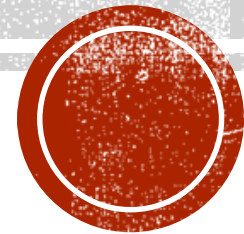
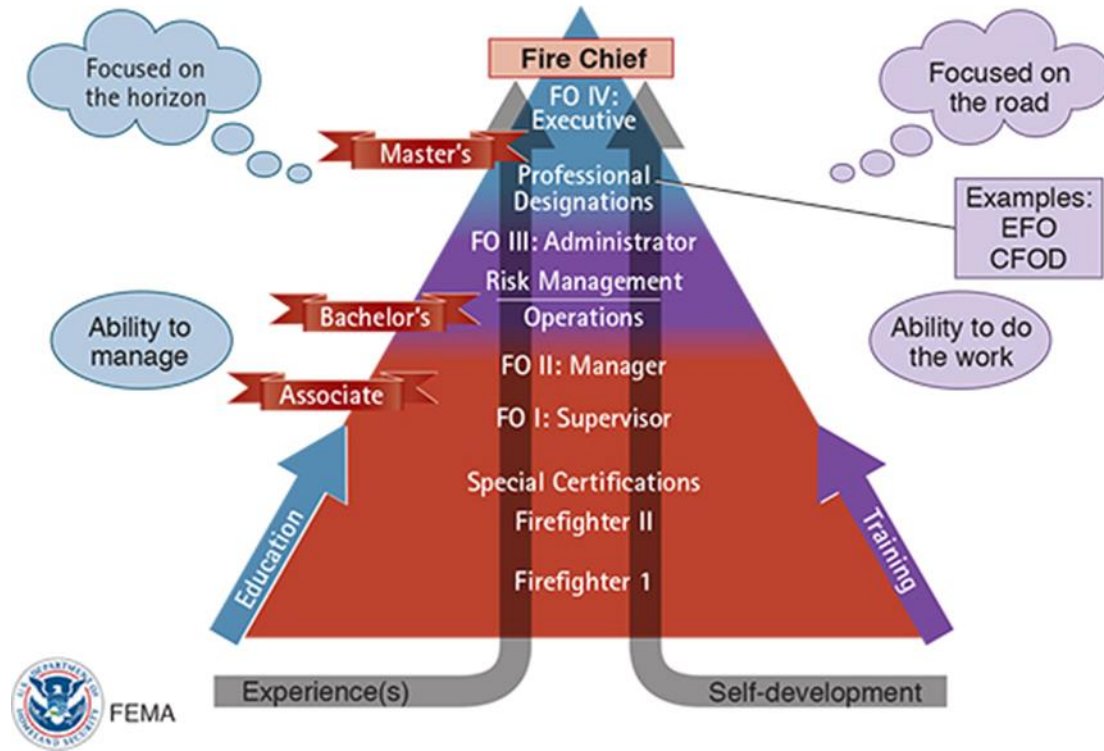


