Program Review Final Report

for

Office Systems Technology

Submitted to

Dr. Barbara Hanson, Vice President of Instruction

by

Program Review Committee Chair:
Robert Philipott, Dean of Vocational/Technical Education

Program Review Team:
Katie Canty, Lead Instructor Office Systems Technology
Kim Lawing, Vice President of Institutional Effectiveness
Pat Hogan, Business Technologies Department Chair
Patsy Lackey, Administrative Assistant Institutional Effectiveness
Josh Padgett, Vocational Department Chair
Wes DeBruhl, Vocational Equipment Technician
Quyen York, Technician Career and Testing Services

Signatures:

Lead Instructor: ____________________________

Instructional Dean: ____________________________
Program Review Final Report  
Office Systems Technology  
Friday, April 18, 2008, 10:00 a.m.

I. List of Team Members

Katie Canty, Lead Instructor Office Systems Technology  
Robert Philpott, Dean of Vocational/Technical Education  
Kim Lawing, Vice President of Institutional Effectiveness  
Pat Hogan, Business Technologies Department Chair  
Patsy Lackey, Administrative Assistant Institutional Effectiveness  
Josh Padgett, Vocational Department Chair  
Wes DeBruhl, Vocational Equipment Technician  
Quyen York, Technician Career and Testing Services

II. Analysis of Results:

A. Strengths

Lead instructor is dedicated to the program and its students.

Faculty meets SACS standards and are active in professional development activities.

Program planning is student learning outcomes based and is an excellent example for others. Instructor always does more planning than is required.

Graduation rate is good for the number of students in the program.

Facilities are adequate.

The Advisory Committee is active and makes recommendations for improving the program.

B. Weaknesses

The Office Systems Technology program was reviewed last year and was scheduled to be reviewed again this year due to continued low enrollment. FTE follows enrollment and is steadily decreasing as enrollment decreases.

The curriculum is not current (last CIP 1996) or relevant to the current job market.

A change in economics and the work environment is requiring workers to have a more diverse background and more technical experience.

Entry level salaries for OST graduates is very low.
C. Opportunities/Threats

Recommendations were made to move to a one-year program which was accomplished.

OST graduates are competing with candidates with bachelor degrees who are willing to enter the workforce for a lower salary to gain experience before moving on to more lucrative positions.

A Medical Office Administrator program is under development and hopefully will begin fall 2009. This is an alternate program for students seeking an office environment and very popular in today’s workforce.

In a study conducted by the lead instructor, students indicated scheduling as one of the issues preventing them from continuing the program. According to the students interviewed, the scheduling of key courses was at times that interfered with parenting obligations and work schedules.

Lead instructor recommended that more on-line classes be offered to help with the perceived scheduling issue.

Suggestions for improving enrollment include sending out letters to non-completers encouraging them to complete, increasing advertisement by using uTube, recruiting at the Pender County Department of Social Services, CFCC GED students and early college students.

III. Committee Recommendations

The team recommended that the college:

Terminate the Office Systems Technology program.

OST courses will be taught in 2008-09 to allow students currently enrolled in the program to graduate.

Some OST courses will continue to be taught as they support other programs offered at CFCC.

Attachments:

OST Program Enrollment, Spring 2008 Courses, Broken Down by Total versus OST Students

Response Office Systems Technology 2007 Program Review Recommendations
## OST Program Enrollment
### Spring 2008 Courses
#### Broken Down by Total versus OST Students

<table>
<thead>
<tr>
<th>Course</th>
<th>Enrollment</th>
<th>OST Majors</th>
</tr>
</thead>
<tbody>
<tr>
<td>OST-131 (1 Int/3 seated)</td>
<td>17/27</td>
<td>6</td>
</tr>
<tr>
<td>OST-132</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>OST-134</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>OST-136 (1 Int/2 seated)</td>
<td>21/13</td>
<td>6</td>
</tr>
<tr>
<td>OST-164 (2 seated)</td>
<td>21</td>
<td>3</td>
</tr>
<tr>
<td>OST-184</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>OST-233</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>OST-236</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>OST-289</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

Pink courses are only for the OST curriculum.
RESPONSE
Office Systems Technology

2007 Program Review Recommendations

Mission/Goal
Increasing Office Administration (OST) Enrollment 2008-2009

Prepared by
Dr. Katie Canty, Instructor
Office Administration (OST)

Submitted to
Mr. Patrick Hogan, Chair
Business Technologies

January 30, 2008
Response Overview

A January 28, 2008 Barbara Brown spreadsheet shows 32 students in the Office Systems Technology program. Web Advisor shows over 100 Office System Technology majors as inactive, non-program completers.

