

**Associate of Applied Science
Casino Management**

Program Review Report

2023

Prepared by: Denise Dancy

Apprenticeship Programs Coordinator

Submitted: July 2023

Contents

1. Rationale	3
2. Role of Program within Sitting Bull College	5
General Education Requirements	5
Casino Management Core Requirements	6
3. Target Audience	8
4. Program Staffing	9
5. Program Budget	10
6. Development Timeline	11
7. Suggested Degree Plan for Associate of Applied Science – Casino Management	13
General Education Requirements	13
Core Requirements	13
8. Suggested Curriculum Sequence for Student Progression for AAS – Casino Management	14
Program Objectives	15
Outcomes Matrix	15
Outcomes Matrix	16
Course Syllabi	17

Feasibility

1. Rationale

SBC seeks to reintroduce a furloughed program at the request of a major local employer and Standing Rock Sioux Tribe (SRST) funding source – Prairie Knights Casino (PKC) and Resort.

The original Associate of Applied Science-Casino Management (AAS-CM) program was developed in the mid-90’s for students interested in working for tribally-owned PKC or Grand River Casino and Resort, which opened in 1993 and 1994, respectively. SBC faculty taught general and core business-related requirements on campus, while PKC Subject Matter Experts (SMEs) taught core casino-related courses and oversaw internship hours at PKC.

Over three years (1995-1998), nine students graduated from the two-year program:

Associate of Applied Science – Casino Management	Male	Female	Both	Employed in Gaming		
				PKC	SRST	No
1995-1997	0	5	5	3	1	1
1996-1998	2	2	4	3	0	1
Total Graduates	2	7	9¹	6²	1³	2

¹ SBC Institutional Data ² PKC HR ³ Internet Research

The Casino Management program was furloughed following the last class’s graduation in May 1998. Graduate feedback indicated that obtaining the degree offered no clear hiring advantage at PKC or, if hired, did not provide for immediate improved new-hire compensation or career growth opportunities. In retrospect, most current top tier PKC leaders joined the casino in its early years, suggesting that advancement occurred organically over time. While 78% of the AAS-GM graduates worked in gaming within a year of graduating, none are current PKC employees.⁴

¹ SBC Institutional Data
^{2,4} PKC Human Resources
³ Internet Research

In January 2023, the North Dakota Tribal College System, which includes SBC, launched the Tribal College Apprenticeship Program (TCAP) in partnership with Hess Corporation and two others to improve educational and employment opportunities for Native Americans across North Dakota. This four-year funded program allows individuals to “earn while they learn,” removing barriers that commonly prevent working individuals from pursuing or completing their education. At that time, SBC Administration and PKC General Manager Alan Paschal discussed relaunching the Casino Management AAS program as an apprenticeship for select casino employees.

With an estimated 300 employees, PKC is Sioux County’s second largest employer, according to the North Dakota Labor Market Information Center. The Sioux County Area Profile indicates that, as of April 2023, 77.4% of Sioux County job openings were in the Arts, Entertainment, and Recreation Industry, which encompasses casinos.⁵ Some 70% of PKC staff are enrolled tribal members.⁶ Casino revenue reportedly accounts for 30% of the Standing Rock Tribe’s programming funds.⁷ By preparing well qualified, loyal staff for PKC, one of the area’s largest employers, the ripple effect betters both individuals and organizations that, in turn, strengthen our community.

While employers nationwide face unprecedented challenges to fill jobs post-COVID, PKC has developed a multi-prong approach to attract, retain, and grow qualified staff. By working hand-in-hand with SBC, Paschal’s goal is to invest in and equip motivated PKC employees with the skills, competencies, and mentorship needed to assume future casino operational supervisory/management roles.

⁵ ND Labor Market Information, “April 2023 Sioux County Area Profile,” May 2023, www.ndlmi.com (accessed May 2023)

⁶ Deena Winter, “New management firm runs Prairie Knights,” April 18, 2002, <https://bismarcktribune.com> (accessed May 2023)

⁷ KX News Staff, “Prairie Knights Casino and Resort in Fort Yates Prepares to Reopen,” May 7, 2020, <https://www.kxnet.com> (accessed May 2023)

2. Role of Program within Sitting Bull College

The Associate of Applied Science in Casino Management program aligns phrase-for-phrase with SBC's vision and mission:

Vision: Let us put our minds together and see what life we can make for our children.

Mission: Guided by Očhéthi Sakówiŋ culture, values, and language, Sitting Bull College is committed to building intellectual capital through academic, career and technical education, and promoting economic and social development.