IGNITING THE FIRE: CREATING A FIRE SERVICE ADMINISTRATION PROGRAM AT GARDNER-WEBB UNIVERSITY

Rusty N. Graham

Gardner-Webb University





PRESENTATION OUTLINE

Background & Purpose

Scope & Approach

Work Plan

Risks/Constraints

Quality Assurance Plan

Results/Benefits

Reflection

Areas for Expansion

Acknowledgements

Q&A Session



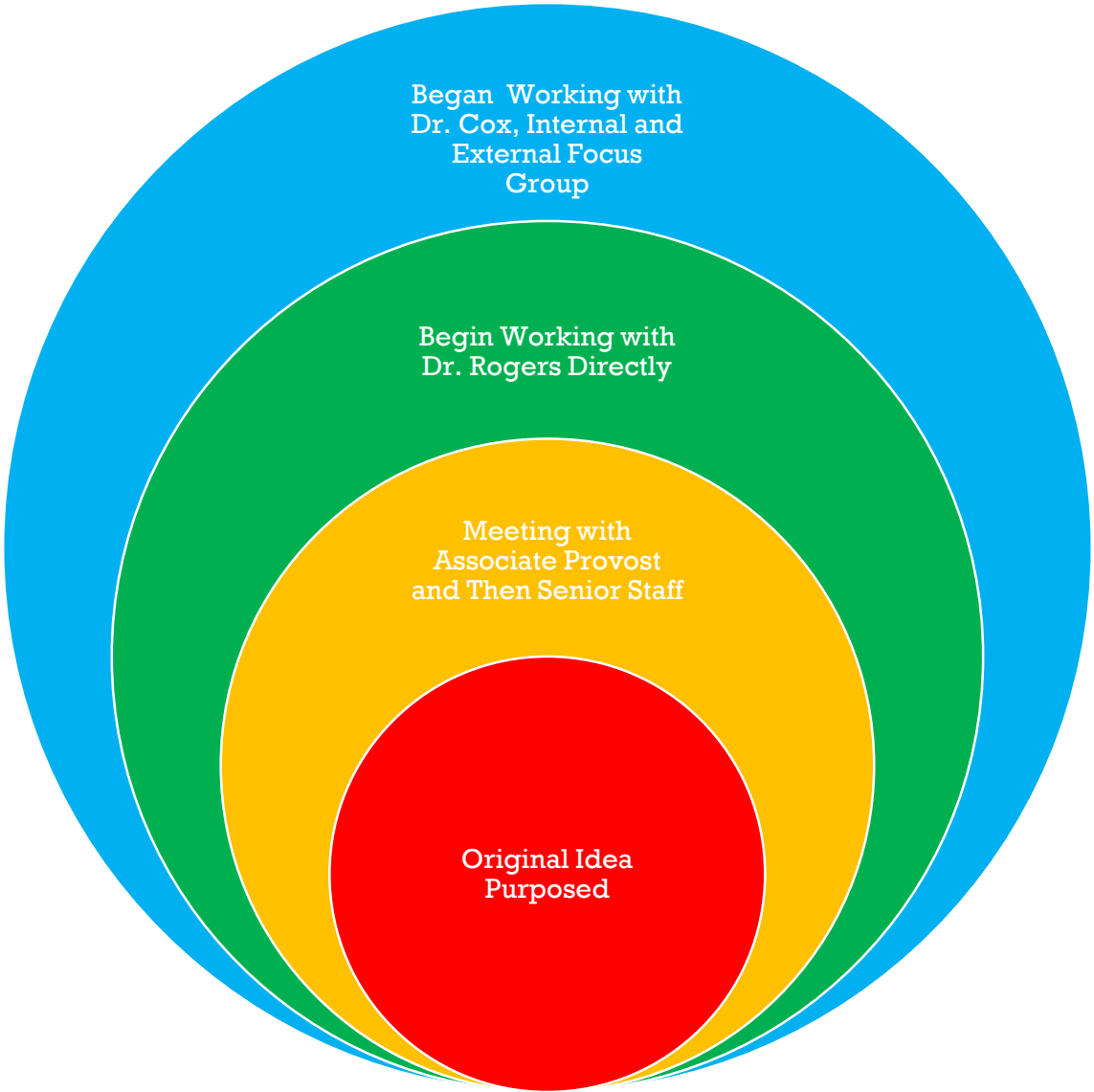
According to the U.S. Department of Labor, there are over 49,860 career firefighters in the states of Georgia, North Carolina, South Carolina, Virginia, and Tennessee. According to the North Carolina State Firefighter's Association, there are over 51,000 volunteers in the state of North Carolina alone. Locally, there are over 60 career firefighters in the City of Shelby. The question asked was, "what are the educational opportunities for these potential students?"