The table below shows the number of associate, certificate, and diploma students. Students registered in other programs may be pursuing office systems technology degrees—one such student this semester is Christine Pezzote, a college transfer student.

Office Systems Technology Enrollment by Program

The number of students enrolled in second year courses such as OST 134, OST 289, and OST 233 is in a range of 5-8 students. There is just one known OST evening/night student. Trends are showing significant enrollment increases in OST online classes. Trends show fewer and fewer OST students enrolling in North campus night classes. Enrollment statistics show 179 students enrolled in OST courses this semester—4th largest group of 11 groups. The chart below shows how this enrollment data compares to enrollment in related Business Technologies programs.
Business Technologies Course Enrollment Stats

Response: Summary of Findings

1. The Occupational Outlook Handbook from 2004-2005 gives projections to the year 2012, and the administrative support group is projected to have a 6.8 percent increase—many jobs will be available in this group.

2. More than 40 community college medical office and office systems technology instructors are collaborating and submitting course and program revisions to Raleigh’s System office. The last statewide office systems program revisions were completed in a 1996 project based on late eighties and early nineties technology.

3. A more generic, globally understandable and recognizable name for what the program is all about is Office Administration.

4. The newest, most effective niche for increasing enrollment in Office Administration/Office Systems courses and programs is with online delivery of courses and entire programs.

5. Colleges realizing significant enrollment increases in office career fields are colleges with healthcare and medical office programs of study.

6. Cape Fear Community College offers fewer OST tracts than other North Carolina community colleges our size.

7. The average number of students in OST programs statewide is in a range of 30 to 60. Even with fewer tracts, CFCC has 32 OST students. Community colleges our size with office, legal, and medical tracts in an OST/MOA department show enrollment figures in the hundreds.
8. A two year associate degree program in Office Administration and new 21st century administrative tracts should double enrollment figures during the first year of implementation, especially with the addition of a secretarial healthcare office certificate tract.

9. Implementation of new marketing tools and strategies such as better delivery plans for advertisements that include new, professional looking brochures and flyers for each individual tract, YouTube ads, multiple campus courses, mailings to inactive students and graduates, collaboration—non turf war style with other departments such as HRD, Early High School, GED, CET, Interior Design, Paralegal and Continuing Education.

RECOMMENDATION RESPONSE NARRATIVE

RECOMMENDATION ONE
Make a recommendation to the Curriculum Committee that the program be reduced to a diploma program as a result of low enrollment in the second year of the program. The recommendations should take place so that changes can be reflected in the 2008-2009 Catalog.

Response and Response Rationale
Reducing the OST program down to a diploma program at this time would be very detrimental to plans for increasing enrollment. Why? Look at the stats—just 1 student is in the diploma program, whereas 25 students are in the associate degree program. Our plans to increase associate degree program enrollment need pilot testing in 2008-2009, which is what 40 plus other community colleges are doing rather than further decreasing enrollment by stripping the program down to a diploma program.

Response Request
Allow the new office administration programs a chance to be pilot tested in 2008-2009 under the umbrella of an associate degree Office Administration/OST program.

Comment: ____________________________________________
RECOMMENDATION TWO

Create a tri-fold brochure for recruiting purposes.

Response and Response Rationale
The Office Administration/OST program tracts need more professional looking, visually appealing 21st advertising/recruitment brochures—a separate brochure for each program tract. Since desktop publishing is a big part of what we teach in our curriculum, any brochure advertising programs should be second to none. Examples of the kinds of desirable brochures for each office administration tract are under construction.

Current brochure Findings: Finding indicates that the current brochure is inadequate to meet the needs a 21st century Office Administration/OST program with a goal of increasing enrollment. An observation of a kiosk brochure reveals the following: The flimsy blue paper brochure was found near the bottom of the holder laying sideways like a paper lining for the holder. The Computer Software Certificate program name is missing, the new title Office Administration is missing, too. Contact information needs adding for the summer months. There is no mention of the availability of convenient online classes or opportunities for international applications certification. Both of these are powerful 21st century recruitment tools.

