



**NEEDS ASSESSMENT FOR AN ALLIED HEALTH AND PUBLIC SAFETY ADMINISTRATION
BACCALAUREATE PROGRAM**

2014-2015

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Needs Assessment for an Allied Health and Public Safety Administration Baccalaureate Program

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Introduction

With the passage of Senate Bill 850 (Block-San Diego), California Community Colleges may begin applying for a baccalaureate degree pilot program. The program would commence January 1, 2015, with the first fifteen programs beginning in the 2017-2018 academic year. Students enrolled in the program will be required to complete the degree by the end of the 2022-2023 academic year. Colleges may only offer baccalaureate degree programs and program curricula not offered by the California State University or the University of California and in subject areas with unmet workforce needs.

This report provides the workforce and curricular needs assessment for an Allied Health and Public Safety Administration baccalaureate program.

Methodology

Data compiled in this report covers San Bernardino and Riverside counties. Data were drawn from external sources, including the Employment Development Department's California Labor Market Information and the U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS), as well as Crafton Hills College's Ellucian enterprise resource database.

The *Taxonomy of Programs* (TOP) is a standardized system used at the state level to classify programs and courses at California Community Colleges that are intended to achieve the same outcome. The Allied Health and Public Safety Administration program at Crafton Hills College would be classified under the **Hospital and Health Care Administration** TOP code.

Table 1. TOP Code for Proposed Allied Health and Public Safety Administration Program.

TOP Code	Program of Study
1202.00	Hospital and Health Care Administration

The *Classification of Instructional Programs* (CIP) is a standardized coding system used at the federal level to facilitate accurate tracking, assessment, and reporting of fields of study and program completion at educational institutions throughout the country. This report draws on the **Health Services Administration** CIP code, which maps to the **Hospital and Health Care Administration** TOP code, to compare Crafton Hills College to other institutions and examine employment trends.

Table 2. CIP Code for Proposed Allied Health and Public Safety Administration Program.

CIP Code	Program of Study
51.2211	Health Services Administration

The *Standard Occupational Classification* (SOC) system is used by federal statistical agencies to classify workers into occupational categories. The CIP-SOC Crosswalk (National Crosswalk Service Center, 2011) was used in this report to map TOP codes to CIP and SOC codes. This crosswalk allows the user to estimate labor market demand for program completers using SOC-based projections from the California Labor Market Information Division. **Health Services Administration** CIP code was mapped to the one SOC code: **Medical and Health Services Managers**.

Table 3. SOC Code for Proposed Allied Health and Public Safety Administration Program.

SOC Code	Occupational Title
11-9111	Medical and Health Services Managers

The *North American Industry Classification System* (NAICS) is used by federal statistical agencies to classify business establishments for the purpose of conducting and reporting research on the U.S. business economy. The SOC codes are mapped to industry data by the California Labor Market Information Division. Industry information is used to geographically map the business locations of potential employers as well as to observe trends across the industries that employ medical and health services managers.

Program and Occupation Information

Health services administration¹ focuses on the application of policy analysis, public administration, business management, and communications to the planning and management of health services delivery systems in the public and private sectors, and prepares individuals to function as health services administrators and managers. It includes instruction in health systems planning, public health organization and management, public health policy formulation and analysis, finance, business and operations management, economics of health care, organizational and health communications, marketing, human resources management, and public health law and regulations. This is a new program of study in the most recent CIP revision.

Medical and health services managers² plan, direct, or coordinate medical and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations. Tasks include:

- Conduct and administer fiscal operations, including accounting, planning budgets, authorizing expenditures, establishing rates for services, and coordinating financial reporting.
- Direct, supervise and evaluate work activities of medical, nursing, technical, clerical, service, maintenance, and other personnel.
- Maintain communication between governing boards, medical staff, and department heads by attending board meetings and coordinating interdepartmental functioning.
- Review and analyze facility activities and data to aid planning and cash and risk management and to improve service utilization.
- Plan, implement and administer programs and services in a health care or medical facility, including personnel administration, training, and coordination of medical, nursing and physical plant staff.
- Direct or conduct recruitment, hiring and training of personnel.
- Establish work schedules and assignments for staff, according to workload, space and equipment availability.
- Maintain awareness of advances in medicine, computerized diagnostic and treatment equipment, data processing technology, government regulations, health insurance changes, and financing options.
- Monitor the use of diagnostic services, inpatient beds, facilities, and staff to ensure effective use of resources and assess the need for additional staff, equipment, and services.
- Develop and maintain computerized record management systems to store and process data such as personnel activities and information, and to produce reports.

