



ADMINISTRATIVE
ASSISTANT

STI

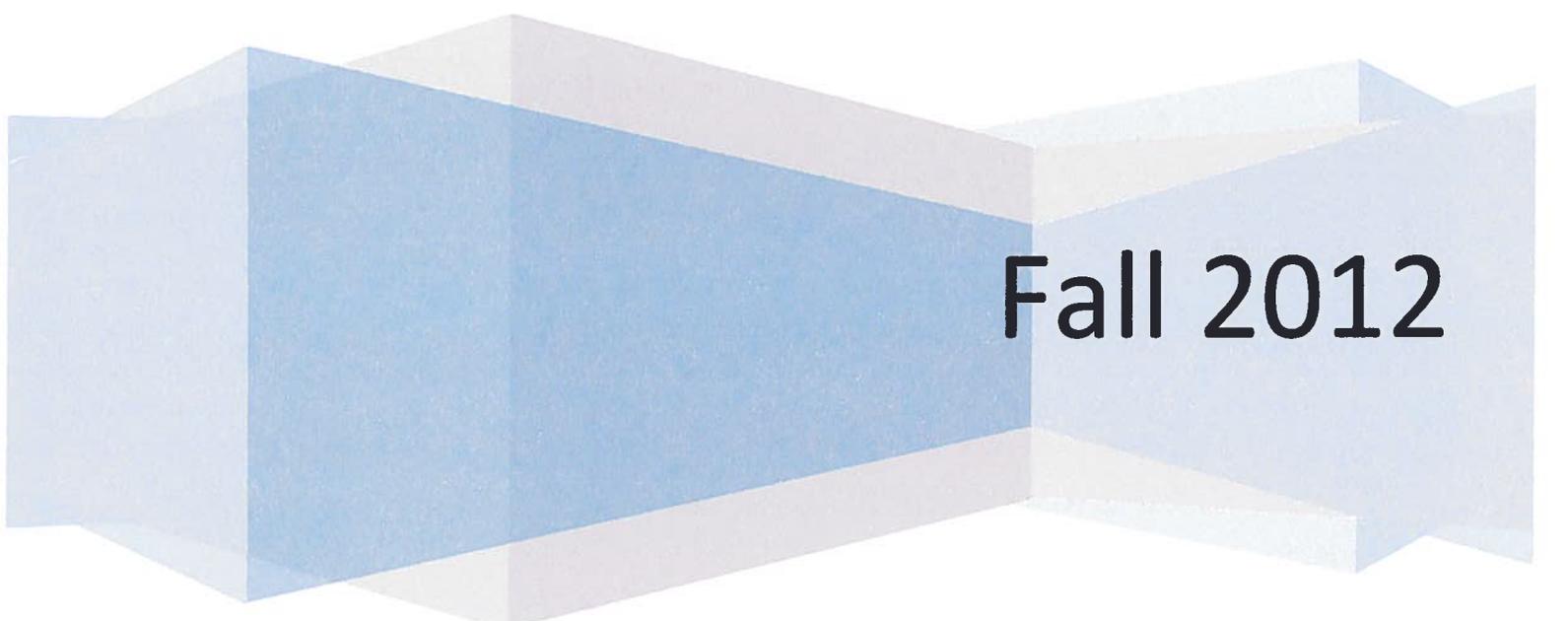
**SOUTHEAST
TECHNICAL INSTITUTE**

Southeast Technical Institute

New Program Application

Administrative Assistant

AAS Degree



Fall 2012

Administrative Assistant – AAS Degree

Executive Summary

In today's workplace environment, companies are looking for every efficiency and advantage in the marketplace. Administrative assistants perform a variety of clerical and organizational tasks that are necessary to run a company efficiently and effectively. Today's administrative assistants have to be fluent in technology including spreadsheets, word processing, databases, reporting software and presentation software. In addition, administrative assistants need excellent customer service skills as they are often the first person who represents a company to their customers.

Administrative assistant positions have expanded to include roles such as executive assistants, medical secretaries, virtual assistants, office managers, payroll clerks or human resources assistants.