A better brochure distribution strategy that is going to reach more 21st century potential students would be great—some of these strategies are listed in the supporting documents section.

Response Requests
1. Invite David Hardin to our program review meeting.
2. Invite a representative from the counseling staff to the program review meeting.
3. Let's design and implement an entirely new internal and external advertising recruitment campaign for the new Office Administration/OST program that includes more than a tri-fold brochure. For example, the internal campaign could include adding well designed flyers to bulletin boards in every CFCC building. This includes all buildings on Wilmington and Burgaw campuses. The external and external campaign could include advertising the program on the back of the upcoming Fall 2008 Class Schedule catalog, posting the brochures to YouTube, updating the current cfcc.edu/ost website, advertising in Encore and in The Journal a few weeks before the start of the Fall semester.
4. Ask Conrad to redesign and print a visually appealing, 21st century professional looking brochure for each program tract.
5. Implement a brochure distribution plan similar. Distribution ideas are included in the supporting documents section.

Comment

________________________________________________________

4
RECOMMENDATION THREE
Explore feasibility of offering additional tracts within the program.

Response and Rationale

NEW Office Administration Programs
- One associate degree main office administration program
- Two diploma programs
- Three certificate programs—two available entirely online

1. Office Administration/OST (2-year associate degree, diploma, and certificate program with many new courses and availability of many courses online)

2. Administrative Office Management (one year diploma with the availability of many online courses)

3. Administrative Support (one year diploma with the availability of many online courses)

4. Admin Secretary Healthcare (3-4 semester certificate with all courses available online)

5. Computer Software (2 to 3 semester certificate program providing international Microsoft certification opportunities with all courses available online or on-campus)

Response and Rationale
An online review of local, state, and national thriving office administration programs will reveal the need to offer office education tracts like those in the above listing. The Office Administration diploma program has been submitted to the curriculum committee for approval. With just a little tweaking, the associate degree Office Systems Technology program could be updated to a 21st century associate degree Office Administration program as shown in the supporting documents.

Most institutions our sized and even smaller in size, offer an entire program or significant numbers of OST courses and programs entirely online. To date, there are just 3.5 OST courses offered online. This century’s office systems students are telling us that they will enroll in courses and programs convenient to them like online courses. This is the rationale for two of the above program designs as online programs.
Any 21st century North Carolina Community College office administration/OST program without a health office or medical office component is likely to continue to experience low student enrollment. This is the rationale for adding an admin secretary health office tract as a totally online certificate program so as to avoid competing with the medical transcription diploma program and proposed new medical office program.

**Response Requests**

1. It would be a good start towards increasing enrollment to ask the upcoming Spring 2008 Curriculum Committee to approve the above tracts. **Ask the upcoming Spring 2008 Curriculum Committee to approve the new tracts.**
2. Advertise the new programs and tracts internally and externally from a variety of 21st century media every semester.
3. The new niche for increasing enrollment in Office Administration/OST courses is offering more online courses and entire online programs. **Let’s tap into this online niche, and see enrollments increase significantly in 2008-2009.**
4. Avoid turf-war demeanor—especially when it comes to adding office administration tracts involving the word medical and/or healthcare.

Comment ____________________________________________

---

**RECOMMENDATION FOUR**

*Explore making changes to the curriculums that do not require state approval.*

**Response 1, Recommendation 4 - New Name Addition**

A more globally understandable name more suited to what the program is all about is Office Administration.

**Response Request**

1. Advertise the program on everything with the new, more appropriate name, Office Administration, in large bold print and office systems in much smaller non-bold print.

2. Update all print materials and online materials with the new name, office administration, in larger print, especially in upcoming catalogs.

(continued on next page)
Response 2, Recommendation 4 - Curriculum Recruitment Strategies/Ideas

1. Mail recruitment letters to the approximately 100 non-program completers listed in Web Advisor. Explain new online course and program offerings. Ask them to schedule a time to discuss completing the program.

2. Ask HRD and GED officials for a mailing list and send recruitment information to students prior to program completion.

