

**NEW PROGRAM PROPOSAL FORM**

**Sponsoring Institution(s):** Columbia College

**Program Title:** Business Administration, Public Relations and Advertising

**Degree/Certificate:** Bachelor of Arts in Business Administration, Public Relations and Advertising

**Options:** \_\_\_\_\_

**Delivery Site(s):** Columbia, MO (Day and Evening Campus)

**CIP Classification:** 090999 (Please provide a CIP code)

**Implementation Date:** 2009-2010

**Cooperative Partners:** \_\_\_\_\_

**Expected Date of First Graduation:** \_\_\_\_\_

**AUTHORIZATION**

  
\_\_\_\_\_  
Terry B. Smith, Executive Vice President and Dean for Academic Affairs      Date

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Person to contact for more information      Telephone

## Form SE

### Student Enrollment Projections

Degree: Bachelor of Arts in Business Administration, Public Relations and Advertising (Day Campus)

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Full Time	0	24	48	72	96
Part Time	0	12	24	36	48
	<b>0</b>	<b>36</b>	<b>72</b>	<b>108</b>	<b>144</b>

## Form SE

### Student Enrollment Projections

Degree: Bachelor of Arts in Business Administration, Public Relations and Advertising (Evening Campus)

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Full Time	0	12	24	36	48
Part Time	0	6	12	18	24
	<b>0</b>	<b>18</b>	<b>36</b>	<b>54</b>	<b>72</b>

## Market Demand

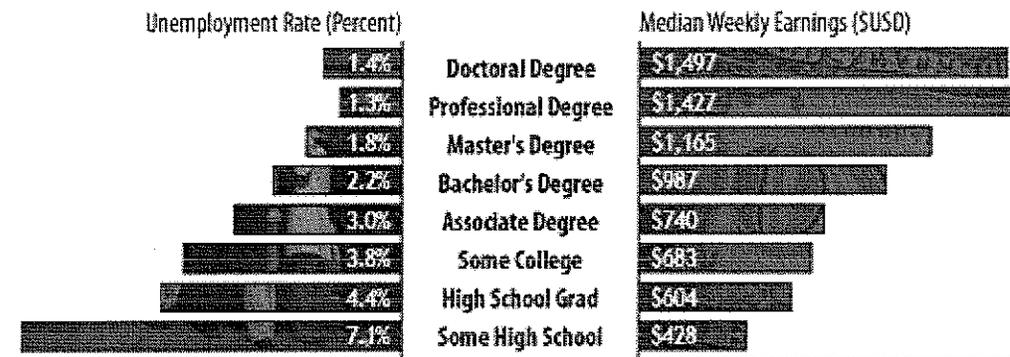
### Bachelor of Arts in Business Administration, Public Relations and Advertising

A principle focus of the program is to prepare students for entry-level positions and for advancement in various occupations and professions. Also, faculty prepare students to pursue the study of business at the graduate level or to obtain professional placement in their chosen fields. The faculty of the Business Administration Department encourage wide and varied preparation in the liberal arts and sciences to provide students with an appreciation for the social and cultural environment in which business is transacted.

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### Education & Training Pays, 2008

Unemployment & earnings for workers 25 & older by educational attainment; earnings for full-time wage and salary workers



Source: U.S. Bureau of Labor Statistics

[www.bls.gov](http://www.bls.gov)

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## **Societal Need**

### **Bachelor of Arts in Business Administration, Public Relations and Advertising**

Students will provide back to their community and gain personal satisfaction, potential increase of income. Students earning the degree are providing a long-term investment for society. Education will allow for improvements, advancements, and sustainability, which will result in a return of investment for society as whole.

**FORM PS**

**Residency Requirement – Baccalaureate Degrees: at least 24 of the last 36 semester hours must be taken with Columbia College.**

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ties or pursue careers in law, business, teaching and museum fields. An American Studies degree is particularly appropriate for students planning careers in law, communication, government, social work and journalism.

Because the United States is a nation held together by different and often conflicting stories of nationhood, the American Studies major is designed to create dialogue about the multiple ways in which these stories are told. The American Studies major demands that students develop and refine their own theories and assumptions through reflective practices on the contested meaning of America's stories. It describes the stories of America in different modes – written and electronic, verbal and nonverbal, visual and auditory. Most of all, it promotes an understanding of the American experience using the approaches and methods of a variety of disciplines.

**1. General Education Requirements  
38-41 semester hours**

**Ethics Course Requirement (3)**

PHIL 330 Ethics

**2. Foreign Language Requirement (6)**

**3. Multicultural Requirement (3 semester hours)**

All courses that meet this requirement can be found on page 14. Courses from this list are noted in the major requirements below with an asterisk.

**4. Core Requirements (30 semester hours)**

All courses must be completed with a grade of C or higher.

AMST/POSC 280	American Political and Social Thought (3)
AMST 490	Senior Seminar in American Studies (3)
* ECON 293	Macroeconomics (3)
ENGL 241	American Literature I (3)
ENGL 242	American Literature II (3)
HIST 121	American History to 1877 (3)
HIST 122	American History since 1877 (3)
POSC 111	American National Government (3)
POSC 215	State and Local Government (3)
* SOCI 270	Minority Cultures and Relations (3)

**5. Electives (24 semester hours)**

At least 21 hours of the electives must be at the 300-400 level. Transfer credit may be applied but must explicitly contain "American," "United States," or "U.S." in the title. Six hours of electives must be completed in each of the following clusters:

**American History Cluster**

HIST 312	Twentieth Century American Diplomatic History (3)
HIST 321	History of Modern U.S. (3)
HIST 342	American Civil War (3)
HIST 350	American Revolution (3)
HIST/ENVS 352	American Environmental History (3)
HIST 362	History of the American West (3)
HIST 370	American Military History (3)
HIST/MGMT 371	History of American Business (3)
HIST 372	American Indian History (3)
* HIST/WMST 373	Women and Gender in American History (3)

**American Government Cluster**

POSC/MGMT 311	Public Administration and Policy (3)
POSC/ENVS 312	Environmental Politics (3)
POSC 315	American Public Policy (3)
POSC 330	Media and Politics (3)
POSC 332	The American Presidency (3)
POSC 340	Judicial Process (3)
POSC 350	Legislative process (3)
POSC 360	U.S. Foreign Policy (3)
POSC 361	American Political Parties (3)
POSC 440	Constitutional Law (3)

**American Culture Cluster**

ARTS 406	American Art History (3)
COMM 214	Mass Communication in Society (3)
* ENGL 450	Minority and Ethnic Literature of the United States (3)
MUSI 323	Music of the United States (3)
SOCI 216	American Social Problems (3)
SOCI/WMST 310	Women in Society (3)
SOCI/HUMS 365	American Social Policy (3)
SOCI/AMST 375	American Social Movements (3)
SOCI 401	The American Community (3)
SOCI 430	Sociology of Sport

**6. Other Electives (10-19 semester hours)**

Students are encouraged to use the remaining semester hours to earn a minor in one of the academic areas listed for the major or in an area related to American Studies.

**D. BUSINESS ADMINISTRATION**

**Business Administration Degrees**

The Business Administration program serves students from a variety of backgrounds. Members of the faculty employ a variety of instructional techniques and resources aimed at meeting the needs of student clientele. Emphasis is on advising students in course work appropriate to their interests and academic progress. The core curriculum and course work in the Business Administration curriculum reflect the recommendations of the Association of Collegiate Business Schools and Programs (ACBSP).

Students may earn a Bachelor of Arts or a Bachelor of Science degree in Business Administration. In addition, students may elect majors in accounting, financial services, human resource management, international business, management or marketing. These major areas may be obtained with either the Bachelor of Arts or Bachelor of Science in Business Administration.

A principle focus of the program is to prepare students for entry-level positions and for advancement in various occupations and professions. Also, faculty nurture and prepare students to pursue the study of business at the graduate level or to obtain professional placement in their chosen fields. The faculty of the Business Administration Department encourage wide and varied preparation in the liberal arts and sciences to provide students with an appreciation of the social and cultural environment in which business is transacted.

All students must complete a minimum of 120 semester hours, 39 of which are 300- and 400-level. Students must complete a prescribed Professional Core and the general

education requirements. A maximum of 27 semester hours of the requirements for the BA in Business Administration and a maximum of 48 semester hours of the requirements for the BS in Business Administration may be met through courses transferred. **All students must take part in a culminating evaluation of the core-course outcomes during their last 30 hours prior to graduation.** Completion of MGMT 479 Strategic Management with a grade of C or higher satisfies this culminating requirement for all business majors.

### Associate in Science Degree – Business Administration

The ASBA is a general business degree that provides the student with a fundamental understanding of basic business practices.

