BACKGROUND AND REQUEST

CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE
Associate of Applied Business in Medical Administrative Assistant

EXE|CUTIVE SUMMARY/RECOMMENDATION

This program clearly meets Chancellor’s standards for associate degree programs.
There were no serious concerns raised in this review.

Request: Cincinnati State Technical and Community College proposes an Associate of Applied Business degree in Medical Administrative Assistant in response to the growing need for trained medical administrative assistants to support Southwestern Ohio’s expanding healthcare industry.

One of the fastest growing segments of the Ohio economy is healthcare. The Ohio Department of Job and Family Services\(^1\) indicates that 142,000 additional employees will be needed by 2014 in the fields of education and healthcare. Given the projection that over 40% of Ohio’s population will be 50 and older by 2010\(^2\), a significant number of these jobs are expected to be in the medical administration area.

The College’s Program Advisory Committee conducted a survey of the healthcare providers in the greater Cincinnati area to document the need for the proposed program and to determine the knowledge and the skills needed for students interested in the medical administrative assistant field. Students enrolled in the proposed program will learn medical terminology, medical formatting and transcription, medical coding, medical office practices and procedures, financial accounting and the legal aspects of obtaining patient’s health care information.

Graduates of the proposed program will be prepared for employment in a variety of medical offices, regional public and private hospitals, out-patient clinics, public and private independent and assisted-living facilities, medical laboratories, and others. In this region, entry-level compensation for new employees with an Associate of Applied Business degree in this career field ranges from $30,000 to $34,500 a year.

Program Purpose/Mission: The purpose of the proposed program is to provide students with the opportunity to obtain a degree that can be used in the growing healthcare industry and to provide Southwestern Ohio with a pool of trained medical administrative assistants. The mission of Cincinnati State Technical and Community College is to provide “student focused, accessible quality technical and general education, cooperative education, and workforce development.” The proposed program supports the College’s mission by offering a new degree that has been developed in response to the needs of the healthcare industry and student interest.

The proposed program is a cross-disciplinary program that combines the foundation skills and knowledge from the Medical Assistant and Health Information Management programs in the Health Division with the core Business Competencies and Information Management courses from the Business Technologies Division. Faculty members and administrators from both divisions collaborated on the development of the program by analyzing data regarding the need for the

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\(^1\) The Ohio Department of Job and Family Services/Workforce 411-Ohio Job Outlook 2014 and Occupational Trends 2014.
\(^2\) The Center on Aging & Work – State Perspectives: 21st Century Age Demographics, Opportunities for Visionary State Leadership
program, securing the necessary resources and obtaining the College’s administrative approval to offer the program.

Enrollment: The College is projecting an enrollment of fifty-five (55) full-time and fourteen (14) part-time students beginning January 2009. The College further projects that student enrollment will grow to seventy-five (75) full-time students and twenty-three (23) part-time students, beginning January 2010. The proposed program is expected to attract individuals who are unemployed or underemployed, veterans, and adult learners, as well as high school students, College Tech Prep students and “Seniors to Sophomores” students residing in the region.

Curriculum: The curriculum was developed by faculty members from two different academic divisions (Business Technologies Division and the Health and Public Safety Division) and was structured to provide students with the general education and technical courses needed for a successful career following graduation. Faculty members involved in the development of the proposed program will monitor student enrollment and retention to ensure student success and job placement.

To assist in identifying the skill set needed for this career, the College performed the DACUM (abbreviation for Developing a Curriculum) process where an occupational analysis is used to identify the skills, knowledge, tools and attitudes workers in this field must possess for successful employment. This extensive process has proven to be very effective in determining the competencies or tasks an individual must perform in a specific job or occupational area.

The opportunity for students to be involved in a ‘cooperative education experience’ where students gain ‘real-world’ experiences that help them understand job demands, duties and responsibilities is incorporated into the program. The ‘cooperative education experiences’ are paid placements that help students defray the cost of their education and can lead to full-time employment after graduation. The College has over 600 employers who provide ‘cooperative education placements’ and has been nationally recognized for its extensive and outstanding cooperative education program.

Faculty/Resource Needs: The Medical Administrative Assistant program will be a part of the Business Technologies Division. The dean of the division will have responsibility for the program. The two academic divisions, as a result of their successful collaboration in the development of the proposed program, will continue to work together on its implementation. The College plans to use existing faculty members and administrative support, reducing the need to hire additional faculty members.

Current and future growth of the proposed program can be accommodated without additional facilities or the need to renovate current facilities. The College is financially prepared to offer this program and incur the start-up costs needed based on projected student enrollment.

Program Duplication: The proposed program is not currently being offered at any other two-year institution in the greater Cincinnati area. The College has expressed a willingness to share ‘best practices’, and explore opportunities for collaboration with other institutions interested in developing this or similar programs.

End of Comment Period: December 26, 2008
No Comments Received, Recommend Approval

Approved: 

\[Signature\] 

Erie D. Fingerhut, Chancellor 

\[Date\] 

6/6/09