Medical and health services managers are expected to hold a bachelor's degree, at minimum.

¹ National Center for Education Statistics, U.S. Department of Education, *Integrated Postsecondary Education Data System*; <http://nces.ed.gov/ipeds/cipcode/>

² O*Net Online: <http://www.onetonline.org/find/>

Regional Job Outlook

Table 4 displays 2010 employment estimates and 2020 projections for medical and health services manager jobs. Job openings are plentiful across all regions of interest and there is marked growth in the number of jobs within the decade.

Table 4. Job Openings for Medical & Health Services Managers by region.

Region	Total Estimated 2010 Jobs	Total Projected 2020 Jobs	Projected Growth (%)	Average Annual Job Openings		
				New	Replacement	Total
California ³	27,800	33,000	5,200 (18.7%)	520	680	1,110
Inland Empire	2,050	2,460	410 (20.0%)	41	50	91
CHC Service Area ⁴	1,180	1,340	160 (13.6%)	16	23	39

Note: Inland Empire is defined as the Riverside-San Bernardino-Ontario Metropolitan Statistical Area. CHC Service Area is defined as a 30-mile radius from Crafton Hills College, which encompasses 90% of the college's enrolled student population.

Table 5 displays the First quarter 2013 hourly wage statistics of medical and health services manager jobs. The median hourly wage statewide is slightly higher (\$52) than for the Inland Empire (\$51). The hourly wages are slightly skewed higher in the Inland Empire, because the mean average hourly rate is higher (\$57) than the median (\$51). An employee in one of these jobs can expect to earn anywhere from \$35/hr to \$70/hr, depending on the specific job and the employee's level of experience.

Table 5. Job Openings for Medical & Health Services Managers by region.

Region	Mean Hourly Rate	25 th Percentile	Median (50 th)	75 th Percentile
California ³	\$55.28	\$38.95	\$52.07	\$67.17
Inland Empire	\$57.17	\$38.59	\$51.03	\$67.21

Figure 1 displays the 2013 staffing patterns of the largest industries employing medical and health services managers across the state of California. The largest employers of medical and health services managers are offices of physicians and other health practitioners.

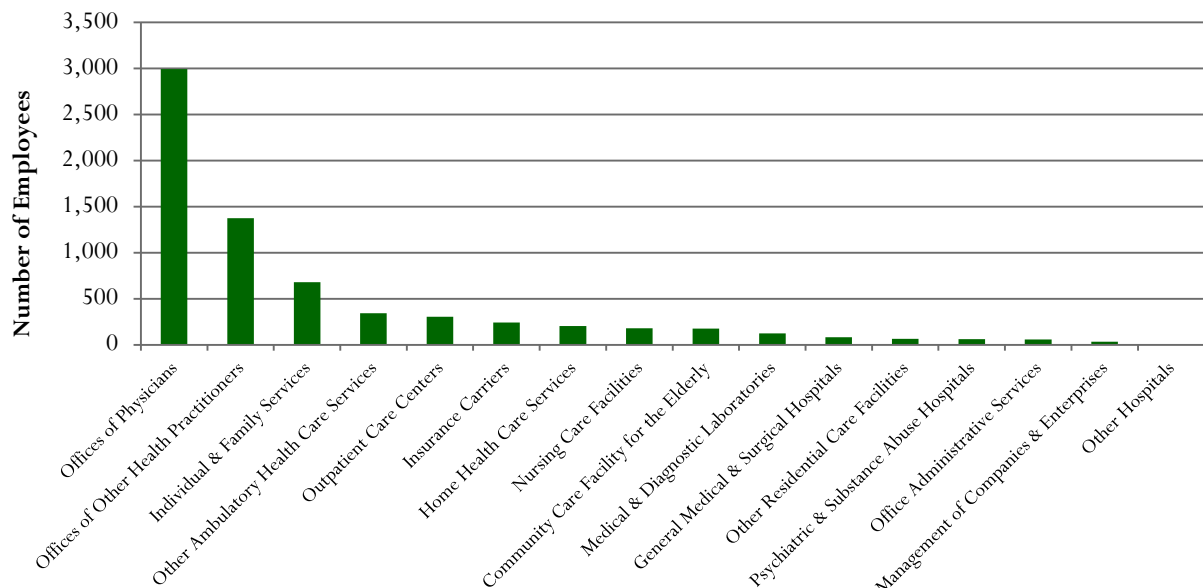


Figure 1. Largest Industry Employers of Medical & Health Services Managers.³

³ California Employment Development Department: <http://www.labormarketinfo.edd.ca.gov/>