The goal of the STI Administrative Assistant program is to provide students with the technical and soft skills needed to meet the positions of today and the positions of tomorrow. STI will provide a common core curriculum with the ability for the student to take supporting classes in the area that interests them most.

Identification and Description of the Program:

STI is proposing to reestablish the two-year Administrative Assistant AAS Degree program. The Administrative Assistant program is designed to provide graduates with the skills needed to become a successful Administrative Assistant. The program consists of classes in Business, Communications, Accounting, Computers, Customer Service and up to 12 credits of technical electives that allow students to choose from areas such as Medical Records, Human Resources, Management or Accounting/Payroll.

An administrative assistant is the backbone of every department. They perform organizational, clerical and support tasks for the company.

Objectives and Purpose of the Program:

The primary purpose of this program is to give STI graduates a better foundation for positions they are currently obtaining as well as the flexibility to specialize in career fields that interest them. STI has a one year Office Assistant Diploma and several two year Business Administration Degrees. Students graduating from these programs often take positions as administrative assistants, but there is a need for a more focused curriculum for current students. South Dakota has a demand for qualified administrative assistants and STI's program will help meet that shortfall.

The objectives of the program include:

- Preparing electronic documents including financials, agendas, reports, letters and other documents using spreadsheets, word processors, databases and presentation software.
- Answering phone calls and directing calls to appropriate parties or taking messages.
- Conducting research, compiling data, and preparing papers for consideration and presentation by executives, committees and boards.
- Attending meetings to record minutes.
- Coordinating and directing office services, such as records, financials, budgets or personnel.
- Greeting visitors and determining access to specific individuals.
- Maintaining paper and electronic filing systems for records and messages.
- Reading and analyzing incoming mail and e-mail and then distributing.
- Answering routine letters and e-mail.
- Replying and attaching files to incoming messages.
- Correcting spelling and grammar to ensure accuracy.
- Operating fax machines, videoconferencing and phone systems, and other office equipment.
- Completing forms in accordance with company procedures.

Methods of Attaining the Objectives of the Program:

Upon receipt of the State Board of Education approval, Southeast Technical Institute will accept up to 28 students beginning in the Fall Semester of 2012. The marketing campaign to recruit students will include web, print and radio spots.

The two year Administrative Assistant Degree program will consist of classes in Business, Communications, Accounting, Computers, Customer Service and up to 12 credits of technical electives which allows students to choose from areas such as Medical Records, Human Resources, Management or Accounting/Payroll. The Administrative Assistant Program will be offered traditionally, during the day, at STI.

During the development of the Administrative Assistant program, STI has worked with several individuals in the business community. STI will utilize the existing office assistant advisory board to help assist in the refinement of curriculum.

Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support

National Data

According to the 2012-2013 Occupation Outlook Handbook from the Bureau of Labor Statistics there will be an increase of 12% or 492,900 jobs for secretaries and administrative assistants. These numbers show an average growth for this industry and Southeast Technical Institute feels that this helps warrant the additional need for students.

State/Regional Data

According to the 2008 – 2018 Bureau of Labor Statistics there is an expected increase of 4,155 positions regionally or an increase of 35.8% for Administrative and Support Services positions. Southeast Technical Institute feels that the flexibility of the Administrative Assistant degree will help meet the needs of the State of South Dakota.

Student Needs

This program will provide students with an opportunity to enter an expanding industry that has many different entry points, areas for growth, and training that meets industry need. The program provides a background in theory, processes, and general education.

Population to be Served by the Program:

Southeast will recruit students from a variety of backgrounds, including both traditional and non-traditional. It is anticipated that this program will attract students directly out of high school in addition to those who are unemployed, underemployed and those wanting to make a career change.