**General:** A student must obtain a total of 60 semester hours of credit for course work with a GPA of 2.00 (C) or better. Distribution of course work is as follows:

#### Degree Requirements:

1. **ENGL 111** English Composition I: (3 hours)
2. **General Education Requirements:** (21 semester hours)
  - (a) **Basic Studies:** (6 semester hours)
    - ENGL 112 English Composition II (3)
    - CISS 170 Introduction to Computer Information Systems (3)
  - (b) **History, Arts and Humanities; Natural Sciences and Mathematics; and Social and Behavioral Sciences** (credits distributed to include each of the 3 areas (15 semester hours)
    - \* ECON 293 Macroeconomics (3) and
    - ECON 294 Microeconomics (3) recommended
    - MATH 150 College Algebra **OR**
    - MATH 170 Finite Mathematics required
3. **Major Area Requirements:** (24 semester required hours)  
Courses in the major cannot be taken as pass/fail.
 

ACCT 280	Accounting I (Financial) (3)
ACCT 281	Accounting II (Managerial) (3)
FINC 350	Business Finance (3)
MGMT 150	Introduction to Business (3)
MGMT 330	Principles of Management (3)
MKTG 310	Principles of Marketing (3)

Choose two of the following:

- |          |                               |
|----------|-------------------------------|
| ECON 294 | Microeconomics (3)            |
| MGMT 254 | Business Communications (3)   |
| MGMT 265 | Business Law I (3)            |
| MGMT 361 | Human Resource Management (3) |

4. **Major Area Electives:** (12 semester hours)  
Choose four courses from at least two of the following areas:

Accounting  
Computer Information Systems  
Economics  
Finance  
Management  
Marketing

**Total Semester Hours: 60**

### Bachelor of Arts Degree – Business Administration

1. **General:** Candidates for the degree of Bachelor of Arts in Business Administration must complete the general requirements for all baccalaureate degrees, including the general education requirements, complete a minimum of 42 semester hours in business courses, and in addition meet the following specific requirements:
2. **Foreign Language Requirement:** (6 semester hours)
3. **Multicultural Requirement** (3 semester hours)  
All courses that meet this requirement can be found on page 14. Courses from this list are noted in the major requirements below with an asterisk.
4. **General Education:** (38-41 semester hours)  
**Ethics Course Requirements:** (3 semester hours)
 

MGMT 368	Business Ethics (3) <b>or</b>
PHIL 330	Ethics (3)
5. **Core Requirements:** (42 semester hours)  
All courses must be completed with a grade of C or higher. Courses in the major cannot be taken pass/fail.
 

ACCT 280	Accounting I (3)
ACCT 281	Accounting II (3)
* ECON 293	Macroeconomics (3)
ECON 294	Microeconomics (3)
FINC 350	Business Finance (3)
MATH 250	Statistics I <b>OR</b>
BIOL/PSYC/	Statistics for the Behavioral and
SOCI 324	Natural Sciences (3)
MGMT 254	Business Communications (3)
MGMT 265	Business Law I (3)
MGMT 330	Principles of Management (3)
* MGMT 338	International Business (3)
MGMT 368	Business Ethics (3)
MGMT 393	Business Information Systems (3)
** MGMT 479	Strategic Management (3)
MKTG 310	Principles of Marketing (3)

\*\* MGMT 479 is the culminating experience course for all students receiving a Business Administration degree.
6. **Major Requirements (optional):** 18 semester hours
7. **Electives:** (10-13 semester hours)

**Total Semester Hours: 120**

### Bachelor of Science Degree – Business Administration

1. **General:** A candidate for the degree of Bachelor of Science in Business Administration must complete the general requirements for all baccalaureate degrees, including the general education requirements, and complete a minimum of 60 semester hours in business courses as well as the following specific requirements:  
**Ethics Course Requirement** (3 semester hours)  
MGMT 368 Business Ethics or PHIL 330 Ethics
2. **General Education:** (38-41 semester hours)  
**Ethics Course Requirements:** (3 semester hours)
 

MGMT 368	Business Ethics <b>or</b>
PHIL 330	Ethics

### 3. Multicultural Requirement (3 semester hours)

All courses that meet this requirement can be found on page 14. Courses from this list are noted in the major requirements below with an asterisk.

### 4. Core Requirements: (42 semester hours)

All courses must be completed with a grade of C or higher. Courses in the major cannot be taken pass/fail.

ACCT 280	Accounting I (3)
ACCT 281	Accounting II (3)
* ECON 293	Macroeconomics (3)
ECON 294	Microeconomics (3)
FINC 350	Business Finance (3)
MATH 250	Statistics I OR
BIOL/PSYC/	Statistics for the Behavioral and
SOCI 324	Natural Sciences (3)
MGMT 254	Business Communications (3)
MGMT 265	Business Law I (3)
MGMT 330	Principles of Management (3)
* MGMT 338	International Business (3)
MGMT 368	Business Ethics (3)
MGMT 393	Business Information Systems (3)
** MGMT 479	Strategic Management (3)
MKTG 310	Principles of Marketing (3)

### 5. Business Electives: 21 semester hours of credit must be obtained in other business courses. These courses can come from the following areas:

Accounting  
Computer Information Systems  
Economics  
Finance  
Management  
Marketing

Nine semester hours of which must be upper-level (300-400) courses and must be taken at Columbia College.

\*\* MGMT 479 is the culminating experience course for all students receiving a Business Administration degree.

### 6. Electives: (13-16 semester hours)

**Total Semester Hours: 120**

#### Major Areas

#### 1. Accounting Major

Students who elect to earn a major in Accounting must complete nine semester hours of required courses and nine semester hours of elective hours drawn from the courses listed below. Courses in the major cannot be taken as pass/fail.

#### Required courses (9 semester hours):

All courses must be completed with a grade of C or higher.

ACCT 382	Intermediate Accounting I (3)
ACCT 383	Intermediate Accounting II (3)
ACCT 386	Managerial and Cost Accounting (3)

and nine semester hours of electives from the following courses:

ACCT 381	Federal Income Tax-Individuals (3)
ACCT 384	Intermediate Accounting III (3)
ACCT 385	Accounting Information Systems (3)
ACCT 481	Federal Income Tax-Corporations (3)
ACCT 485	Fund and Government Accounting (3)
ACCT 488	Advanced Financial Accounting (3)
ACCT 489	Auditing I (3)

ACCT 490	Auditing II (3)
FINC 396	Corporate Finance (3)

#### 2. Financial Services Major

Courses in the major cannot be taken as pass/fail. Students who elect to earn a major in Financial

Services must complete:

FINC 354	Investments (3)
FINC 395	Financial Markets & Institutions (3)
FINC 498	Comprehensive Financial Planning (3)

and 9 semester hours of electives drawn from the following courses:

FINC 295	Risk and Insurance (3)
FINC 298	Personal Finance (3)
FINC 396	Corporate Finance (3)
FINC 397	Principles of Real Estate (3)
FINC 410	Quantitative Methods for Sports Management (3)

FINC 433	Current Issues in Employee Benefit Planning (3)
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* FINC 495	International Finance (3)
FINC 496	Financial Management (3)
ACCT 381	Federal Income Tax - Individual (3)
ACCT 386	Managerial and Cost Accounting (3)
FINC 499	Internship in Business (3 max.)

#### 3. Human Resource Management Major

Students who elect to earn a major in Human Resource Management must complete twelve (12) hours of required courses and six (6) hours of elective courses drawn from the courses listed below:

Courses in the major cannot be taken as pass/fail.

#### Required courses (12 semester hours):

MGMT 361	Human Resource Management (3)
MGMT 362	Organizational Behavior (3)
MGMT 364	Workforce Planning and Employment (3)

MGMT 365	Compensation and Benefit Systems (3)
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#### Elective courses (6 semester hours):

COMM 303	Intercultural Communications (3)
* MGMT 339	Cross-Cultural Management (3)
MGMT 360	Organizational Theory (3)
MGMT 367	Business Law II (3)
MGMT 375	Labor Relations (3)
MGMT 430	Management Science (3)
MGMT 461	Human Resource Development (3)
POSC 326	International Law & Organizations (3)
PSYC 336	Industrial/Organizational Psychology (3)
PSYC/SOCI 360	Social Psychology (3)

#### 4. International Business Major

Students who elect to earn a major in International Business must complete the following 12 hours of required courses:

* MGMT 338	International Business (3)
* MGMT 339	Cross-Cultural Management (3)
* MKTG 410	Global Marketing (3)
FINC 495	International Finance (3)

Six semester hours of electives drawn from the following list:

COMM 303	Intercultural Communication (3)
* POSC 292	International Relations (3)
* POSC 321	Politics of Developing Nations (3)

POSC 322	International Law & Organization (3)
POSC 360	U.S. Foreign Policy (3)

### 5. Management Major

Students who elect to earn a major in Management must complete nine semester hours of required courses; and nine elective hours with a management field code, three of which must be in upper-level coursework.