⁴ San Bernardino Community College District 2013 Environmental Scan: http://www.craftonhills.edu/~media/Files/SBCCD/CHC/About%20CHC/Research%20and%20Planning/Planning%20Documents/SBVCD_Env_SCAN%20_FINAL%20_Report10_24_13.pdf

Figure 2 displays the projected percent changes in employment of medical and health services managers between 2010 and 2020 in the largest industries employing medical and health services managers in the state of California. There is substantial growth in nearly all industries, no growth in two industries, and no reductions expected.

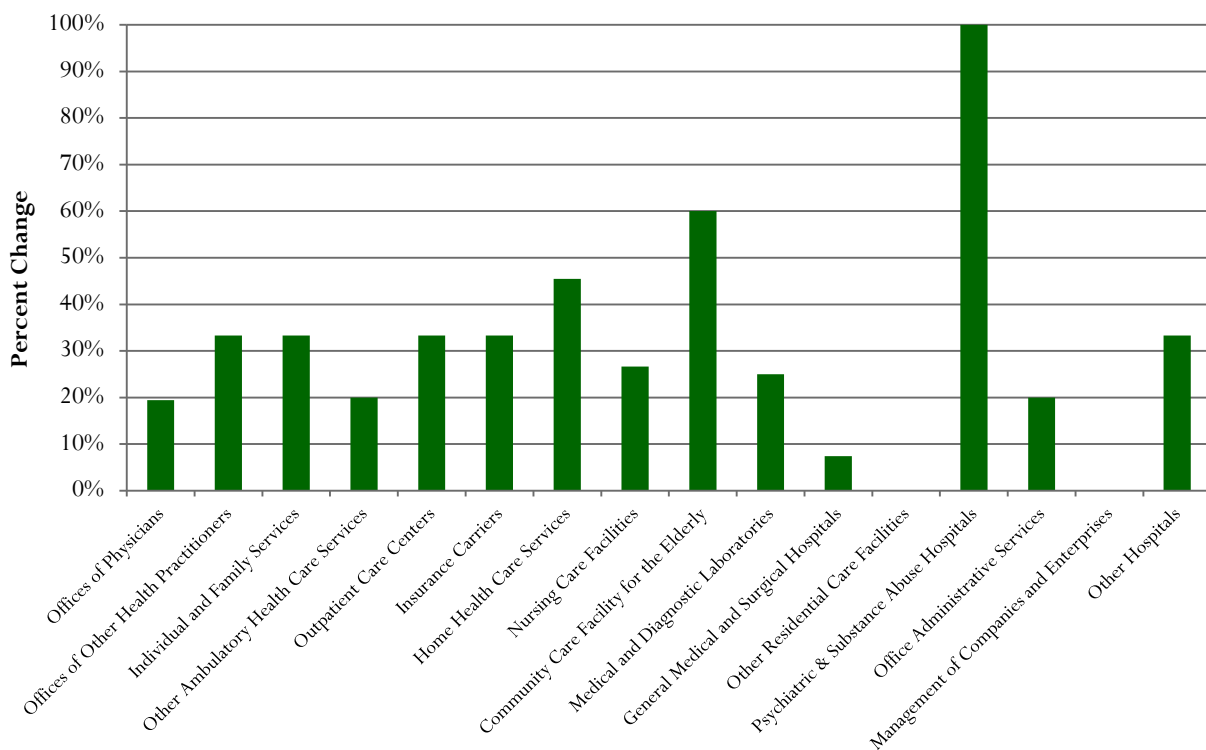


Figure 2. Percent Growth between 2010-2020 in Medical & Health Services Managers by Industry.⁵

Educational Programs

Table 6 displays Health Service Administration program completers for the other California institutions who currently offer degrees at or above the baccalaureate level. Currently, only two institutions offer a baccalaureate degree, and the University of California, Los Angeles offers masters and doctoral degrees. Current program completions in California (35) are not meeting the need for total new job openings (1,110).

Table 6. Health Services Administration program awards in 2012-2013 at California Institutions.