Program Capacity

| Starting Semester | Delivery Format | Capacity |
|-------------------|-----------------|----------|
| Fall 2012 | Traditional Day | 28 |

Projected Three-Year Budget Plan

| BUDGET PROJECTIONS | | | |
|-------------------------|-------------|-------------|-------------|
| Year | 2012-2013 | 2013-2014 | 2014-2015 |
| Salaries/Benefits | \$30,000 | \$30,000 | \$30,000 |
| FTE | Adjunct | Adjunct | Adjunct |
| Staff Travel | \$0 | \$0 | \$0 |
| Instructional Materials | \$500.00 | \$0 | \$0 |
| Capital Equipment | \$0 | \$0 | \$0 |
| Software/Books/Fees | \$500.00 | \$0 | \$0 |
| Totals | \$31,000.00 | \$30,000.00 | \$30,000.00 |

Salaries/Benefits/FTE/Equipment

The Office Assistant Program currently has 0.33 of a full-time instructor allocated. The increased curriculum required for the Administrative Assistant program will require additional sections of existing courses to be offered, which will be staffed through adjunct instruction. Each year Southeast Technical Institute has allocated funds for approximately 8 to 10 additional classes to be offered as part of the core or as technical electives. There is \$1,000.00 allocated the first year for additional materials to provide support to the faculty member.

Program Competencies and entry and exit points of sub-occupations:

Program Competencies are based upon the existing Office Assistant diploma program and existing AAS Degree programs at STI. The curriculum provides for a variety of sub-occupations by utilizing technical electives from our existing AAS programs.

Positions identified by the SD Department of labor include the following:

| SOC Code | Standard Occupation Classification (SOC) Title |
|----------|---|
| 11-3011 | Administrative Services Managers |
| 29-2071 | Medical Records and Health Information Technicians |
| 43-0000 | Office and Administrative Support Occupations |
| 43-1011 | First-Line Supervisors of Office and Administrative Support Workers |
| 43-3051 | Payroll and Timekeeping Clerks |
| 43-6011 | Executive Secretaries and Executive Administrative Assistants |
| 43-6012 | Legal Secretaries |
| 43-6013 | Medical Secretaries |
| 43-6014 | Secretaries and Administrative Assistants, Except Legal, Medical, and Executive |
| 43-9022 | Word Processors and Typists |
| 43-9061 | Office Clerks, General |
| 43-9071 | Office Machine Operators, Except Computer |
| 43-9799 | Office and Administrative Support Workers, All Other* |

Statement of non-duplication:

Southeast Tech currently has a one-year Office Assistant Program and is asking to reinstate our two-year Administrative Assistant Degree. STI understands that there will be other Administrative Assistant Programs offered in South Dakota, but feels that the regional need will outweigh any conflicts with other Technical Institutes. STI currently graduates students meeting the local regional needs for this industry and feels that the reinstatement of this program will provide a higher level graduate to the workforce. In addition, the flexibility of the STI program is unique to this program.

Curriculum Design and Research:

| Semester | Course Title | Credits | Lec/Lab |
|---------------|-----------------------------|-----------|---------|
| First | | | |
| BUS 101 | Intro to Business | 3 | 3/0 |
| BUS 220 | Personal Finance | 3 | 3/0 |
| ENGL 101T | Composition | 3 | 3/0 |
| MATH 115 | College Math | 3 | 3/0 |
| MKT 120 | Principles of Marketing | 3 | 3/0 |
| SSS 100 | Student Success Seminar | <u>2</u> | 2/0 |
| | | 17 | |
| Second | | | |
| ACCT 210 | Principles of Accounting | 4 | 3/2 |
| BUS 130 | Business Communication | 4 | 3/2 |
| BUS 212 | Human Resource Management | 3 | 3/0 |
| CIS 105 | Intro to Computers | 3 | 2/2 |
| SPCM 101T | Fundamentals of Speech | <u>3</u> | 3/0 |
| | | 17 | |
| Third | | | |
| BUS 105 | Document Formatting | 3 | 3/0 |
| CIS 100 | Keyboard | 2 | 0/4 |
| CIS 125 | Advanced Microcomputer Apps | 3 | 2/2 |
| COMM 105 | Writing Skills | 2 | 2/0 |
| TECH XXX | Technical Elective | 3 | 3/0 |
| TECH XXX | Technical Elective | <u>3</u> | 3/0 |
| | | 16 | |
| Fourth | | | |
| BUS 107 | Office Procedures | 3 | 2/2 |
| BUS 217 | Customer Service | 3 | 3/0 |
| PSYC 101 | General Psychology | 3 | 3/0 |
| SOC 150 | Social Problems | 3 | 3/0 |
| TECH XXX | Technical Elective | 3 | 3/0 |
| TECH XXX | Technical Elective | <u>3</u> | 3/0 |
| | | <u>18</u> | |
| | Total | 68 | |