- \* MGMT 339 Cross-Cultural Management (3)
- MGMT 361 Human Resource Management (3)
- MGMT 362 Organizational Behavior (3)
- MGMT electives (9 hours – 3 hours of which must be upper-level courses)

### 6. Marketing Major

Students who elect to earn a major in Marketing must complete nine semester hours of required courses; and nine semester hours of MKTG electives, 3 of which are upper-level and must include:

Courses in the major cannot be taken as pass/fail.

- MKTG 331 Consumer Behavior (3)
- MKTG 441 Marketing Research (3)
- MKTG 478 Marketing Management (3)

#### Elective courses (9 hours):

- MKTG 327 Retail Management and Strategies (3)
- MKTG 332 Public Relations (3)
- MKTG 335 Advertising and Sales Promotion (3)
- MKTG 352 Personal Selling and Sales Management (3)
- MKTG 360 E-Marketing (3)
- MKTG 399/499 Internship (3)
- \* MKTG 410 Global Marketing (3)
- MKTG 480 Sports and Event Marketing (3)

## E. COMPUTER INFORMATION SYSTEMS

### Associate in Science Degree – Computer Information Systems

The ASCIS degree provides an intense exposure to computer programming and the functional application of computers in the business world.

**General:** A student must obtain a total of 60 semester hours of credit for course work with a GPA of 2.00 (C) or better. Distribution of course work is as follows:

#### Degree Requirements:

1. ENGL 111 English Composition I (3 semester hours)
2. **General Education Requirements:** (21 semester hours)
  - (a) **Basic Skills:** (6 semester hours)
    - ENGL 112 English Composition II (3),
    - CISS 170 Introduction to Computer Info. Systems (3)
  - (b) **History, Arts and Humanities; Natural Sciences and Mathematics; and Social and Behavioral Sciences** (credits distributed to include each of the 3 areas (15 semester hours)
    - PSYC 101 General Psychology (3) and SOCI 111 General Sociology (3) OR
    - ECON 293 Macroeconomics (3) and
    - ECON 294 Microeconomics (3) recommended
    - MATH 150 College Algebra OR
    - MATH 170 Finite Mathematics (3)

### 3. Major Area Requirements: (27 semester hours)

Courses in the major cannot be taken as pass/fail.

- CISS 241 Programming I (3)
- CISS 242 Programming II (3)
- CISS 243 Programming III (3)
- CISS 280 Systems Analysis & Design I (3)
- CISS 320 Systems Analysis & Design II (3)
- CISS 350 Advanced Algorithms & Data Structures (3)
- CISS 360 Computer Systems and Assembly Language (3)

Choose six semester hours from the following:

- CISS 234 Visual Basic (3)
- CISS 236 COBOL Programming (3)
- CISS 238 Java Programming (3)
- CISS 370 Operating Systems (3)
- CISS 380 Computer Graphics (3)
- CISS 430 Database Systems (3)
- CISS 445 Programming Languages (3)

### 4. Related Area Requirements: (9 semester hours)

- ACCT 280 Accounting I (3)
- ACCT 281 Accounting II (3)

Choose one of the following:

- MGMT 152 Business Mathematics (3) (OR)
- MATH 170 Finite Mathematics (3) (OR)
- MATH 250 Statistics I (3)

**Total Semester Hours: 60**

### Bachelor of Science Degree – Computer Information Systems

The Bachelor of Science in Computer Information Systems provides a liberal arts education while emphasizing preparation for either graduate school or a rewarding career. Students are provided a rigorous theoretical background coupled with practical and essential skills. The program reflects important trends and developments in the computer field.

The Computer Information Systems program provides a curriculum that is based on Computing Curricula 2001 prepared by the Association of Computing Machinery (ACM) and the IEEE Computer Society. The resulting course of study places special emphasis on the use of computers in business. It provides not only basic skills and a theoretical base, but also reflects important trends and developments in the computer field. A variety of elective courses covering topics such as operating systems and software engineering allows students to tailor a program of study to match their interests.

1. **General:** A candidate for the Bachelor of Science Degree in Computer Information Systems must complete the general requirements for all baccalaureate degrees, including the general education requirements, and in addition, meet the following specific requirements.
2. **General Education Requirements:** (38-41 semester hours)
  - Ethics Course Requirement** (3 semester hours)
  - MGMT 368 Business Ethics or PHIL 330 Ethics

## Form PG

### PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Columbia College

Program Name Bachelor of Arts in Business Administration, Public Relations and Advertising

Date 7/7/2010

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

#### Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Columbia College admission requirements are considered "moderately selective."

**Day Program:** *The primary factors considered in the admissions process are overall high school or secondary school performance (grades) and performance on standardized tests such as the ACT or SAT I (test scores). Admission is generally granted to students who rank in the top half of their graduating class or who score at the 50th percentile or above on the ACT, SAT I or GED. Students also must also have a cumulative minimum high school grade point average of 2.5.*

*Columbia College accepts college credit from these programs:*

- *CLEP*
- *Advanced Placement (AP)*
- *International Baccalaureate (IB)*
- *Dual Credit*
- *Proficiency Exams*
- *DANTES*
- *Credit for Prior Learning*

**Evening Program:** *Columbia College wants to make the admission process as streamlined as possible. If you have a high school diploma, GED or previous college experience, complete the printable application or apply online and send transcripts from high school and all colleges and universities you have attended.*

*The Evening Campus admission requirements are considered "moderately selective." The Admissions Office will consider your overall high school performance or GED scores and any*

*college coursework. Your academic past is important, but so are your life accomplishments, so personal letters of recommendation and resumes are welcome additions to your application file.*

- *New freshmen requirements include minimum 50th percentile class rank or test score (ACT, SAT or GED) and 2.0 cumulative grade point average.*
- *Freshman applicants who graduated from high school more than two years ago typically are not required to submit ACT or SAT scores.*
- *Transfer students must have earned a minimum 2.0 cumulative grade point average.*
- *If you have accrued more than 24 college credits, your high school transcript will not likely be required.*
- *There is a \$35 application fee, which is nonrefundable.*

#### ***Online Campus:***

- *Current students enrolled at Columbia College, may take online courses without readmission to the online Columbia College campus.*
- *Students who have never attended the Online Campus, can apply for admission at the campus nearest them..*
- *Remote students not near a Columbia College campus can apply online for admission.*

*Students may be admitted upon presentation of any one of the following:*

*High school diploma*

*Successful completion of the GED*

*Evidence of satisfactory college work*

#### ***Nationwide Campuses:***

*Students may be admitted upon presentation of any one of the following:*

*High school diploma*

*Successful completion of the GED*

*Evidence of satisfactory college work*

*Potential students who lack a requirement for admission may be considered on an individual basis. Individuals so considered must give evidence that they can successfully meet the demands of Columbia College.*

- Characteristics of a specific population to be served, if applicable.

*Columbia College serves traditional students at its Day Campus. Columbia College specializes in adult education and military education. Our top military education and adult continuing education opportunities are available at 34 campuses nationwide. With smaller class sizes and flexible class schedules, we make earning your college degree as convenient as it can possibly be around your other daily business and family obligations.*

*We serve nearly 25,000 college students each year in 13 states, with 18 campuses being conveniently located on military bases.*

#### Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

*Faculty must have a minimum of a master's degree in the appropriate field including at least three courses directly related to the content area; many of the faculty members have doctorates or other terminal degrees. All faculty teaching for Columbia College at off-campus locations are part-time adjuncts. A core of recurring faculty teaches on a regular basis, and almost all teach in at least two of the five sessions per year.*

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

*Full time faculty can teach 12 credit hours or less in a given session. Adjunct faculty can teach no more than 9 credit hours in a given session, but no more than 6 in-seat credit hours a session.*

- Expectations for professional activities, special student contact, teaching/learning innovation.

*Full time faculty members are required to have 5 hours a week of office hours for designated for their students. Full time faculty members are required to participate in professional development. Adjunct faculty members are required to provide their contact information to their students.*

#### Enrollment Projections

- Student FTE majoring in program by the end of five years. *(Please see attached Form SE)*
- Percent of full time and part time enrollment by the end of five years. *(Please see attached Form SE)*

#### Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

***Associate***

***Bachelors***

*3 Year Mark – 100% 3 Year Mark – 10%*

*5 Year Mark - 100% 5 Year Mark – 100%*

*(NOTE: The above percentages are estimates because Columbia College does not track how many students graduate with an Associates or Bachelors degree specifically based on the time they begin their coursework. However, it is estimated that 100% of students who begin working on an Associate's degree should have the degree completed at the three year mark and 10% of students should have a Bachelors degree completed at the three year mark. It is estimated that 100% of students who begin working on an Associate's degree should have the degree completed within five years and 100% of students should have a Bachelors degree completed at the five year mark.)*

- Special skills specific to the program. *(Please see attached Market Demand)*
- Proportion of students who will achieve licensing, certification, or registration. *(Please see attached Market Demand)*
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

*Columbia College's goal is to have all students score at least in the 75<sup>th</sup> percentile on all normed tests.*

- Placement rates in related fields, in other fields, unemployed.

