical Center. More detail on this program can be found under “Healthcare Program Expansion”.

Work on an Engineering program has been postponed. While there remains moderate community interest in the development of such a program, there is little interest among students in the program at this time. Recent evaluation of the potential pipeline of students found that fewer than 10 students were interested in Engineering and almost no students actually prepared to enter an Engineering program in Yuma. This issue will be revisited after the new Mathematics facility is completed on the AWC campus. This will help reduce one of the major impediments to entry of students into engineering.

STRATEGIC INITIATIVES

Student support services including Writing Center

Forty five percent of the Yuma County population speaks Spanish at home, compared with 21 percent in Arizona and 12 percent nationwide. This presents both opportunities and challenges to NAU and AWC. While having a good command of Spanish is extremely useful, making business proceedings and social interactions in this bilingual environment easier, for many local students, growing up with English as a second language creates a potential barrier on the path toward educational success. Written and oral communication skills are essential learning outcomes students must master in order to succeed in both college studies and workplace: 73 percent of employers nationwide want colleges to place more emphasis on these soft skills.

Establishing a joint writing center—in partnership with AWC—is a crucial endeavor to support students from the very beginning of their academic career at AWC and as they progress through NAU programs. The continuity of the Center’s services throughout the student’s career, the familiar and nurturing staff, the high quality tutoring and coaching, are the key elements of the program. NAU’s successful writing center on the Flagstaff campus will serve as a model.

An assessment of student needs was completed during AY2009 and a search is now underway to hire a writing center coordinator. Arizona Western College has also funded a full-time position in their writing center, which will be co-located with Yuma Branch Campus writing center. In further support of this effort both the Yuma Branch Campus and AWC are seeking Title V funding for expansion of the writing center.

B.A./B.S. in Interdisciplinary Studies

- Administration
- Administration of Justice
- Biology
- Criminology & Criminal Justice
- Emergency Services Administration
- Environmental Science
- Humanities (also 90/30 program)
- Psychology
- Public Agency Management (also 90/30 program)
- Sociology

Bachelor of Applied Science

- Administration
- Administration of Justice
- Early Childhood Education
- Emergency Services Administration
- Public Agency Management
- Social & Community Services
- Technology Management

Bachelor of Science

- Biology
- Criminology & Criminal Justice
- Environmental Science
- Psychology

Bachelor of Arts

- Psychology
- Spanish

Bachelor of Science in Education

- Elementary Education
- Secondary Education
- Earth Science
- Spanish

Bachelor of Business Administration

Bachelor of Social Work

Northern Arizona University has been serving the educational needs of rural Arizona for more than 25 years. With more than 35 campuses across the state—many established in partnership with community colleges—and implementation of NAU’s signature *Expand on Demand* model, the university has been able to continuously improve the access of Arizona citizens to higher education.

LEARN MORE

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