Institution Name ⁶	Bachelor	Master	Doctorate
University of California, Los Angeles	-	9	8
Brandman University	1	4	-
Chapman University	13	-	-

Note: "-" refers to no program offered.

⁵ California Employment Development Department: <http://www.labormarketinfo.edd.ca.gov/>

⁶ National Center for Education Statistics, U.S. Department of Education, *Integrated Postsecondary Education Data System*: <http://www.nces.ed.gov/collegenavigator/>

Table 7 displays the Associate degree awards from community colleges within the Crafton Hills College service area between academic years 2010-2011 and 2012-2013.

Table 7. Associate degree awards by Community College for Health TOP code.

Institution Name ⁷	2010-2011	2011-2012	2012-2013
Chaffey CCD	73	117	102
Copper Mountain CCD	36	44	34
Desert CCD	102	97	77
Mt. San Jacinto CCD	91	61	59
Riverside CCD	269	255	244
San Bernardino CCD	155	153	139
Victor Valley CCD	109	89	124
Total Annual Awards	835	816	779

The Perkins IV Career and Technical Education Improvement Act of 2006 mandates that all state and local postsecondary institutions provide data on six core performance indicators for their career and technical education programs. These indicators are: 1) Technical Skill Attainment; 2) Completions; 3) Persistence and Transfer; 4) Employment; 5) Non-traditional Participation; and 6) Non-traditional Completion. Performance goals are set at the state and local levels and progress is monitored based on a comparison between the actual percentage of students who master each performance area and the negotiated levels of performance.

Table 8 displays negotiated and actual core performance indicator levels for all Crafton Hills College students classified under the Health TOP code in 2013-2014. These students performed above district negotiated levels on Core Indicators 2 (Completion) and 4 (Employment).

Table 8. Core Indicator Performance for Health TOP Code in 2013-2014.⁸

Core Performance Indicators	Negotiated Level		Crafton Hills College Performance	Percent Above or Below District Negotiated Level
	State	District		
Core 1: Skill Attainment	86.57	88.83	40.11	-48.72 ^a
Core 2: Completion	95.30	82.15	99.64	17.49
Core 3: Persistence	79.53	85.80	82.52	-3.28
Core 4: Employment	83.94	76.35	84.34	7.99

a. Note: Skill attainment performance includes the Emergency Medical Services program, which awards a low-unit mobile intensive care certificate with a 0.0 GPA.

⁷ California Community College Chancellor's Office, *Program Awards Summary*: http://datamart.cccco.edu/Outcomes/Program_Awards.aspx

⁸ California Community College Chancellor's Office, *Career Technical Education Core Indicator Reports*: <https://misweb.cccco.edu/perkins/main.aspx>

Table 8a displays negotiated and actual core performance indicator levels for all Crafton Hills College students classified under the Public and Protective Services TOP code in 2013-2014. These students performed above district negotiated levels on Core Indicators 1 (Skill Attainment), 2 (Completion), 3 (Persistence) and 4 (Employment).

Table 8a. Core Indicator Performance for Public & Protective Services TOP Code in 2013-2014.⁹

Core Performance Indicators	Negotiated Level		Crafton Hills College Performance	Percent Above or Below District Negotiated Level
	State	District		
Core 1: Skill Attainment	86.41	88.83	89.44	0.61
Core 2: Completion	80.36	82.15	96.81	14.66
Core 3: Persistence	85.12	85.80	89.40	3.60
Core 4: Employment	81.66	76.35	81.25	4.90
Core 5a: Non-Traditional Participation	27.52	22.20	16.77	-5.43
Core 5b: Non-Traditional Completion	30.33	25.00	17.82	-7.18

Conclusion

The needs assessment indicates that a baccalaureate program for Allied Health and Public Safety Administration offered within the Health Services Administration field is in high demand within the Crafton Hills College service area, the Inland Empire, and California. Additionally, Crafton Hills College performance indicators indicate that students interested in the Allied Health and Public Safety Administration baccalaureate program would be likely to complete the program and gain employment. Finally, the number of associate degree awards in health clearly indicates that enrollment in a Crafton Hills College Health Services Administration baccalaureate program would be immediately impacted and, therefore, would remain sustainable.

⁹ California Community College Chancellor's Office, *Career Technical Education Core Indicator Reports*: <https://misweb.cccco.edu/perkins/main.aspx>