Course Descriptions:

ACCT 210 – Principles of Accounting I – 4 Credits

An introduction to the basic concepts of accounting. It teaches basic principles of accounting application to service and merchandising businesses in a sole proprietorship environment. This course also emphasizes the qualities of a properly designed accounting system including the principles of internal control and the use of special journals and subsidiary ledgers.

BUS 101 – Introduction to Business – 3 Credits

Student will receive an overview of many different elements in the business world. The overview will include the business environment, business ethics, types of ownership structures, management techniques, marketing principles, technological implications, monetary basics and investments.

BUS 105 – Document Formatting and Production – 4 Credits

Document formatting, document production and advanced word processing are the focus of this course. Students will learn word processing and document formatting through the advanced level using Microsoft Word. Students will produce, proofread and edit typical hand or typewritten business documents, forms and templates using the proper layout, style, speed and accuracy. Appropriate English usage and punctuation practices will be emphasized. Machine transcription and Word Perfect will also be learned and used as a means for document production. The speed needed for document production in the work environment will be developed with further keyboarding drills and timings for speed and accuracy. Corequisites: CIS 105, 40 CWAM (or currently taking CIS 100)

BUS 107 – Office Procedures – 3 Credits

Students will learn the necessary office skills needed in the every day operation of an office. Skills in filing, record keeping, professional image, mail processing, telephone usage, and basic bookkeeping with software will be learned. Some time will also be spent developing the ten-key touch method for typical business calculations. Prerequisites: Math 115; Corequisites: BUS 137, 40 CWAM

BUS 130 – Business Communications – 4 Credits

Students will learn to write various types of business letters and memos. Correct English, spelling, punctuation, and proofreading will also be emphasized. All students will prepare a resume and cover letter and participate in an interview and presentation. Students will demonstrate business etiquette, and conduct an effective business meeting.

BUS 212 – Human Resource Management – 3 Credits

Students will understand how an organization's efficiency is impacted by the effectiveness of its human resource management. Human resource planning, recruitment, selection, development, compensation and benefits, employee and labor relations, and safety and health human resources will be covered in the course.

BUS 217 – Customer Service – 3 Credits

Providing excellent customer service remains one of the most important ways for any business to differentiate itself from competitors. In this course, students will improve their service skills through a multi-faceted approach: by learning how to handle difficult customers, by improving communication skills, by appreciating diversity and by building loyalty.

BUS 220 – Personal Finance – 3 Credits

Designed to provide students with the tools to become financially self sufficient. Budgeting, cash management, risk management, investments, retirement, and estate planning will be covered to help students gain a better understanding of what to do with their current and/or future income.

CIS 100 – Keyboarding – 2 Credits

Students will develop touch control of the alphabetic keyboard and numeric keypad. Skill building activities make use of various presentation techniques, individualized goal setting, educational games, and diagnostic timed writings. Correct keyboarding technique and proper posture are emphasized. Standard is 40 CWAM.

CIS 105 – Introduction to Computers – 3 Credits

Includes essential computer hardware and software concepts as well as an introduction to the Internet (basic navigation and searching), and the web mail program used at Southeast Tech. Students will gain a proficiency in working in a wireless local area network environment and with the Microsoft Windows Operating System. File management skills will be reinforced as students create documents, spreadsheets, presentations and databases using the applications included in the Office suite. The class will utilize a hands-on, project-oriented approach that allows students to learn by example. Students will complete a variety of projects focused toward the objectives of their given program of study.