*N/A*

- Transfer rates, continuous study.

*N/A*

**Program Accreditation**

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons. *The degree program being proposed has been approved by the Higher Learning Commission.*

**Alumni and Employer Survey**

- Expected satisfaction rates for alumni, including timing and method of surveys *(N/A)*
- Expected satisfaction rates for employers, including timing and method of surveys *(N/A)*

## **Institutional Characteristics**

Columbia College is particularly well equipped and well suited to support the proposed program based on its current operations, achievements, stability, and history of successful program implementation.

Founded in 1851, Columbia College has been helping students advance their lives through higher education for more than 150 years. As a private, non-profit, coeducational liberal arts and sciences college, the college takes pride in its small classes, experienced faculty and quality educational programs.

Originally founded as Christian Female College, the college was the first women's college west of the Mississippi River to be chartered by a state legislature. The college changed its name to Columbia College in 1970 when it changed from a two-year women's college to a four-year coeducational college.

Columbia College is a nonsectarian school welcoming students of all religious denominations. However, it has retained a covenant with the Christian Church (Disciples of Christ) since its inception.

Diverse student body. More than 1,200 students attend the Day Campus, and nearly 3,000 working adults attend the Evening Campus both located in Columbia, Mo.

More than 10,000 students attend the 34 nationwide campuses around the country. The Nationwide Campuses serve working adults, including military personnel and their families, through evening and online classes.

Columbia College is proud of its Online Campus, which offers more than 600 classes and 19 online degrees. More than 14,000 students take at least one online class at the college each year.

In addition to offering associate and bachelor's degrees, the college also offers master's degrees at the home campus in Columbia, Mo., and at selected extended campuses, as well as online.

Learn more about Columbia College by browsing this Web site, visiting us at one of our campuses or talking to alumni and current students.

## **Day Campus**

- Located in Columbia, Missouri
- Intentionally small classes
- Student-to-faculty ratio of 14:1
- Experienced faculty, no teaching assistants
- Home to five varsity Cougar sports in the NAIA Division I
  - Men's Basketball
  - Women's Basketball
  - Men's Soccer
  - Women's Softball
  - Women's Volleyball
- Three residence halls
- More than 30 clubs and organizations
- Serving more than 1,200 students from 15 states and 25 countries

## **Evening Campus**

- Located in Columbia, Missouri
- 125 courses offered each session
- Classes taught in eight-week sessions
- Five sessions offered each year
- 25 academic programs
- Serving nearly 3,000 students each year

## **Nationwide/Extended Campuses**

- Over 30 Nationwide Campuses around the country
- 10 of the campuses in Missouri
- 18 of the campuses on military bases, including one in Guantanamo Bay, Cuba
- Classes taught in eight-week sessions primarily in the evening

- Five sessions offered each year (August, October, January, March and June)
- Degrees vary by campus
- Serving more than 10,000 students each session

### **Online Campus**

600 online courses

19 online degrees

Classes taught in eight-week sessions

Five sessions offered each year

Serving more than 17,000 students each year

### **Graduate Studies**

Master of Business Administration

Master of Science in Criminal Justice

Master of Arts in Teaching

Classes taught in eight-week classes primarily in the evening

Five sessions offered each year

Degrees offered in Columbia, Missouri, and at select nationwide campuses.

Serving more than 600 students each year

### **Faculty and staff**

- 67 full-time faculty (80 percent have the highest academic degree in their field)
- More than 700 Nationwide Campus adjunct faculty
- More than 80 Evening Campus adjunct faculty
- Approximately 250 full-time and 50 part-time staff members

## Accreditation

Columbia College is accredited by The Higher Learning Commission and is a member of the North Central Association of Colleges and Schools.

## Columbia College Board of Trustees

Chair	Vice Chairman	Secretary
Daisy Willis Grossnickle '66 Columbia, MO	Richard Montgomery Columbia, MO	Janet Carter Wright '58 Columbia, MO
Mark Baisley '93 Littleton, CO	Don Landers Columbia, MO	Dr. Patrick Smith Columbia, MO
Walter E. Bixby III '82 Kansas City, MO	Robert W. Maupin Columbia, MO	Dr. Diane Suhler Columbia, MO
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Gary Drewing Columbia, MO	Ron Nielsen Columbia, MO	Janet Wright Columbia, MO
George Hulett Columbia, MO	Jolene Marra Schulz '61 Columbia, MO	Rev. John J. Yonker Columbia, MO
	Dan L. Scotten Columbia, MO	

## College Administration

Dr. Gerald T. Brouder

President  
St. Clair Hall, Room 102  
(573) 875-7200

Dr. Terry B. Smith

Executive Vice President and Dean for Academic Affairs  
St. Clair Hall, Room 119  
(573) 875-7500

Mike Randerson Vice President for Adult Higher Education  
St. Clair Hall, Room 128  
(573) 875-7661

Bruce Boyer Controller and Chief Financial Officer  
Missouri Hall, Room 310  
(573) 875-7251

Faye Burchard Dean for Campus Life  
Atkins-Holman Student Commons 221  
(573) 875-7400

Bob Burchard Director of Athletics  
Southy Building, Room 6  
(573) 875-7410

Tery Donelson Assistant Vice President for Enrollment Management  
Missouri Hall 226, Room 226  
(573) 875-7579

Bob Hutton Executive Director for Administrative Services  
St. Clair Hall, Room 112  
(573) 875-7300

Michael Kateman Executive Director for Development, Alumni and Public Relations  
St. Clair Hall, Room 107  
(573) 875-7565

Kevin Palmer Chief Information Officer  
Buchanan, Room 100  
(573) 875-7329

Lana Poole Executive Director of Marketing  
St. Clair Hall, Room 10  
(573) 875-7237

### **Mission Statement**

Columbia College improves the lives of diverse undergraduate and graduate learners through exemplary teaching.

The liberal arts and sciences and professional programs of the college embrace and profess the values of:

Student centrism

Lifelong learning  
Ethics and citizenship  
Flexibility and innovation  
Quality and improvement  
Civility and respect  
Environmental and fiscal stewardship

Our vision is to be a model institution.

### **Pride Points**

For the sixth year in a row, Columbia College has been ranked in the top tier of "America's Best Colleges" by U.S. News & World Report. Columbia College is now ranked 44th in the category of "Best Universities-Master's" for the Midwest Region. This category evaluates institutions that offer a broad scope of undergraduate degrees and some master's degrees, but few, if any, doctoral programs.

*Military Advanced Education*, a publication that focuses on educational services and opportunities for military students, invited over 2,000 institutions to share their military-friendly practices. Just sixty institutions were selected as being military-friendly, and only twenty, including Columbia College, were honored as the top institutions. Institutions such as Columbia College, says *MAE*, set the gold standard for serving the men, women, spouses and retirees who serve or have served our country. .

*G.I. Jobs* magazine selected Columbia College as a military-friendly school for 2010 due to the college's steadfast commitment to educating military and student veterans. The honor places the college in the top 15 percent of all schools nationwide.

The magazine evaluates institutions on such things as being a VA approved institution for the GI Bill and Yellow Ribbon benefits, military and veteran enrollments, generous transfer credit policies, flexible learning programs and tuition benefits.

GetEducated.com, a respected clearinghouse of accredited online programs, designated Columbia College as a "Best Buy" for several online degrees. The college's online MBA and

online bachelor's degree in criminal justice ranked among the top five best buys; the online bachelor's degrees in business, psychology, sociology and regional MBA ranked among the top best buys. The college also was recognized for the online MBA's flexible admission requirements.

Columbia College has been named a 2010 Best Midwestern College by The Princeton Review, a New York City-based education services company. The college is one of only 158 schools in a 12-state region to receive the "Best Midwestern College" designation. Colleges were selected based on academic excellence and surveys of current students.

The Princeton Review calls Columbia College a "small community with great teachers and lasting friendships" and a college that is serious about "educating the whole person," where academics are bolstered by a "full college experience," and general education requirements ensure that "everyone receives a well-rounded education no matter what one's major is."

## Quality Assurance for Off-Site Programs

**A. General Oversight: Describe the manner in which this program will be managed. How does the management of this program fit within the institution's academic administrative structure?**

The Director of the campus is responsible for institutional program administration. The Director ensures that the program will be managed at the campus location. Mike Randerson, the Vice President for Adult Higher Education is responsible for all off campus programs. He reports directly to the President and works through the Executive Vice President and Dean for Academic Affairs on all academic issues. The Adult Higher Education office is staffed by one Dean and three Associate Deans, four Assistant Deans, a Director of Budget & Personnel, a Special Projects Coordinator, a Faculty Coordinator, an Academic Advisor Coordinator & Trainer, a Personnel Coordinator, an Accounts Payable Coordinator, two administrative assistants and a secretary. Attached are copies of the organizational charts for Columbia College Adult Higher Education Division.