Gardner-Webb University did not have a program to meet the needs of these students. That is why I purposed a GOAL-DCP program from the Associate of Applied Science in Fire Protection Technology to a Bachelor of Science in Fire Services Administration.

BACKGROUND AND PURPOSE



The Approach



SCOPE AND APPROACH

The scope of the project was to create a fully functional Bachelor of Science in Fire Service Administration program. The consultant was required to be the subject matter expert and assist in all aspects of a successful launch of the program.



Action Step	Person(s) Responsible	Timeline
Creation and Revision of Program Proposal	Dr. Jeff Rogers Dr. Bobbie Cox Consultant	April 20, 2016-October 22, 2017
Review of Program Proposal	Internal and External Focus Group	September 01, 2017-October 22, 2017
Creation of Marketing Plan	Consultant	October 01-22, 2017
Review of Marketing Plan	Internal and External Focus Group	October 01-22, 2017
Creation of Curriculum	Dr. Jeff Rogers Dr. Bobbie Cox Dr. Sara Newcomb Consultant	April 20, 2016-October 22, 2017
Creation of Course Rotation	Dr. Bobbie Cox Consultant	October 22, 2017
Presentation to Senior Staff	Dr. Bobbie Cox Consultant	October 30, 2017
Presentation to Degree Completion Council	Dr. Bobbie Cox	November 9, 2017
Presentation to Curriculum Committee	Dr. Bobbie Cox Consultant	November 10, 2017
Presentation to Faculty	Dr. Bobbie Cox	November 17, 2017
SACSCOC Paperwork Submitted	Dr. Jeff Rogers Dr. Bobbie Cox Dr. Sara Newcomb Consultant	November 17, 2017
Hiring of Program Coordinator	Dr. Bobbie Cox Dr. David Yelton Dr. Catherine Burr Dr. Ben Leslie	July 9, 2018

WORK PLAN



Risks

- The University Could Lose Interest
- Key Personnel Could Change
- Underestimating Student Interest
- Faculty Could Resist Adding the Program



Risks

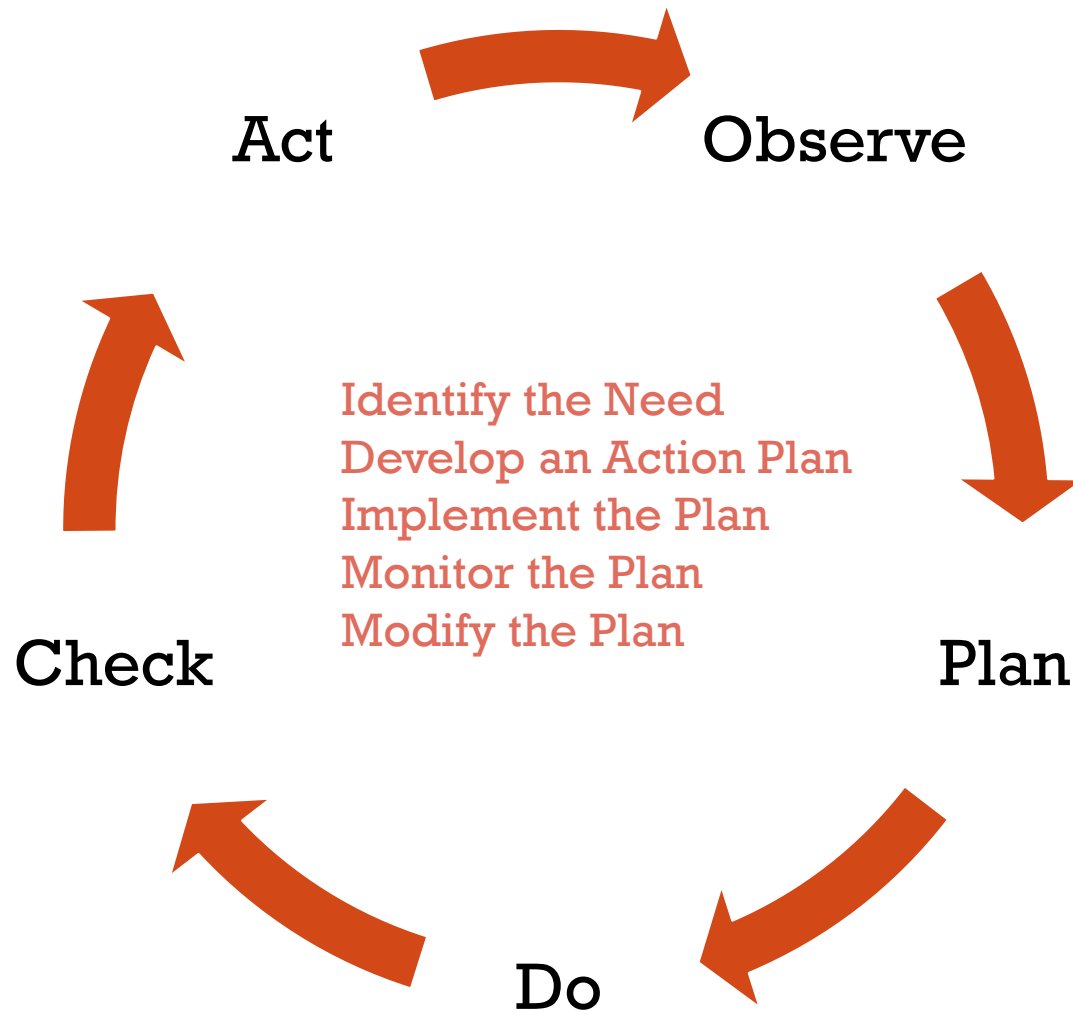
- The University Could Lose Interest
- Key Personnel Could Change
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Constraints