This program is a result of collaboration—putting minds together-- between SBC and PKC, both rich in Očhéthi Sakówiŋ culture and values. Further, the TCAP initiative represents North Dakota's five TCUs and major employers in the state. This undertaking reinforces SBC's mission to build intellectual capital and promote economic and social development within and for our community.

The degree's curricular design is a collaboration among:

PKC: General Manager Alan Paschal, and Training Representatives Kenneth Grey Cloud and John Young
SBC: Vice President of Operations Koreen Ressler, Dean of Academics Shawn Holz, and Apprenticeships Program Coordinator Denise Dancy

General education requirements were selected following a comparison and analysis of the current SBC Associate of Arts-Business Administration and SBC's prior AAS-CM program. Courses no longer offered have been replaced by current requirements, with options added for ENGL, COMM, MATH, and NAS requirements. Courses that satisfy the AAS-CM degree program requirements include:

General Education Requirements

ENGL 100/110	Applied English or Composition I (3)
COMM 100/110	Applied Communications (3) or Fundamentals of Public Speaking (3)
MATH 100	Applied Math or higher (3)
PSYC 100	First Year Learning Experience (3)
SOC 120	Transitions-Graduation & Beyond (2)
NAS 101 or NAS 103	Očhéthi Sakówiŋ Language I (3) or Introduction to Očhéthi Sakówiŋ Language, Culture, History (3)
CSCI 101	Introduction to Computers (3)
HPER 210	First Aid/CPR/AED (2)
Total General Education.....	22 Credits

Current courses replace similar original AAS-CM courses:

Current AAS-CM Replacement Courses		Similar Original AAS-CM Courses	
PSYC 100	First Year Learning Experience (3)	PSY 100	Psychology of Student Success (3)
SOC 120	Transitions-Graduation & Beyond (2)	SOC 100	Job Seekingn Skills (3)
CSCI 101	Introduction to Computers (3)	OFS 121	Introduction to Computer Applications or equivalent (3)
HPER 210	First Aid/CPR/AED (2)	HPR 106	First Aid (2)

Options added:

- ENGL 100 Applied English *or* ENGL 110 Composition I
- COMM 100 Applied Communications *or* COMM 110 Fundamentals of Public Speaking
- MATH 100 Applied Math *or* higher
- NAS 101 Očhéthi Sakówiŋ Language I *or* NAS 103 Introduction to Očhéthi Sakówiŋ Language, Culture, History

Core courses from the original AAS-CM were evaluated for relevancy by the identified SBC team in association with the PKC team. UNLV's active Concentration in Gaming Management helped identify current/relevant program offerings that align with PKC's educational/training needs. Likewise, the CM course prefix was updated from CAS to GAM, while relevant SBC course numbers carry over. New course numbers were assigned with guidance by Registrar Lisa McLaughlin, noted below:

Casino Management Core Requirements (proposed in *italics*)

ACCT 200	Elements of Accounting (3)
PSYC 111	Introduction to Psychology (3)
BADM 201/301*	Principles of Marketing (3)
BADM 202/302*	Principles of Management (3)
BAD 282*	Human Resource Management (3)
GAM 101	<i>Introduction to Gaming Management (2)</i>
GAM 104	<i>Introduction to Customer Service (2)</i>
GAM 112	<i>Casino Human Resource Management (2)</i>
GAM 114	<i>Fundamentals of Food & Beverage Operations (2)</i>
GAM 121	<i>Casino Security Operations (2)</i>
GAM 122	<i>Cage Cashiering Techniques (2)</i>
GAM 202	<i>Accounting for the Gaming Industry (3)</i>
GAM 205	<i>Casino Marketing Management (3)</i>

GAM 212	Gaming Device Operations Management (3)
GAM 214	Quantitative Methods-Applications in Casino Gaming (2)
Total Core Requirements.....	38 Credits
Total Degree Requirements.....	60 Credits

*Current North Dakota University Common Course Numbers (CCNs) as of May 2023 ([BUSI.pdf \(ndus.edu\)](#))

Courses added:

- BADM 201/301*Principles of Marketing (3)
- GAM 112 Casino Human Resource Management (2)
- GAM 114 Fundamentals of Food & Beverage Operations (2)
- GAM 202 Accounting for the Gaming Industry (3)
- GAM 205 Casino Marketing Management (3)
- GAM 214 Quantitative Methods-Applications in Casino Gaming (3)

Optional Course in original AAS-CM no longer offered:

- BAD 212 Conflict Resolution (3)

New course names, prefixes, or numbers that replace corresponding original AAS-CM courses:

New AAS-CM Courses		Original AAS-CM Courses
ACCT 200	Elements of Accounting (3)	BAD 201 Principles of Accounting I (3)
BADM 201/301*	Principles of Management (3)	BAD 205 Principles of Management (3)
BADM 202/302*	Principles of Marketing (3)	BAD 311 Principles of Marketing (3)
BAD 282*	Human Resource Management (3)	BAD 216/303 Human Resource Management (3)
GAM 101	Introduction to Gaming Management (2)	CAS 101/102 Introduction to Gaming I & II (2)
GAM 104	Introduction to Customer Service (2)	CAS 104 Introduction to Customer Service (2)
GAM 121	Casino Security Operations (2)	CAS 121 Casino Security Practices (2)
GAM 122	Cage Cashiering Techniques (2)	CAS 122 Cage/Cashiering Techniques (2)
GAM 212	Gaming Device Operations Management (3)	CAS 212 Pit Boss Coordination Techniques (2)

Omitted (original AAS-CM courses):

- CAS 111 Blackjack Techniques (2)
- CAS 112 Poker Techniques (2)
- CAS 131 Casino Video/Slot Machine Maintenance (2)

With these Casino Management curriculum changes, 60 total credits are required for the SBC Associate of Applied Science in Casino Management degree, an essential part of a two-year apprenticeship that requires 2,000 hours of On-the-Job training.

3. Target Audience

As the first SBC program developed through the TCAP grant, the target audience is current PKC employees who indicated interest in such a program to PKC leadership. PKC has identified eight potential candidates. Two are poised to begin once program start-up is complete (Spring 2024), with two more beginning each subsequent semester or year. PKC will pay its apprentices' education tuition/fees as well as their hourly wage to attend courses at SBC or the PKC campus. Apprentices will receive two step increases over the two-year program--one at the apprenticeship mid-point and one upon graduation.

The AAS-CM program eligibility currently is limited to selection through PKC's internal evaluation process. As such, the program will not be promoted externally by SBC as a student recruitment tool. Once established, plans include introducing the program to leadership at the Grand River Casino and Resort, the smaller gaming operation owned by the Tribe near Mobridge, S.D.

As of June 1, 2023, numerous leadership roles at all levels were open at Standing Rock casinos:

SRST Casino Job Openings Snapshot June 1, 2023	Lead Roles	Supervisor Roles	Manager Roles	Director Roles	Individual Contributor Roles	Total Leader Openings	Total Casino Job Openings
Prairie Knights Casino (PKC) and Resort	3 (8%)	4 (11%)	1 (3%)	2 (3%)	26 (72%)	10 (28%)	36 (100%)
Grand River Casino (GRC) and Resort	2 (8%)	3 (13%)	1 (4%)	1 (4%)	17 (71%)	7 (29%)	24 (100%)
Total	5 (8%)	7 (12%)	2 (3%)	3 (5%)	43 (72%)	17 (28%)	60 (100%)

Upon completion of the AAS-CM degree, students may choose to enroll in the Bachelor of Science in Business Administration program. This may require additional general education/core requirements beyond those in the AAS-CM program. At this time, PKC does not offer additional staff educational benefits for other certificates or degrees.

4. Program Staffing

The CM program's general education requirements will be taught by current SBC faculty on campus, hybrid, or online with one exception: HPER 210 credit will be accepted for First Aid/CPR/AED training conducted by PKC's American Heart Association-certified training instructors. Core education AAS-CM requirements (five 3-credit classes in ACCT, BAD/BADM, and PSYC [see Pg. 6]) also will be taught by SBC faculty.

All core GAM courses will be taught as a combination of lecture and on-the-job training by PKC Subject Matter Experts (SMEs) professionally engaged in a related casino role. PKC will compensate instructors as part of their regular job. The curriculum—a hybrid of hands-on training and classroom teaching—comprise the degree's "apprenticeship" component.

In the event supplemental training or guest lecturers are needed at PKC, SBC faculty may be called upon in a contract capacity to provide that support (see Program Budget, page 10).