*(Attachment 1: Organizational Charts)*

**B. Faculty Qualifications: How do the qualifications of faculty at this site compare with those of faculty for this program at the main campus? Please note the comparable data regarding the proportion of course-section coverage by full-time faculty at each site.**

All adjunct faculty teaching at the main campus, online or at one of the nationwide campuses, must meet the same requirements established by the academic departments at the main campus. The minimum requirement for teaching any class is a master's degree in the field with relevant graduate coursework and/or professional or college-level teaching experience related to the subject matter of the course being taught. The campus director is responsible for recruiting, screening and interviewing potential faculty members. If the candidate meets the criteria established by the main campus, the director submits the candidate's academic transcripts, current resume and other appropriate documentation to the main campus with a recommendation that the candidate be approved to teach specific courses. Similarly, the director recommends current instructors to teach additional courses based on the departmental criteria. The Division of Adult Higher Education compares the recommendation against the established standards and forwards the recommendation to the appropriate academic department for review. The department reviews the candidate's credentials and recommends approval or disapproval (of each course requested) to the Executive Vice-President and Dean for Academic Affairs, who is the final approving authority. If approved, the director offers teaching assignments to the adjunct faculty member as needed.

*NOTE:* other than Nursing faculty at one location in Missouri, there are no full-time faculty teaching at nationwide campus locations.

**C. Supportive Services: Describe how the institution will ensure that students at this site will be able to access services such as academic support, library, computing, and financial aid, as well as other administrative functions, at a level of quality comparable to that of on-campus programs.**

*(Attachment 2: General Information About Stafford Library)*

**Computing:**

All Columbia College students are required to take or have earned the equivalent of CISS 170 – “Introduction to Computer Information Systems.” In the 2009-10 AHE Degree Completion Bulletin (page 62) this course is described as an “Overview of computer hardware, software, programming, and information systems as applied in the modern business environment. Hands-on applications of word processing, spreadsheets and data management software are used to explore use of microcomputers in business.”

**Library Resources:**

All students have access to extensive Stafford Library electronic resources provided by the college. Students may access the online library via the Internet using their Columbia College eServices login and password. In addition, Missouri campus students have access to physical resources via MOBIUS.

Faculty are instructed to guide students to appropriate Columbia College resource databases for their disciplines. Faculty often request use of computer labs for a hands-on guide to their classes. The staff is also able to direct students to the College’s research library databases in a one-on-one tutorial.

The college program of writing across the curriculum means that many courses, at both the upper and lower level, require research papers or assignments requiring database research. Students become more competent in using library technologies through practice.

**Academic Support:**

There are academic advisors at each Nationwide campus that rely on official evaluations from the main campus. All academic advisors must meet certain minimum qualifications for the position, including a Baccalaureate degree from an regionally accredited institution with proven academic success (normally defined by a minimum GPA of 3.0). In addition, more focus is being placed on attracting and selecting candidates who have earned or are in the process of earning a Master’s degree.

Academic Advisor conferences are held at the main campus at least every two years to provide refresher and extra training to advisors. Additional training is provided by the Academic Advisor Coordinator and Trainer from the main campus, online and through visits to nationwide campuses.

The College begins assisting students with degree completion at the time of admission. Students are required to list and submit transcripts from all colleges previously attended. College staff encourage all servicemembers and, prior servicemembers, to submit an SMARTS or equivalent document as soon as possible. Servicemembers are also informed of the requirements to have an

official SOC degree plan completed by the time the student has completed five classes in order to continue to receive tuition assistance.

The main campus Evaluations Department completes a degree checklist and SOC degree plan for each eligible student as soon as all materials are provided. Turn-around time for completion of a degree plan is normally two weeks after the receipt of all documents. Academic advisement is an integral part of the degree completion process. Students are advised at regular intervals: upon admission into the college (newly admitted students are required to meet with an academic advisor prior to registering for courses); upon completion of the official evaluation; after a 90-Hour Degree Audit and; at any other time a student desires during his/her college experience. Beginning with the 2008 early fall session, students have been able to access their degree plans at any time through the eServices feature on the Columbia College website. This allows the student to view his/her degree plan and experiment with "what if" scenarios.

Degree checklists and SOC plans are kept in each student's record and are regularly updated. A final Degree Clearance Evaluation is conducted by the main campus Evaluations Department upon receipt of the student's declaration for graduation, normally two sessions prior to the anticipated graduation date.

A new academic advising Website has been established exclusively for training and distribution of knowledge/informational publications for all Columbia College campuses. A number of publications have been designed to ensure academic advisors have access to the knowledge needed to correctly advise students, including documents designed to inform advisors of possible future changes to the academic curriculum, and publications to provide additional detail and explanation on key academic policies. Additionally, an annual State of Advising report highlights the current state of advising and provides a look at future training and development activities. An academic advisor newsletter is used to illustrate various advising techniques and discuss current trends and literature.

### **Financial Aid:**

The campus has trained staff members who address the issues of various forms of financial aid available to students. Students are able to contact the main campus Registration and Financial Call Center for information via email or an 800 number. Information regarding federal aid and military educational benefits is available in the AHE Degree Completion Bulletin and online at the college Web site <http://www.ccis.edu/offices/financialaid/>.

### **Other Functions:**

The College has contracted with Missouri Book Service (MBS Direct) to provide all textbooks and instructional materials to students. Students are able to order their textbooks via telephone or from the MBS Direct website however, students may purchase textbooks from any source they choose.

Students have multiple opportunities to attend graduation. The Columbia College main campus has two traditional graduations each year, in December and May. Graduates from any campus

are invited to attend either of these graduations. Additionally, Columbia College accomplishes over 20 other commencement ceremonies annually across the nation. Students are able to participate in any of these ceremonies. These opportunities are coordinated at the local level by the directors. All students can petition to participate in a commencement ceremony once they are within 12 credit hours of completing their degree; this allows students completing their degree requirements within the next two sessions to participate in a commencement ceremony close to the time of their actual graduation. All graduates are invited to attend the reception that follows the graduation ceremony.

Each campus holds its own commencement ceremony or participates in a combined commencement ceremony with another location. Each year, a senior representative from the main campus attends the event to confer degrees.

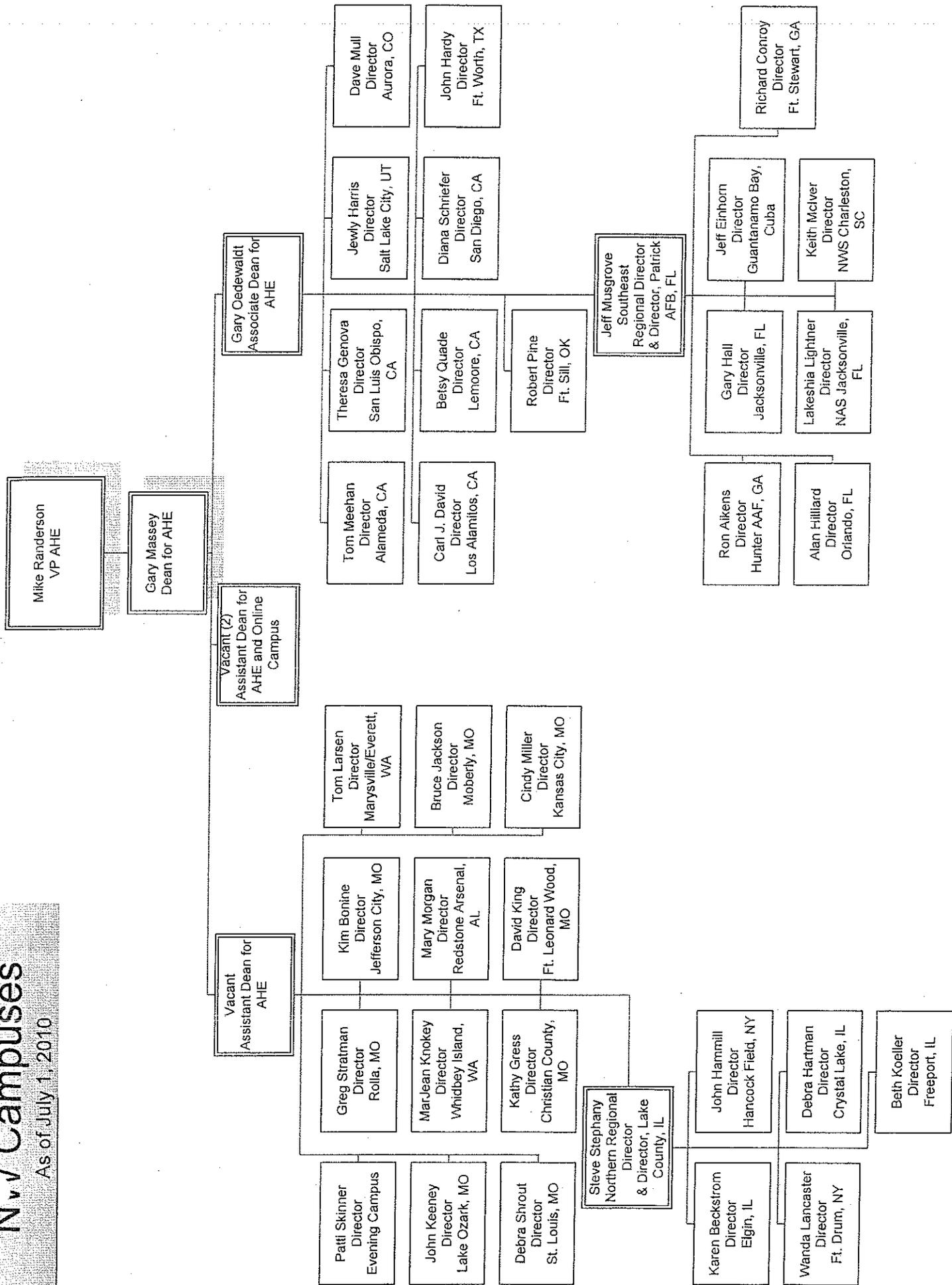
Columbia College students participate in full cap and gown, are presented with a graduation certificate, Columbia College lapel pin and a Latin Honors cord (if appropriate). Graduate students are presented with academic regalia (hoods) during the ceremony.