- Time
- Funding
- Marketing





QUALITY ASSURANCE PLAN

Three Areas to be Assessed

- ❖ Program Administration
- ❖ Instruction in Program
- ❖ Student Outcomes

Figure 1. OPDCA Cycle. This figure illustrates the modified Deming Cycle of quality assurance.



Goal	Measurable Objective	Actual Number	Additional Information
<u>Enrollment</u> Recruiting adequate number of students into the BS Fire Service Administration program.	Enrollment Projections FA 2018, 24 Students SP 2019, 17 Students FA 2019, 30 Students SP 2020, 21 Students	FA 2018, 19 Students* SP 2019, 4 Students**	*Four weeks to recruit for the Fall semester. **Still two major recruitment events happening before the Spring semester. Email campaign beginning again.
<u>Retention</u> Losing no more than 10 percent of students from a graduating cohort.	Acceptable Loss FA 2018, 2 Students SP 2019, 1 Student FA 2019, 3 Students SP 2020, 2 Students	No Data yet	

RESULTS / BENEFITS

Increased Enrollment

Increased Gardner-Webb Visibility

The Creation of The First Responder Grant

Allowed Gardner-Webb University to Fulfill Their Motto



- I have learned to dream big and then cut the program back to reality. My original project was to bring a College of Justice and Safety to Gardner-Webb University with 11 different bachelor programs and have each program programmatically accredited.
- Communication is the life blood of any project like this. The ball was dropped several times on this project. Marketing was the big mistake, we gave them the marketing plan and interested students and we stepped back.
- I strongly believe that if the right people were not here this project would not have stood a chance of being accepted.
- If you want to do something you will find a way.

REFLECTION



AREAS FOR EXPANSION

- Bachelor of Science in Fire Service Administration as a Digital / Traditional Undergraduate Program
- Bachelor of Science Programs in Emergency Management, Homeland Security, and Emergency Medical Services
- Masters in Public Service Administration focusing on the different disciplines in the Department of Public Services
- Institute for Effective Public Service Management





ACKNOWLEDGEMENTS





QUESTIONS