PKC SMEs currently submitted for approval to be classified as SBC Adjunct Faculty (temporary) include:

- Susan Eagle, Guest Services Supervisor, Prairie Knights Casino and Resort (PKC)
 - GAM 104 Introduction to Customer Service
- Brad Gray, Chief Finance Officer, PKC
 - GAM 202 Accounting for the Gaming Industry
- John Jensen, Assistant General Manager, PKC
 - GAM 212 Gaming Device Operations Management
- Nellie Nelson, Director of Cage Operations/AML Compliance Officer, PKC
 - GAM 122 Cage Cashiering Techniques
- Alan Paschal, General Manager, PKC
 - GAM 101 Introduction to Gaming Management
 - GAM 112 Casino Human Resource Management
 - GAM 121 Casino Security Operations
 - GAM 205 Casino Marketing Management
 - GAM 214 Quantitative Methods-Applications in Casino Gaming
- Gregory Wendtholm, Executive Chef, PKC
 - GAM 114 Fundamentals of Food & Beverage Operations

Recent leadership turnover in PKC’s HR, Marketing, and Security departments presumably will require three additional names to be submitted as a SMEs/Adjunct Faculty (temporary) for relevant courses. PKC SMEs are seasoned leaders with deep expertise in their particular operational focus area. Projected staffing changes over the next five years are dependent upon continued employment and/or retirement by SBC faculty and PKC instructors. This fact largely is the basis for this program at PKC.

5. Program Budget

Budgeted expenditures covered by the four-year TCAP grant include a full-time coordinator’s salary and fringe benefits, travel costs, supplies, student stipends, faculty/staff stipends, and employer stipends.

Though the AAS-CM program is the first apprenticeship developed as part of the TCAP grant, the budget is designed to support additional SBC-developed apprenticeships through 2026. Stipends may be used to assist students with costs of mileage, childcare, and housing. Employer stipends may be used for on-the-job training wages, uniform allowances, tools, or credentialing exams. Faculty/staff stipends may be for additional learning specific for this program. As noted above, PKC will compensate both its SMEs and apprentices for time invested in class as part of their regular working hours.

The TCAP Grant funding over its four-year span:

Academic Year	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
Salary	60,000.00	60,000.00	60,000.00	60,000.00	TBD
Fringe Benefits	22,000.00	22,000.00	22,000.00	22,000.00	TBD
Travel Costs	6,500.00	6,500.00	6,500.00	6,500.00	TBD
Supplies	11,200.00	11,200.00	11,200.00	11,200.00	TBD
Student Stipends	88,800.00	88,800.00	88,800.00	88,800.00	TBD
Employer Stipends	162,200.00	162,200.00	162,200.00	162,200.00	TBD
Faculty/Staff Stipends	10,000.00	10,000.00	10,000.00	10,000.00	TBD
Estimated Total	359,700.00	359,700.00	359,700.00	359,700.00	TBD

Non-financial resources needed to develop and maintain the Apprenticeships Program include an office, desk computer, laptop, printer, desk phone, and SBC vehicle access for off-campus meetings.

Program Development

6. Development Timeline

This table reveals the timeline for the AAS-CM Program development as part of the SBC Apprenticeships Program.

Date(s)	Task/Activity	Who
March 20, 2023	Initial meeting between SBC and PKC re: Casino Management Apprenticeship	Laurel Vermillion, Koreen Ressler, Shawn Holz, Denise Dancy, PKC's Alan Paschal & Training Team
March 21-29, 2023	Research/document previous SBC CM program, identify current CM programs across US. Research and identify appropriate DOL Registered Occupation/Approved Occupation Title for apprenticeship: Operations Management. Email to PKC with recommended title/Work Process Schedule for approval	Denise Dancy
April 3-27, 2023	Build proposed CM degree plan and program outcomes, per researched programs and PKC's identified focus areas. Review SBC Fall 23 course offering	Denise Dancy
April 28, 2023	SBC-PKC working session to review/finalize degree plan, course titles, and identify PKC SMEs for CM-specific courses	Koreen Ressler, Shawn Holz, Denise Dancy, PKC's Alan Paschal & Training Team
May 1-8, 2023	Draft basic syllabi outline for CM-specific courses, request PKC Team for review/comments/additional information re: SMEs. Finalize degree plan for Curriculum Committee meeting	Denise Dancy
May 9, 2023	Brief Curriculum Committee. AAS-CM New Program Review with Committee slated for July 18 via Zoom	Denise Dancy
May 16-June 8, 2023	Coordinate Instructor Credential Assessments with PKC and Shawn Holz. Build New Program Review report.	Denise Dancy
June 15 –June 22, 2023	<ul style="list-style-type: none"> Weekly meetings re: PKC leadership changes, program introduction. Brief PKC re: Course Training Completion of DOL Competency Checklist, Office of Apprenticeship Work Process Schedule, GAM course syllabi, identify PKC instructor changes Draft SBC/PKC agreement to Koreen Ressler PKC requests SBC lesson planning support/training and Spring Semester 2024 start vs Fall 2023 	Denise Dancy, new PKC HR Director Wes Long Feather and PKC Training Team
June 2023	SBC preemptively populates GAM course syllabi outlines per PKC-approved course descriptions/outcomes	Denise Dancy
June 28, 2023	SBC provides PKC 10 draft syllabi with written guidance for completion and, requests individual PKC instructor meetings beginning July 10	Denise Dancy
July 11, 2023	<ul style="list-style-type: none"> GAM 104 syllabi outline meeting; outline completed, course lesson planning begins Outreach to Nest re: ECE apprenticeship 	Denise Dancy, PKC Customer Service Manager, PKC Training Rep
July 18, 2023	Curriculum Committee New Program Review	Denise Dancy, Curriculum Committee