A reception is held immediately following graduation. Generally, at the reception, college personnel have the opportunity to mingle with the graduates, their families and guests. This also provides an opportunity for photos with graduates and college officials.

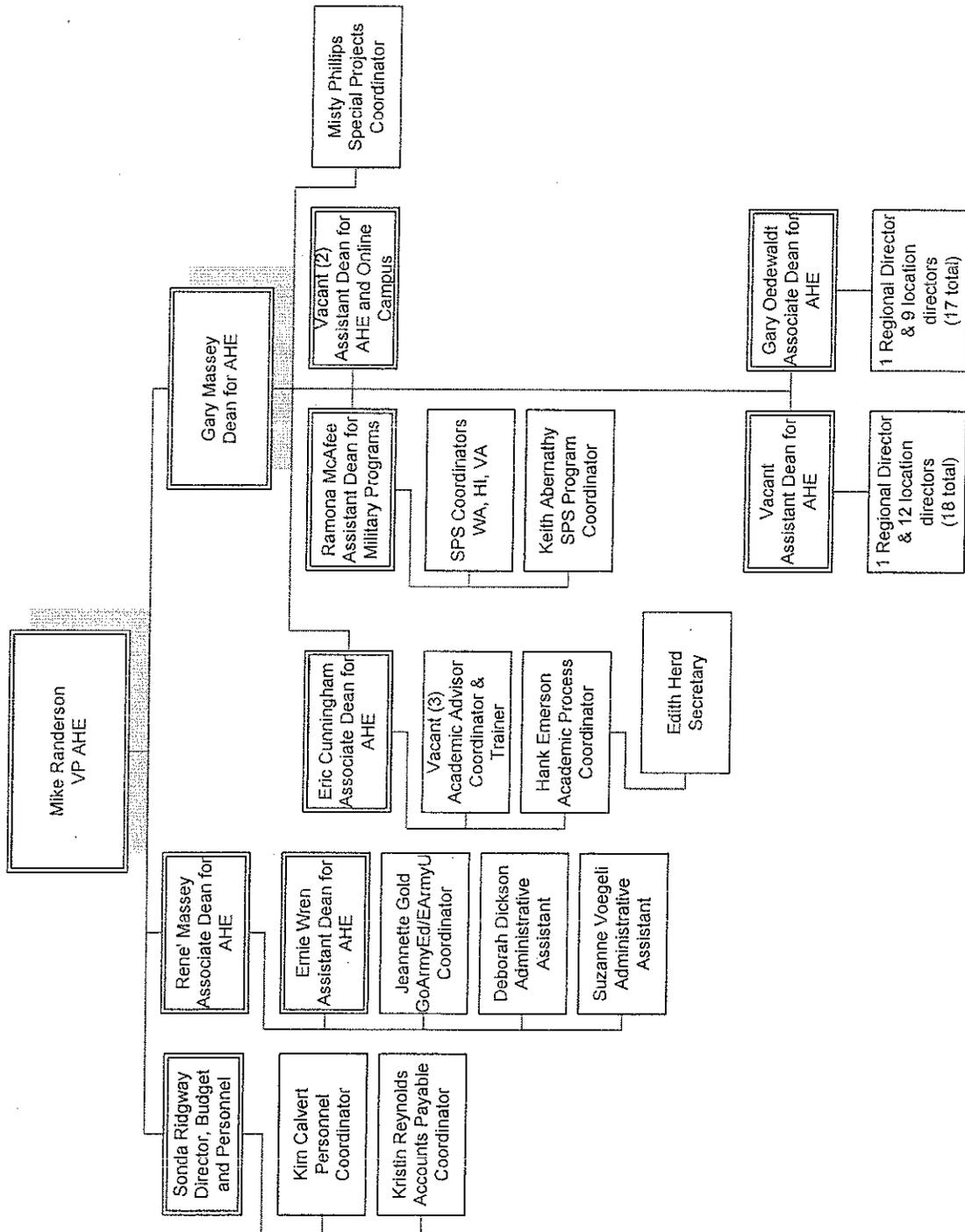
Attachment 1:  
Organizational Charts

# Nv Campuses

As of July 1, 2010



# Adult Higher Education Office - as of July 1, 2010



Attachment 2:  
General Information About Stafford Library

## **General Information about Stafford Library**

### **What are Arthur and MOBIUS?**

MOBIUS is a group (consortium) of over sixty libraries throughout the state of Missouri that shares resources so patrons may borrow books not owned by their local library.

Arthur is a cluster or group of Missouri libraries, within the MOBIUS library consortium. It consists of six libraries in the central Missouri area: Columbia College, Lincoln University, the Missouri State Library, Stephens College, Westminster College, and William Woods University. The Missouri Dept. of Transportation (MoDOT), a partner of the Missouri State Library, is also accessible through Arthur.

MOBIUS is a state-wide consortium, while Arthur, part of MOBIUS, is a cluster of 6 libraries in the central part of the state.

### **What Is Interlibrary Loan (ILL)?**

Interlibrary Loan is the service through which libraries borrow and lend resources outside MOBIUS in order to provide patron access to materials not held locally. The rules governing using Interlibrary Loan are different at each library so you should check with your library about what is available to you.

### **What Is the Difference Between MOBIUS, Arthur, and Interlibrary Loan (ILL)?**

Arthur is a group of six libraries (Columbia College, Lincoln University, the Missouri State Library, Stephens College, Westminster College, and William Woods) that is part of the MOBIUS consortium. Interlibrary Loan is used to obtain material from libraries both in and outside of the state of Missouri that are not part of MOBIUS.

### **I have an ID I use to check out books, but what is a Location Code?**

The Location Code is an abbreviation that stands for your institution. In Arthur the codes are: Columbia College - CC, Lincoln University - LU, Missouri State Library - M, Stephens College - SC, Westminster College - WC, William Woods University - WW. You will also find your campus code on the request page.

### **Can I get a book or a photocopied article from another library?**

Yes, you can borrow books from any MOBIUS member library in person or by requesting the book through the catalog system. You can get books from outside the MOBIUS system by using Interlibrary Loan. While you cannot get photocopied articles from another library through the MOBIUS system, you can get them through Interlibrary Loan. See the sections on MOBIUS and Interlibrary Loan in this FAQ.

### **Where can I get help searching the catalog?**

If you can't find the answer to your questions in this FAQ, contact a librarian at your library for assistance.

### **Can I go to another library and use their facilities?**

Yes, you can visit any MOBIUS member library, use their facilities and check out books. A list of member libraries is available at <http://mobius.umssystem.edu/screens/libinfo.html>. You can find the hours of the library on their home pages. There are a few things to keep in mind before you go:

1. Take the card you use to check out materials from your own library. The number you use to check out materials could be your student ID, your social security number, or a specifically assigned library number, it is whatever *your* library uses. For more information check with your library. If your ID card is not a picture ID take a picture ID with you.
2. Check with your home library before you go to make sure your account has all the necessary information. If your account is blocked for overdue books, fines or any other reason, you will need to clear that up before you can check out books at another library.
3. Remember your cluster is Arthur and find out what your home library uses for "Campus ID" and make note of your campus code.
4. Books are the only items you can check out from another library. Non-book items cannot be checked out from libraries other than your own. Some schools may allow you to use their periodical collections, but may not allow you to use their databases. If you need to use audiovisual equipment or materials, periodicals, databases, or any other non-book items check with the library in question before you go.