CIS 125 – Advanced Microcomputers Apps – 3 Credits

The Advanced Microcomputer Applications for Business course expands upon business computer skills through advanced learning in the Microsoft Office 2010 suite: Microsoft Word (word processing), Microsoft Excel (spreadsheets), Microsoft Access (databases), and Microsoft PowerPoint (presentation). The students will learn by example, in teams, and individually. Students will use problem-solving and technical skills to complete projects, exercises, and case studies that use software applications as a tool in business. Prerequisite: CIS 105

COMM 105 – Writing Skills – 2 Credits

Students will develop an in-depth and detailed skill in grammar, usage and other practices used in the mechanics of business writing.

ENGL 101T – Composition – 3 Credits

English Composition will help develop proficiency in writing concise, coherent essays, and in using correct English. Several modes of discourse will be explored and good grammar skills are emphasized. This course will improve the student's critical thinking skills as it provides students with practice in all stages of the writing process: planning, supporting, rewriting, analyzing, proofreading, and editing. This course will also require critical reading and writing. Prerequisite: Placement Assessment

MATH 115 – College Math – 3 Credits

A course covering the concepts and applications of mathematics, that includes: the arithmetic order of operations, percent problems, descriptive statistics and graphing, algebraic manipulations, solving linear equations, formula rearrangement, word problems, measurement, and applied plane and solid geometry. This course satisfies the institution's general education requirements for mathematics, but is not a transfer course. Prerequisite: Placement Assessment

MKT 120 – Principles of Marketing – 3 Credits

To stay on top of the fast-paced changes in the business world, students will investigate marketing's role in the process of creating, distributing, promoting and pricing goods, services, and ideas. This class is dedicated to customer value (value-driven marketing) and customer relationships (relationship marketing); two crucial aspects in today's dynamic competitive environment.

PSYC 101 – General Psychology – 3 Credits

Provides the student with an introduction to the basic psychological processes underlying human behavior. Topics include the functions of the brain and nervous system, the characteristics of sensation, perception and altered states of consciousness, learning and memory, the nature of thinking skills and intelligence, theories of motivation, emotion and personality, a survey of psychological disorders and approaches to therapy, social/interpersonal relations, and practical applications.

SOC 150 – Social Problems – 3 Credits

A sociological analysis of the causes and proposed solutions of contemporary social problems confronting society today. The class promotes student involvement in discussing the subject matter. It is designed to encourage debate and to get students to consider different positions or viewpoints with regard to social issues.

SPCM 101 – Fundamentals of Speech – 3 Credits

Based on the study of communication theory as applied to public speaking. The goals are to improve the student's public speaking and listening skills. Experiences in the class range from developing speech outlines, researching topics, and practicing delivery techniques for an informative, persuasive, interviewing techniques and panel discussion assignment.

SSS 100 – Student Success Seminar – 2 Credits

This course provides students with tools and techniques that will help them be successful in their program of study. The course focuses on interactive exercises which will help the learner identify personal strengths, learning styles, and support resources. Reading and study techniques will also be practiced.

Wage Factor

Data from the South Dakota Department of Labor puts the 2011 mean hourly wage from \$10.73 to \$36.12 for fields from Office Clerk to Administrative Services Managers. The mean annual salary is from \$22,320.00 to \$75,130.00 for the same group. See Table Below:

| OCC_CODE | OCC_TITLE | H_MEAN | A_MEAN |
|----------|---|--------|--------|
| 11-3011 | Administrative Services Managers | 36.12 | 75,130 |
| 29-2071 | Medical Records and Health Information Technicians | 16.23 | 33,750 |
| 43-0000 | Office and Administrative Support Occupations | 13.19 | 27,430 |
| 43-1011 | First-Line Supervisors of Office and Administrative Support Workers | 20.94 | 43,550 |
| 43-3051 | Payroll and Timekeeping Clerks | 15.07 | 31,340 |
| 43-6011 | Executive Secretaries and Executive Administrative Assistants | 16.60 | 34,530 |
| 43-6012 | Legal Secretaries | 12.67 | 26,350 |
| 43-6013 | Medical Secretaries | 15.27 | 31,770 |
| 43-6014 | Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 12.13 | 25,230 |
| 43-9022 | Word Processors and Typists | 11.77 | 24,480 |
| 43-9061 | Office Clerks, General | 10.73 | 22,320 |
| 43-9071 | Office Machine Operators, Except Computer | 12.01 | 24,990 |
| 43-9799 | Office and Administrative Support Workers, All Other* | 16.96 | 35,280 |

