**Program Prioritization Criterion 10 Response for AAS in B and E 2014**

Criterion 10: Opportunity Analysis of the Program

This criterion is meant to encourage innovative suggestions that have not previously been considered by the institution. This criterion gives each program the opportunity to explain how it could be improved and what resources or opportunities would allow that to happen.

1. In 500 words or less describe how the program could be enhanced or strengthened.

As noted previously, if marketing initiatives were undertaken to communicate the seamless integration between the two Award of Completions, the Associate of Arts degree in Business and Entrepreneurship, and the bachelor’s degree in Tribal Governance and Business Management then additional students could be attracted to these courses. The ability to communicate the “ladder approach” to this curriculum would make the relevancy of the courses and their corollary programs more apparent.

Additionally, increasing efforts to create interdisciplinary projects focusing on economic development in the area of native environmental sciences and community services would attract students from other programs. The knowledge and skills gained from multiple discipline areas would give students a more well rounded skill set and perspective in these areas of expertise.

2. In 500 words or less describe how this program is prepared to transform in new and innovative ways.

The primary way in which this program could transform would be to offer all courses in either online or hybrid modalities. This would increase the number of communities and potential students that could be reached. The person to person and ITV modalities restrict student access to either main campus or one of the six extended sites. Were these courses to be offered in an online or hybrid modality, the only limiting factor would be high speed Internet access. To date, this has not been a significant barrier for any of the students enrolled in the latter two modalities.

3. In 500 words or less describe the future outlook of the program?

Communities, tribal education directors, and students have all expressed a strong desire for education in the areas of business management and entrepreneurship. Tribal enterprise are increasingly requiring an Associate’s degree or Bachelor’s degree to qualify for supervisory, management, and director positions in these organizations. This will only increase the number of students seeking these degrees.

The outlook of this program is also highly dependent on the success of its corollary programs—the Award of Completion in Entrepreneurship, Award of Completion in Tribal Casino Management, and the Bachelor of Arts in Tribal Governance and Casino Management. The success of this program relies on communicating the integration of the two and four year degree programs. If the latter programs are seen to be substantive and advantageous for students and their tribal communities, then enrollment in the courses for the associate’s degree should attract additional students.