

# Motivation

## Targeting an Untapped Market

Combining any Bachelor's degree with the B.S. in C.S. provides opportunities greater than the sum of each:

$$1 + 1 = 3$$

*According to labor experts "hybrid careers" combining "computing with other fields will increasingly be the new American jobs of the future..."*

Steve Lohr, New York Times, Dec. 20, 2009

### **OSU is Leading the Way for the Nation**

*"As more and more Oregonians seek education and advanced skills in the software and technology fields, e-coursework and online programs such as this create additional degree opportunities across our state, enhancing OSU's position as a leading provider of education in this field, and increasing the likelihood that Oregon students will be able to complete their studies and find employment here in our state."*

Skip Newberry, the President of the Technology Association of Oregon

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