3. Ask for a mailing list from continuing educations computer office specialist program. Send each student office administration enrollment information.

4. Offer at least one office admin course on multiple campuses, especially downtown. Instead of offering keyboarding and word processing at night at North Campus, pilot test the evening classes at the downtown campus instead of the North Campus.

5. Offer at least one Office Administration/OST course at the Burgaw campus.

6. Ask about offering office courses and programs to WECH students and graduates. The new Intro to Distance Learning class would be a good start.

7. Pilot test some of the new courses and programs developed at recent state meetings.

8. Offer at least 50% one or more office systems courses totally online—online can be this program’s untapped niche for significantly increasing enrollment.

9. Add one new online course each semester starting with the addition of OST 164 in the Fall of 2008 as an online course. With the adding of OST 233 in the Spring of 2009 as an online course, the entire Computer Software Certificate could be our first totally online business technologies program.

10. Allow lead instructor to present or the Office Administration/OST program at curriculum committee meetings.

11. Follow happenings and ideas at online group meetings of OST/MAO instructors—sign up for Google group.

12. Approve program changes submitted to systems office for improving OST programs.

13. Help lead instructor to pilot test new courses, ideas and programs like a proposed new Intro to Distance Learning Course.

14. Allow lead instructor to collaborate, non-turf war style, with other college departments. At one time in thriving enrollment seasons, 60% or more of office students were from continuing education and GED/HRD related programs.

15. Ask other chairs to allow their students, based on the 18 hours new policy for employment courses, to take Office Administration/OST courses beneficial to employment.

Comment: ________________________________________________________________
### Supporting Document: One - Associate Degree
**Two Year - Office Administration - Office Systems Technology**

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 115</td>
<td>College Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 121</td>
<td>Business Math</td>
<td>3</td>
</tr>
<tr>
<td>BUS 270</td>
<td>Professional Development <em>(delete) replace with COE 1110S</em></td>
<td>1</td>
</tr>
<tr>
<td>CIS 111</td>
<td>Basic PC Literacy</td>
<td>2</td>
</tr>
<tr>
<td>CIS 120</td>
<td>Spreadsheet I</td>
<td>3</td>
</tr>
<tr>
<td>CIS 152</td>
<td>Database Concepts and Apps</td>
<td>3</td>
</tr>
<tr>
<td>ECO 151</td>
<td>Survey of Economics <em>(delete) replace with BUS 137 until OST 135 can be added</em></td>
<td>3</td>
</tr>
<tr>
<td>MKT 223</td>
<td>Customer Service</td>
<td>3</td>
</tr>
<tr>
<td>OST 131</td>
<td>Keyboarding</td>
<td>2</td>
</tr>
<tr>
<td>OST 132</td>
<td>Keyboard Skill Building <em>(delete) excess keyboarding classes</em></td>
<td>2</td>
</tr>
<tr>
<td>OST 134</td>
<td>Text Entry and Formatting</td>
<td>3</td>
</tr>
<tr>
<td>OST 136</td>
<td>Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>OST 164</td>
<td>Text Editing Applications</td>
<td>3</td>
</tr>
<tr>
<td>OST 184</td>
<td>Records Management</td>
<td>2</td>
</tr>
<tr>
<td>OST 233</td>
<td>Office Publications Design</td>
<td>3</td>
</tr>
<tr>
<td>OST 236</td>
<td>Adv. Word/Information Processing <em>(delete) replace with CIS Computer Security</em></td>
<td>3</td>
</tr>
<tr>
<td>OST 289</td>
<td>Office Systems Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 125</td>
<td>Personal Finance</td>
<td>3</td>
</tr>
<tr>
<td>WEB 210</td>
<td>Web Design</td>
<td></td>
</tr>
<tr>
<td>BUS 137</td>
<td>Principles of Management <em>(add to required as place holder for OST 135 Supervision)</em></td>
<td>3</td>
</tr>
<tr>
<td>BUS 230</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 280</td>
<td>R.E.A.L. Small Business</td>
<td>4</td>
</tr>
<tr>
<td>CIS 172</td>
<td>Intro to Internet <em>(delete)</em></td>
<td>3</td>
</tr>
<tr>
<td>COE 111</td>
<td>Co-op Experience I <em>(add as required)</em></td>
<td>1</td>
</tr>
<tr>
<td>COE 121</td>
<td>Co-op Experience II</td>
<td>1</td>
</tr>
<tr>
<td>COE 131</td>
<td>Co-op Experience III</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>total credits</td>
<td>63</td>
</tr>
</tbody>
</table>

| ENG 111| Expository Writing                                 | 3       |
| ENG 114| Professional Research/Reporting                     | 3       |
| MAT 115 | or higher or 3 SHC Natural Science                 | 3       |
| Behavioral/Social Sci. Elective                    | 3       |
| Humanities/Fine Arts Elective                      | 3       |
Supporting Document Two