Data from the National Department of Labor puts the 2011 mean hourly wage from \$13.90 to \$41.69 for fields from Office Clerk to Administrative Services Managers. The mean annual salary is from \$28,920.00 to \$86,270.00 for the same group. See Table Below:

| OCC_CODE | OCC_TITLE | H_MEAN | A_MEAN |
|----------|---|--------|--------|
| 11-3011 | Administrative Services Managers | 41.69 | 86,720 |
| 29-2071 | Medical Records and Health Information Technicians | 17.27 | 35,920 |
| 43-0000 | Office and Administrative Support Occupations | 16.40 | 34,120 |
| 43-1011 | First-Line Supervisors of Office and Administrative Support Workers | 25.16 | 52,330 |
| 43-3051 | Payroll and Timekeeping Clerks | 18.31 | 38,080 |
| 43-6011 | Executive Secretaries and Executive Administrative Assistants | 23.13 | 48,120 |
| 43-6012 | Legal Secretaries | 21.30 | 44,310 |
| 43-6013 | Medical Secretaries | 15.59 | 32,430 |
| 43-6014 | Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 15.87 | 33,020 |
| 43-9022 | Word Processors and Typists | 16.94 | 35,240 |
| 43-9061 | Office Clerks, General | 13.90 | 28,920 |
| 43-9071 | Office Machine Operators, Except Computer | 14.03 | 29,190 |
| 43-9799 | Office and Administrative Support Workers, All Other* | 16.07 | 33,420 |

CIP Code – 52.0401

Detail for CIP Code 52.0401

Title: Administrative Assistant and Secretarial Science, General.

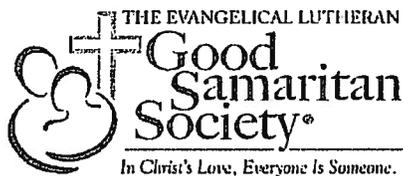
Definition: A program that generally prepares individuals to perform the duties of administrative assistants and/or secretaries and stenographers. Includes instruction in business communications, principles of business law, word processing and data entry, office machines operation and maintenance, office procedures, public relations, secretarial accounting, filing systems and records management, and report preparation.

Appendix A – Letters of Support

Ms. Sonja Anderson, Director of National Campus Workforce & Services, Good Samaritan Society

Ms. Becky Dorman, Human Resources Supervisor, Sioux Falls School District

Ms. Jaelene Pasco, Administrative Assistant, Sioux Falls School District



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May 15, 2012

Craig Peters, EdD
Director of Academic Support
Southeast Technical Institute
2320 N Career Ave
Sioux Falls, SD 57107

Dear Dr. Peters:

Thank you for the opportunity to weigh in on the need for a two-year AAS program for Administrative Assistants. As the Director, National Campus Workforce and Services, I am responsible for assuring that we have qualified employees for positions within the Good Samaritan Society - National Campus. Based on my experience in recruiting, it is evident that good education and training are key components to securing a qualified employee.

Having been in the education field, I realize how important continued education is for the employee. Allowing students to seek either a one year diploma or a two-year AAS degree allow the students more diversity as they seek employment. The two-year program would allow not only the core curriculum of administrative skills, but other skills that are important in an administrative assistant. I have seen the skills of administrative assistants increase during my tenure in human resources. Though there are daily administrative requirements of the position, many times our administrative assistants are called upon to do special projects, assist in presentations, work with their directors on personnel issues, etc. The two-year program with the inclusion of coursework in human resources, social media, accounting, marketing, communications and speech would allow for a better qualified and prepared administrative assistant as she/he comes into the workforce. A more robust program also allows the student specialization in several areas that a one-year program may not encompass and gives them the curriculum they need to enter into positions that require more expertise, e.g., medical secretary, human resources, etc.