### **Does the online catalog contain full-text journal articles?**

No. What you see in the online catalog is a record of the print periodicals any particular library holds in their collection. The record will have information such as the location within the library, the call number, and what issues of that journal the library owns.

### **Can I get full-text journal articles?**

Check with your home library to find out what options you have. If your library does not have the online or print full-text of the article you need, they may be able to get it for you through Interlibrary Loan. Keep in mind that this may be a long process often taking more than two weeks.

### **How do I renew books?**

- Open your web browser to your library's catalog.
- Follow the link that allows access to your library account.
- Enter your name and ID number as requested on the form. Remember to add the campus code to your ID number.
- Click the "Submit" button.
- On the next page, click the "Checked Out" button.
- Once your list of items appears, you can choose to renew any or all items by clicking the appropriate boxes to the left and then clicking on the "Renew Marked" button, or you can renew your entire list by clicking the "Renew All" button.

Important note: Not all items are renewable. Check the status of your item(s) after submitting your renewal command. If it renewed successfully a new due date will appear. If not, there will

be a message showing the reason. Books from other institutions can take time to renew. Check back after a while to see if the renewal was successful. If you have questions or problems, please call or e-mail the circulation department at your library.

1

## **Help Using the Catalog to Search for or Request Books**

### **How long does it take to get the books I requested?**

Requested books should be delivered in approximately four or five working days. Your library will notify you when your request arrives. If you have questions or problems please call or e-mail your library.

### **How many books can I have out at one time?**

At the MOBIUS level undergraduates can have 10 books at one time and faculty and graduate students can have 20 books at one time. However, each library has its own limits regarding total items checked out, so you should inquire at your library.

### **How long can I keep books from other libraries?**

Books may be kept 30 days from libraries in the Arthur cluster and 21 days for books from other libraries in MOBIUS. You may renew books from other libraries, unless it is overdue or there is a hold on the book.

### **How do I find the books I need?**

Look for a book in your own library first. Expand your search to the Arthur catalog, then MOBIUS, if necessary.

Search for items by keyword, title, author, subject heading or call number. Use keywords to locate general topics (example: horses and diseases). Tips to help fine tune your keyword search and assistance creating an advanced keyword search are available in the "Keywords" searching sections of both the Arthur and MOBIUS catalogs.

If the item you need is not found or is not available in your library, click on the drop-down menu function directly to the right of your library's name to display your other options. Select another library to search, or choose "All Arthur Collections" and click on the "Search" button to the right to rerun your search.

### **How do I find books in other libraries?**

Look for a book in your own library first. Expand your search to the Arthur catalog, then MOBIUS, if necessary.

### *Starting in the Arthur catalog.*

You can search online from your home or office at <http://arthur.missouri.edu>.

Search for items by keywords, title, authors, subject headings or call numbers. Use keywords to locate general topics (example: horses and diseases). Tips to help fine tune a keyword search or for assistance creating an advanced keyword search are available in the "Keywords" searching

section of both the Arthur and MOBIUS catalogs.

If the book you want is not found or is not available from your library, click on the drop-down menu directly to the right of your library's name to display your other options. Select another library to search, or choose "Arthur Library Catalog" and click on the "Search" button to the right to rerun your search in all six library catalogs simultaneously.

You are able to request books that you find from either the Arthur or the MOBIUS catalogs.

#### *Expanding Your Search to the MOBIUS catalog.*

If you have not found the books that you want at your library or in Arthur, or want a greater selection of material, click on the "Search MOBIUS" button in the home page of the Arthur catalog. This extends your search into MOBIUS, the combined catalog for academic libraries in Missouri. You are able to request books that you find from either the Arthur or the MOBIUS catalogs.

If you do not find the books that you are looking for in either the Arthur or MOBIUS catalogs check with the Reference or Interlibrary Loan department of your library. They can assist you in locating the materials that you need. Keep in mind that Interlibrary Loan can take some time.

#### **How do I request books from other libraries?**

From the Arthur catalog, perform a search and if you would like to request an item from another institution, click on the "Request" button.

The next page is the request form. Fill out the information on the form as directed. Be sure to use the location code with your ID number. Also carefully select the location where you want to pick up the book(s). Click on "Submit."

The next page will indicate whether your request went through successfully or not. If it was successful, expect a turnaround time of at least four or five work days. Your library will notify you when the requested book(s) arrives and is available to checkout.

If your request did not go through, double-check your personal information to make sure it is formatted as shown in the examples and that you have added the campus code to your ID number. Resubmit your request. If you continue to have problems, or if you have any questions, please call or e-mail your library.

#### **How do I find the call number and location of a periodical?**

Select "Journal, Magazine & Newspaper" under the "Guided Searches" bar. Enter the title you want to find.

#### **How do I find the information on items put on Reserve by my instructor?**

Visit your library's catalog for course reserves or contact your library with questions.

**How do I search for videos?**

Select "Keyword" under the "Guided Searches" bar. Use the drop-down menu "Format" to choose "VIDEOS."

**How do I search for music scores?**

Select "Keyword" under the "Guided Searches" bar. Use the drop-down menu "Format" to choose "PRINTED MUSIC."

**How do I locate music CDs?**

Select "Keyword" under the "Guided Searches" bar. Use the drop-down menu "Format" to choose "SOUND RECORD."

**How do I find computer related or tutorial CDs?**

Select "Keyword" under the "Guided Searches" bar. Use the drop-down menu "Format" to choose "COMPUTER FILE."

**How do I find books written for children and young adults?**

Select "SUBJECT (Children's)" under the "Guided Searches" bar and enter your subject. If you are looking for a particular author or title, choose "Author" or "Title" from the search menu.

**How do I limit my library catalog search to government documents?**

You can only do this if you have the Government Document Number. If so, select "Numbers" from the Arthur Library Catalog - All Collections page, then "Government Document Call Number" from the "Call Number and Other Number Searches" menu. Enter the number and search.

**How do I save the results of a search in the catalog?**

See the section [Saving Searches/Making Lists](#) below for this information.

**What does the Quick Search box do?**

You can quickly do almost any kind of search with the Quick Search without going to another search page. Use the "Search by" drop-down menu to see the types of searches you can perform. If you are not familiar with the Catalog, we suggest you look below the QuickSearch box and choose the link for an individual type of search (e.g. author, title, etc.). For each type of search, you will find examples that can help you with your search.

**I got too many items with my search**

To decrease the number of items you retrieve:

1. *Do a subject search instead of a keyword search.* Library of Congress (LC) Subject searches cover a standardized list of terms called subject headings. But you must use the exact LC subject headings. Children's subject headings can also be used to search for specialized materials.
2. *Do a title search instead of a keyword search.* Sometimes you can find a handful of books with titles that begin with your topic, e.g. Management. As an alternative, you can type t: in front of a word to search for that word in the title of a work. This should also produce fewer results than a keyword search. Example: t:France finds materials with the word France anywhere in the title.

3. Use the word "and" to do a keyword search on more than one concept. The catalog will look for items that mention both terms. Example: television and children
4. Use the word "not" between two terms to omit certain keywords. The computer will look for items that mention the first term but omit any items that mention the second term after the Not. Example: South America not Brazil
5. When viewing a record for an item you retrieved, check the "Subjects" field to find more specific headings/terms. Scroll down through the record for an item you retrieved until you see the Subject area. Here you will find suggestions for other subject terms you may use. A search on the word training, for example, will yield books on the narrower subjects such as Training of Teams in the Workplace.
6. Use the Limit/Sort button to narrow to a particular publication year or years, material type, language, etc. For example, you can search on World War II and limit the results to videotapes on the topic.

### **I got too few items with my search**

To increase the number of items you retrieve:

1. Do a Keyword search instead of a LC Subject, Medical Subject or Children's Subject search. A keyword search covers more fields, such as title, notes, etc.
2. Use the word "or" to search on variations of a concept. Using "or" to link two words with the same meaning or two words, either of which would satisfy your needs, will result in a larger number of hits from your search. Example: Amazon or Amazon.com, and another example: Greek or Latin.
3. Use an asterisk\* to truncate endings of words. Search for variations of a word by adding an asterisk. For example, to search for training, trainer, trainers or train, type: train\*.

### **I didn't get anything**

If your search yields zero results:

1. Check your spelling. Unfortunately, the catalog won't do this for you. You can use an asterisk \* if you know at least part of a word. Example: "Dostoevsk\*" will find Dostoevsky or Dostoevskii. If you want the catalog to fill in more than 5 letters, use two asterisks. Example: "totalit\*\*" for a search on totalitarianism.
2. Make sure you are doing the correct type of search, such as an "Author" search for authors, "Title" for titles and so on, or use a general "Keyword" search.
3. Do a simple search using fewer keywords. Limit the number of words you are stringing together with the word "and." For example, instead of "personnel and training and computer-assisted instruction", try "computer-assisted instruction and evaluation," or "training and computer-assisted instruction."
4. Search the MOBIUS catalog to see if another library/cluster has materials you want. Follow the link at the top of the screen to search the MOBIUS catalog.