Administrative Office Management

ONE YEAR DIPLOMA PROGRAM WITH MANY ONLINE COURSES AVAILABLE

The administrative office management diploma prepares individuals for positions as program directors, program coordinators, project team leaders, executive assistants, program support associates, supervisors, and administrative assistants.

Students will complete courses designed to develop proficiency in the use of integrated software, oral and written communication, analysis and coordination of office duties and systems, and other support topics. Emphasis is placed on teamwork, leadership, critical thinking, work ethics, management skills, and computer technology. Graduates should qualify for employment in a variety of positions in business, government, and industry.

*asterisks means course available on-line and/or on-campus

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Hour Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 111</td>
<td>Expository Writing</td>
<td>3</td>
</tr>
<tr>
<td>*Humanities/Fine Arts Elective</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

I. General Education Courses

II. Major Courses

ACC 115  College Accounting......................4
Or *ACC 120
BUS 135  Principles of Supervision..............3
*CIS 111  Basic PC Literacy....................2
*CTS 130  Spreadsheet..........................3
OST 152  Elements of Project Management........3
OST 181  Intro to Office Systems................3
*OST 130  Comprehensive Keyboarding...........3
*OST 136  Word Processing.......................3
*OST 164  Text Editing Applications............3
OST 184  Records Management....................3
*OST 233  Office Publications Design...........3
*OST 100  Intro Distance Learning..............2
BUS 230  Small Business Management............3
*MKT 223  Customer Service.....................3

III. Office Systems Technology Electives

Students must take at least 2 SHC from the following:

ACC 150  Accounting Software Applications.....2
BUS 125  Personal Finance.......................3
*BUS 137  Principles of Management............3
WEB 210  Web Design................................3
BUS 121  Business Math.........................3
CIS 210  Internet Security......................3
*DBA 110  Database................................3

COE 111(OS) Co-op Work Experience I............1
COE 121(OS) Co-op Work Experience II...........1
Total Hours................................. 47
Supporting Document Two – Online Certificate
Admin Secretary Healthcare

THREE SEMESTER PROGRAM WITH ALL COURSES AVAILABLE ONLINE

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OST 131</td>
<td>Keyboarding (Medical Keyboarding)</td>
<td>2</td>
</tr>
<tr>
<td>OST 134</td>
<td>Text Formatting (Medical Document Processing)</td>
<td>3</td>
</tr>
<tr>
<td>CIS 111</td>
<td>Basic PC Literacy</td>
<td>2</td>
</tr>
<tr>
<td>OST 201</td>
<td>Medical Terminology I</td>
<td>3</td>
</tr>
<tr>
<td>BIO 106</td>
<td>Intro Anatomy &amp; Physiology</td>
<td>3</td>
</tr>
<tr>
<td>OST 184</td>
<td>Records Management</td>
<td>2</td>
</tr>
<tr>
<td>OST 236</td>
<td>Word Processing (Medical WP)</td>
<td>3</td>
</tr>
<tr>
<td>MED 121</td>
<td>Transcription I (Medical)</td>
<td>2</td>
</tr>
<tr>
<td>MED 118</td>
<td>Medical Law &amp; Ethics</td>
<td>3</td>
</tr>
<tr>
<td>OST 202</td>
<td>Medical Terminology II</td>
<td>3</td>
</tr>
<tr>
<td>CTS 130</td>
<td>Spreadsheet</td>
<td>2</td>
</tr>
<tr>
<td>COE 111</td>
<td>Coop</td>
<td>1</td>
</tr>
<tr>
<td>MED 122</td>
<td>Transcription II (Medical)</td>
<td>2</td>
</tr>
<tr>
<td>OST 233</td>
<td>Publications Design</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits 37
Supporting Document Three – FYI On Statewide OST/MOA Program Update Project

Pat

FYI: Terrific news and an update on our statewide plans to increase our enrollments via course and program improvements. Please read Team Leader 3’s important announcement below. The part about the 2008-2009 catalog is important because 3 of our courses will increase from 2 credit hours to 3 credit hours: OST 131, OST 136, and OST 184, and the new name will be designated as Office Administration. The OST course number prefixes do not change; however, many new 21st century courses are being added and all current courses are undergoing 21st century revisions.