<p>July 19-Dec. 22, 2023</p>	<ul style="list-style-type: none"> • AAS-CM Program updates per Curriculum Committee and related follow-up • Approval of PKC instructors as adjunct faculty • SBC/PKC individual instructor meetings to finalize course outlines • SBC/PKC lesson planning training w/ Shawn Holz; syllabi finalized • SBC/PKC TCAP-required Mentorship Training w/ TCAP rep • SBC Apprenticeship Coordinator to attend TCAP-required software training • SBC/PKC Apprenticeship Contract finalized/signed • Required DOL documentation completed and submitted for national Registered Apprenticeship status • PKC Apprentices register for classes 	<p>Denise Dancy, Shawn Holz, PKC HR & Trainers, TCAP Grant Reps</p>
<p>January 2024</p>	<p>Spring Semester, PKC CM Apprenticeships Begin</p>	

7. Suggested Degree Plan for Associate of Applied Science – Casino Management

Courses identified to satisfy the Casino Management program include:

General Education Requirements

ENGL 100/110	Applied English or Composition I (3)
COMM 100/110	Applied Communications (3) or Fundamentals of Public Speaking (3)
MATH 100	Applied Math or higher (3)
PSYC 100	First Year Learning Experience (3)
SOC 120	Transitions-Graduation & Beyond (2)
NAS 101 or NAS 103	Očhéthi Sakówiŋ Language I (3) or Introduction to Očhéthi Sakówiŋ Language, Culture, History (3)
CSCI 101	Introduction to Computers (3)
HPER 210	First Aid/CPR/AED (2)
Total General Education.....	22 Credits

Core Requirements (proposed in *italics*)

ACCT 200	Elements of Accounting (3)
PSYC 111	Introduction to Psychology (3)
BADM 201	Principles of Marketing (3)
BADM 202	Principles of Management (3)
BAD 282	Human Resource Management (3)
GAM 101	<i>Introduction to Gaming Management (2)</i>
GAM 104	<i>Introduction to Customer Service (2)</i>
GAM 112	<i>Casino Human Resource Management (2)</i>
GAM 114	<i>Fundamentals of Food & Beverage Operations (2)</i>
GAM 121	<i>Casino Security Operations (2)</i>
GAM 122	<i>Cage Cashiering Techniques (2)</i>
GAM 202	<i>Accounting for the Gaming Industry (3)</i>
GAM 205	<i>Casino Marketing Management (3)</i>
GAM 212	<i>Gaming Device Operations Management (3)</i>
GAM 214	<i>Quantitative Methods-Applications in Casino Gaming (2)</i>
Total Core Requirements.....	38 Credits
Total Degree Requirements.....	60 Credits

Program Objectives/Outcomes

Influenced by the University of Nevada-Las Vegas Bachelor of Science in Hospitality Management Concentration in Gaming Management, SBC's AAS-CM Program Objectives are to:

1. Communicate effectively in written, spoken, visual and digital modes to different audiences (e.g. Industry leaders, employees, employers, clients, faculty and peers).
2. Proficiently manage all forms of capital (e.g. human, financial, economic, cultural, experiential, social, etc.) in an ethical and sustainable way.
3. Analyze, understand, and solve operational, technical, and people-centric problems and challenges.
4. Effectively identify and assess the legal risks associated with common casino business practices and events, and identify appropriate risk management techniques and employment practices to minimize those risks.
5. Establish and maintain a work environment that ensures the safety of clients and staff.

Outcomes Matrix

(See Matrix, page 16)

Course Syllabi – GAM Course Drafts or Formats Attached