### **I want to limit my search but what do the options under "Format" mean?**

The following list contains the formats you will find under the "Format" menu on the Keyword Search page and an explanation of the formats:

- PRINTED MATL - Book, both single and multi volume works, or periodicals such as magazines, professional journals, and newspapers
- VIDEOS - Videotapes, or 8 or 16 mm film
- SOUND RECORD - Music, lectures, or addresses on tape, disk, or record
- ARCHIVAL MATL - Materials housed in a special collection
- PRINTED MUSIC - Music scores
- MS MUSIC - Music produced by hand, either handwritten, typewritten or on a personal computer
- PRINT MAP - Atlases and folded maps
- MS MAP - Maps produced by hand, either handwritten, typewritten or on a personal computer
- SPOKEN RECORD - Lectures or addresses on tape, disk, or record
- 2-D GRAPHIC - Visible image displayed on a flat surface
- COMPUTER FILE - Computer programs or computer readable data
- KIT - Collection of several formats
- MIXED MATERIAL - Collection of several formats
- 3-D OBJECT - An artifact such as a toy or a model of a person
- MANUSCRIPT - A handwritten or typewritten original
- EBOOK - Electronic book, read online

## **Viewing Your Results/Locating Materials**

### **How do I know which library owns the book I need?**

When you do a search and view the record for an item, you will see a box where you will find an abbreviation for the library that owns the item in question. The libraries in Arthur and their abbreviations are:

Columbia - Columbia College

LU - Lincoln University

MOSL - Missouri State Library, MoDOT - Transportation Library

Stephens - Stephens College

WC - Westminster College

WmWoods - William Woods University

### **The book I want says the status is "LIB USE ONLY". Does that mean I can't borrow it?**

"LIB USE ONLY" refers to material that the owning library will not lend and that can only be used in that particular library. This may include reference books, rare books, archival documents, or other special resources.

### **My instructor wants us to use recently published materials. How can I tell from my results list when each item was published without having to look at each one individually?**

Conduct a keyword search and use the Sort feature on the keyword search page to sort by date.

## **Saving Searches/Making Lists**

### **How do I save the results of a search in the catalog?**

1. With the results of your search on the screen, place a check mark in the "Mark" box beside each item you want.
2. Press the "Save Marked Records" button at the top or bottom of the result list. Continue to mark and save records on subsequent pages. Continue to mark and save records on subsequent pages.
3. When ready to retrieve your list, press the Email/Save/Print button near the top or bottom of the screen.

**I marked some records but I don't see the option to print or email my list.**

When you mark records, you must press the "Save Marked Records" button at the bottom of **each page**. If you leave a page without pressing this button, your marks will disappear. Once you have saved your marked records, you will see a button in the button bar which allows you to Email/Save/Print your list.

**How can I print/download/email a list of items from the catalog?**

1. Do a search and have the search results on your screen.
2. Place a check in the "Mark" box beside each item you want.
3. Press the "Save Marked Records" button at the top or bottom of the result list.
4. Continue to mark and save records on subsequent pages.
5. When ready to retrieve your list, press the Email/Save/Print button on the button bar.
6. The screen that appears will provide options for emailing or saving the list. You may also display it on your screen and print it out.

**Can I conduct a search, save it, and come back to it at a later date?**

Yes. The first step in conducting searches you wish to use at a later date is to log into your library account.

- Open your web browser to <http://arthur.missouri.edu/search~>.
- Scroll down to the link that reads, "View your library account."
- Enter your name and ID number as requested on the form. Remember to add the location code to your ID number.
- Click on the link "Search the Catalog."
- On the page with your search results you will see a bar labeled "SAVE YOUR SEARCH?" When you click on that bar your search will be saved and you will be able to go back to it at a later date by logging into your account and using the link "Preferred Searches."

When you access your saved searches you will be able to delete searches or mark searches for email. If you mark a search for email you will receive an email whenever your library receives new material that matches your search.

## Library Visiting Policies

If you are a patron at a MOBIUS institution ([listed here](#)), you can visit other MOBIUS institutions to check out books. The institutions in the Arthur cluster have compiled information about materials and services available to visiting MOBIUS members. The information below covers some of the most frequently asked questions about visiting another library. If you have further questions not answered below, contact the institution directly.

	Columbia College	Lincoln University	Missouri State Library	Stephens College	Westminster College	William Woods University
May MOBIUS walk-in patrons use subscription databases in your institution?	Yes	Yes, with current university ID	Yes	Access is restricted to Stephens College faculty, staff, and students only	Yes	Faculty, staff and students of William Woods University only
What process for identification/ authorization will MOBIUS members have to go through to use subscription databases?	None	MOBIUS patrons would need to present a current university ID	None	N/A	MOBIUS patrons would need to present a current campus picture ID	N/A
Can MOBIUS members --print out information from computers --access copiers?	Printing - Yes, Donations accepted  Copying - Yes -5 cents/page	Printing - Yes  Copying - Black and white	Printing - No  Copying - Yes -10 cents/page	Printing and Copying  Yes, 5 cents for	Printing - Yes, 10 cents/page  Copying - Yes -10 cents/page	Printing - No  Copying - Yes -10 cents/page
What is the price for						

<p>doing so?</p>		<p>copies - 15 cents/page; color copies - 50 cents/page</p>		<p>black and white copies, 50 cents for color</p>		
<p>What is the policy regarding book check out by MOBIUS members?</p>	<p>Excluding popular reading collection.</p>	<p>MOBIUS patrons may check out books in person with current university ID</p>	<p>MOBIUS patrons may check out books in person</p>	<p>MOBIUS patrons may check out books in person</p>	<p>MOBIUS patrons may check out books in person</p>	<p>MOBIUS patrons may check out books in person</p>
<p>What identification/authorization process will MOBIUS members need to go through in order to check out books in person?</p>	<p>Institutional ID, if ID does not include picture then a second ID with a picture is required.</p>	<p>A current MOBIUS institutional ID.</p>	<p>A current MOBIUS institution ID.</p>	<p>A current MOBIUS institution ID.</p>	<p>A current MOBIUS institution photo ID.</p>	<p>Institutional ID, if ID does not include picture then a second ID with a picture is required.</p>
<p>Can MOBIUS members use other materials in the library, such as CDs or DVDs? Is equipment available for their use?  What identification/authorization process do they need to go through?</p>	<p>Materials and equipment can be used in-house, no identification/authorization is needed</p>	<p>Yes, the visiting patron is allowed to use these items in the library when they present a</p>	<p>Materials may be used in the library. Equipment to use non-book materials is limited. No authentication process is</p>	<p>MOBIUS members may use non-print materials in the library and equipment is available</p>	<p>MOBIUS patrons with institution ID may use in-house library materials such as CDs, DVDs, etc during</p>	<p>MOBIUS members may use on-site equipment for playback of CDs, videotapes and DVDs, providing</p>

		current MOBIUS institution ID.	necessary.	e. Present an institution- issued photo I.D. at the circulation desk	their visit. Equipment is available for in- house use.	g the equipment is not in use by William Woods University faculty, staff or students.
<b>Can MOBIUS members check out non-book materials if they come to the library in person?</b>	No	No	Yes. Same as process for checking out books.	No	No	No
<b>What identification/authorization process do they need to go through?</b>						

### Contact an Arthur Library

#### Columbia College, Stafford Library

1001 Rogers St.  
Columbia, MO 65216  
Front desk: 573-875-7381  
[reference@ccis.edu](mailto:reference@ccis.edu)

#### Lincoln University, Page Library

712 Lee Street  
Jefferson City, MO 65101  
Circulation: 573-681-5504

#### Missouri State Library, Reference Services Division

600 W Main St  
Jefferson City, MO 65101  
Front desk: 573-751-3615  
[libref@sos.mo.gov](mailto:libref@sos.mo.gov)

#### Stephens College, Hugh Stephens Library

1200 E. Broadway, Box 2054

Columbia, MO 65215  
Circulation: 573-876-7182  
Reference: 573-876-7181  
[circulation@stephens.edu](mailto:circulation@stephens.edu)

**Westminster College, Reeves Library**  
501 Westminster Ave  
Fulton, MO 65251  
Circulation: 573-592-5247  
[reeves.library@westminster-mo.edu](mailto:reeves.library@westminster-mo.edu)

**William Woods University, Dulany Library**  
One University Ave  
Fulton, MO 65251  
Circulation: 573-592-4289  
Reference: 573-592-4279