I have worked with administrative assistants throughout my career and they are essential to the success of the organization. A well-prepared administrative assistant can take much of the burden off the person they are assisting and be that "go-to" person when their supervisor is not available. A well-trained administrative assistant should be included in most of the situations that her/his supervisor is involved in and should be able to assist in a variety of ways. When looking for an administrative assistant, I look for the person who is willing and able to not only assist, but to bring closure to situations; to think ahead and make sure she/he and the supervisor are prepared and ready for situations that arise; and to have a sense of responsibility to "take charge" when needed and to listen and quietly handle at other times.

As our society gets more and more technical, a good administrative assistant needs sound technical skills. We are looking for the best and our expectations are high for this position since it supports our top management. With qualified administrative assistants, we, as a company are better able to meet issues and move forward in this age of accomplishing more than ever before.

Sincerely,

Sonja Anderson
Director
National Campus Workforce & Services



Instructional Planning Center

201 East Thirty-eighth Street
Sioux Falls, South Dakota 57105-5898
(605) 367-7900

Kent Alberty, President
Douglas C. Morrison, Vice President
Darin Daby, Member
Kate Parker, Member
Julie A. Westra, Member

Dr. Pamela J. Homan, Superintendent

May 15, 2012

Dr. Craig Peters
Southeast Technical Institute
2320 N Career Ave
Sioux Falls, SD 57107

Dear Dr. Peters,

I am writing to you in support of Southeast Technical Institute's Administrative Assistant Associate of Applied Science degree proposal. Individuals that can perform effectively and efficiently in administrative assistant role are vital to organizations across all industries. Today's administrative assistants must be technologically advanced and highly skilled in use of spreadsheets, word processing, databases, reporting and presentation software. They must possess the skills to problem solve effectively and the intuitive knowledge to seek out resources to keep their organization's administrative matters moving forward. In addition to meeting the organization's administrative needs, effective administrative assistants must display the elite soft skills that keep customers' needs met and continuously promote the organizations positive imagine with customers, business partners, and the public.

The Administrative Assistant Associate of Applied Science proposal equips students with the technical and soft skills to excel in this career field. With a strong foundation of skills, these students can launch a career that opens many doors for them in the future. The Administrative Assistant Associate of Applied Science degree proposal receives my full support.

Thank you for your time and consideration.

Best Regards,

A handwritten signature in cursive script, appearing to read "Becky Dorman".

Becky Dorman
Human Resources Supervisor
Sioux Falls Public Schools



Instructional Planning Center

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Sioux Falls, South Dakota 57105-5898
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Kent Alberty, President
Douglas C. Morrison, Vice President
Darin Daby, Member
Kate Parker, Member
Julie A. Westra, Member

Dr. Pamela J. Homan, Superintendent

Department of Education

To Whom It May Concern:

I am writing this letter in support of the proposed Administrative Assistant Associate of Applied Science Degree at Southeast Technical Institute in Sioux Falls, South Dakota. Further research and professional resources have said that the proposed course of study is significant to the future career advancement in this field of study.

In order to become successful in the Office Assistant role, it is necessary to understand the world of business and accounting, as well as exposure to other various courses including human resource management, marketing, and social problems. The Administrative Assistant degree would allow students to train more thoroughly in these areas.

Additionally, customer service can be a very vital component one must develop to further themselves in this field. The Administrative Assistant degree would allow students to develop customer service and business skills more fully.

Being a recent graduate and knowing how hard it is to find a job even with a degree, I truly believe by making this an Associate Degree it would be a lot easier for graduates to find jobs. Many employers are looking for an all around employee and with the further education that is proposed with this degree, the graduate will have those skills. I wish I would have had this option for a field of study. To be more knowledgeable about accounting and marketing would have been a great help, not only with finding other jobs, but also asking for better pay.

I hope you will look into this proposal and see that every business you go to has some type of office assistant. This will be a great addition to Southeast Technical Institute and also to the State of South Dakota.

Respectfully submitted,

Jaelene Pascoe