NORTHEASTERN STATE UNIVERSITY
OFFICE of the PRESIDENT

November 13, 2024

Dr. Brandon Tatum
305 N.W. 5th #407
Oklahoma City, OK 73102

Dear Dr. Tatum:

Following RUSO policy to inform member institutions, Northeastern State University will submit a Letter of Intent to the Oklahoma State Regents for Higher Education (OSRHE) indicating NSU's intent to seek approval to offer a new bachelor's degree.

Institution: Northeastern State University

Official Degree Designation & Program Title: Bachelor of Science in Artificial Intelligence and Data Analytics
Location: Tahlequah and Broken Arrow

Delivery Method: Online and face-to-face delivery

Contact Information: Dr. Carla Swearingen, Provost & Vice President for Academic Affairs

Short Description of the proposed program
The Bachelor of Science in Artificial Intelligence and Data Analytics program is designed for individuals who seek to develop expertise in data-driven decision-making and artificial intelligence applications. The program integrates theoretical knowledge with hands-on experience, emphasizing the practical use of data analytics and Al technologies in real-world settings. It culminates in an experiential learning project that enables students to apply their skills in industry scenarios, aligning with the state's workforce demands.

A Summary of the Employment Demand
According to the Oklahoma State Regents for Higher Education's *Blueprint 2030: Innovating and Elevating Oklahoma Higher Education for Tomorrow's Workforce,* there is a growing need for graduates proficient in STEM fields, including data analytics and artificial intelligence, to support the state's economic development. The *Critical Occupations Report (2021-2030)* identifies significant growth in technology-related roles such as Data Scientists (31.8% growth),

Management Analysts (12.6% growth), and Computer System Analysts (8.2% growth). This program is designed to meet these demands by equipping graduates with the skills required for high-demand positions in data analytics, Al, and related fields.

Additionally, data from the Bureau of Labor Statistics highlights the strong demand for professionals in data analytics and artificial intelligence:

- **Data Scientists:**

  Job Outlook (2023-2033): 36% growth (Much faster than average), adding 73,100 new jobs
- **Computer and Information Research Scientists:**

  Job Outlook (2023-2033): 26% growth (Much faster than average), adding 9,400 new jobs

These statistics reflect a significant need for professionals skilled in data analysis and Al, which this program directly addresses by equipping graduates with the expertise needed to fill these high-demand roles.

How the Program Addresses an Unmet Need in the State

The Bachelor of Science in Artificial Intelligence and Data Analytics is aligned with Oklahoma's strategic goals to increase educational attainment and produce workforce-ready graduates in high-demand technology fields. This program will contribute to meeting the state's evolving workforce demands in data-intensive roles and support Oklahoma's goal to increase the number of STEM degrees and credentials by 2030. Furthermore, this program will attract international students who seek STEM degrees and aim to contribute to the Oklahoma workforce, thereby adding to the state's economy and domestic product. Recent AACSB and OSRHE-sponsored state conferences have underscored the growing need for applied business curricula and degree plans supporting Artificial Intelligence and Data Analytics regionally and nationally.

A completed New Program Request Form to offer the B.S. in Artificial Intelligence and Data Analytics will be forthcoming. Thank you for your consideration. If you have any questions, please feel free to contact Dr. Swearingen at your earliest convenience.

Sincerely,

Rodney S. Hanley, Ph.D. President

cc: Dr. Carla Swearingen, Provost and Vice President for Academic Affairs
Dr. Cari Keller, Associate Vice President for Academic Affairs
Dr. Janet Buzzard, Dean, College of Business and Technology