There are about 15-20 new 21st century OST/MOA courses. During the fall, we hope to begin pilot tests for new office courses such as OST 152 Elements of Project Management, OST 100 Intro to Distance Learning, and OST 153 Office Finance Solutions. If pilot testing is OK with supervisors, OST 100 and OST 152 are likely to be the two courses we pilot test here at CFCC.

The OST program review response should be ready for your review on or before this coming Monday.

Dr. Canty

Katie

>>> "Hilda Hall" <hallh@surry.edu> 2/1/2008 9:58 AM >>>

The materials for the OST changes that were made have now been sent from Raleigh for the first round of reading. As a matter of fact they were submitted yesterday by Hyami in the state dept.

My academic dean has worked closely with me on this, after a few revisions (they recommended) and several emails, we are on GO!

Please speak to your academic deans at your school and have them to vote YES for these changes as they come out. We were told that since we worked in a timely manner that these changes could go in our 08-09 catalogs. Please convey this information to appropriate people. This just goes to show if we work together, we CAN accomplish good things! Thanks to everyone

Hilda Hall
Chair, Business Technologies
Office: V112
336-386-3297
hallh@surry.edu

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
You received this message because you are subscribed to the Google Groups "NC-OST" group.
To post to this group, send email to NC-OST@googlegroups.com
To unsubscribe from this group, send email to NC-OST-unsubscribe@googlegroups.com
For more options, visit this group at http://groups.google.com/group/NC-OST?hl=ab
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Supporting Document Four
Ideas for Enhancing Brochures for Office Admin & Computer Software

**Idea One and a Request:** Please forward me an electronic copy of the Office Systems Technology brochure. I would like to format it so that the name Office Administration is at the top as a main title and office systems technology under it like a smaller subtitle. On the back of the brochure, I would like to include our office admin website: cfcc.edu/ost.

**Idea Two:** Can 300 of these new brochures be printed--50 for distribution to kiosk North campus, 50 Wilmington campus, 50 Burgaw campus, and 50 for distribution to area high schools and some for the NA building next door. The other 100 is for us to keep here for use when advising students, distributing during program fair like events, and for speaking engagements such as area high schools.

**Idea Three:** A separate brochure is needed for the certificate, Computer Software. This program is more marketable because the majority of the 7 classes are available online. This could be a unique selling feature that should go on our new brochure for the program. Three hundred copies will be needed for distribution.

**Idea Four:** Two Youtube advertising PowerPoints or just uploading the brochures--one for Computer Software and one for Office Administration--I understand that this is a great way to market things--even education.

(above script from an email sent to department chair)
NORTH CAMPUS
Cape Fear Community College
4500 Blue Cay Road
Castile Hayne, NC 28429

Application Specialist (MCAS) — Exam

BECOME A CERTIFIED MICROSOFT COMPUTER

View Scholarships, Grants, And Loans

NC 28429 or North Campus at address above

ONLINE AT CEC.CCEDU

Register for Classes/Applications

Kenagy@ccedu or kwilkinson@ccedu

Dr. Kyle卷y, Lead Instructor

Office Administration/OST Website: ccedu/ost

Contact Us — Addresses

Office Administration/OST Programs
NORTH CAMPUS

Various courses are available online and/or on-campus, like Introduction to Microsoft Office, Business Administration, Database Concepts, and many more.

Examples of Online Software Courses

- English
- IT II: Introduction to Information Technology
- DBA 110: Database Concepts
- CTS 120: Spreadsheet
- CTS 112: Basic PC Literacy
- OIS 110: Word Processing
- OIS 113: Applications
- OIS 114: Text Editing
- OIS 115: Keyboarding