

Comprehensive Program Review Report



Program Review - Business

Program Summary

2021-2022

Prepared by: Kevin Picciuto and Lisa Hott

What are the strengths of your area?: Our instructors are highly diverse and professional with "real world" business experience, and each faculty member keeps current with curriculum and technology in business and industry. The Division members have met annually with an advisory committee composed of business people in the community in order to determine what changes are needed in our classes or curriculum to keep current with industry needs. The program offers a variety of business classes that will prepare students with job readiness skills, certificates, and degrees; and/or to transfer to a 4-year institution in Business Administration. The program continues to update certificates and degrees to make them current with course offerings. Key courses in the Business Division include, accounting, general business, computers, law, and statistics or quantitative methods, which are in demand by industry.

The Business Department's FTES decreased (figures below), the number of students in the Business Division Internship Program and the Department's success rate for overall student population has fallen slightly (72.0% in 2020-2021 from the prior year of 72.6%). We believe all of these factors are mainly due to the Covid19 shutdown and the sudden transition to all online classes.

FTES for Business Department Classes (from Program Review Dashboard)

2018-19	216.07
2019-20	205.57
2020-21	191.93

Certificates and degrees awarded to the Business Department (only Business Department Certificates and Degrees awarded):

2018-2019	130
2019-2020	123
2020-2021	120

Number of students placed in the Business Internship Program:

2018-2019	30
2019-2020	42
2020-2021	31

What improvements are needed?: Continue updating assessments and outcomes.

Continue to improve or maintain success/efficiency rates to remain above the current state average. We are currently at 72.0%, which is above the current average of 65%

Recognize and adjust to the trends of enrollment in business classes and students applying for Internship positions.

Increase the number of students who earn degrees and certificates by replacing a retired faculty member.

A part-time Division secretary is needed to staff the Business Division office in order to serve students and instructors. The

Division also needs clerical help to track alumni employment for state reporting requirements. Students are currently unable to speak with someone in the Division office by phone or meet face to face with a person in the office to get answers to questions regarding certificates, degrees, and general Division inquiries. The Division chair and the other instructors have no one to assist with clerical and other duties.

Describe any external opportunities or challenges.: The Business Division will continue to update course software to keep students current with industry demands and maintain or surpass statewide student success rates for business courses.

Overall SLO Achievement: Students have been meeting or exceeding the SLO expectations for the majority of Business classes. Although there is always room for improvement, we are satisfied with these levels of achievement.

Changes Based on SLO Achievement: Because of the level of students' performance regarding the current SLO's, there are no major changes planned. The current methodologies practiced by the faculty are effective.

Overall PLO Achievement: Based on discussions with our industry partners, our students need to improve their interpersonal skills (soft skills) by developing their oral and written communication abilities. The students are demonstrating competence and strong work ethic in business operations in various industries. Students have been meeting or exceeding the PLO expectations for the majority of Business programs.

Changes Based on PLO Achievement: We are encouraging more students to take business courses that will develop interpersonal skills. In addition, we are encouraging Business Division faculty to incorporate written and oral techniques into the curriculum for all business courses.

Outcome cycle evaluation: The cycle for outcome assessment is every three years for courses and the program as a whole. Continue to hold workshops/division meetings to collaborate with fellow instructors and update and keep assessments current.

Action: New Faculty Hire for Business/Computer courses

Meet student demand for both business and computer course offerings in the Business Division to increase the number of students who earn a degree/certificate or transfer to a UC/CSU.

Leave Blank:

Implementation Timeline: 2021 - 2022

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Brian Bettencourt, Division Chair

Rationale (With supporting data):

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2021-2022

09/13/2021

Status: Continue Action Next Year

Continued - We had another faculty member retire in May of 2021 so we are still in need a a full-time faculty member replacement.

Impact on District Objectives/Unit Outcomes (Not Required):

Resources Description

Personnel - Faculty - Personnel/Faculty--Faculty-New/Replacement. The Business Division would like to replace a full-time faculty member who has retired. (Active)

Why is this resource required for this action?: Most of the 11 full-time faculty members in the Business Division are teaching overloads.

Since full-time faculty will not be able to cover the retiree's units, we would need to attempt to staff these courses with qualified adjunct instructors who are also certified to teach distance education courses. The Business Division has difficulty in recruiting qualified adjunct instructors who can teach in the mornings and afternoons when the vast majority of our

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courses are scheduled. Many of our current Business Department adjuncts are teaching maximum unit loads, so the Division will not be able to sustain the current level of course offerings.

In order for the Business Division to effectively serve our Business students transferring to a CSU with a degree in Business Administration Associate in Science Transfer degree (AST), we need to hire a full-time instructor who can teach the core Business Division classes, which comprise the AST degree.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 100000

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objectives: 2021-2025

District Objective 1.1 - The District will increase FTES 2% from 2021 to 2025.

District Objective 2.1 - Increase the number of students who earn an associate degree or certificate (CTE and non-CTE) by 5% from 2021-2025.

Action: Increase enrollment of students in Business Internship Program.

Increase the number of students in the Business Internship Program by 5%. In addition, track the students in these programs who end up with a job or paid internships as a result of participation in this program.

Leave Blank:

Implementation Timeline: 2019 - 2020, 2020 - 2021

Leave Blank:

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Identify related course/program outcomes: 1) Students in the Internship Program will be able to function in the role of student intern/employee, completing tasks appropriate to the position. Evaluation of the degree of accomplishment will be made by site supervisor, using methods appropriate to the agency or business.

Person(s) Responsible (Name and Position): Kevin Picciuto

Rationale (With supporting data): Student participation in the Internship Program has increased by 40% over the past year. Even during Covid19, there are many requests for student interns. However, some of our business partners are unable to physically accommodate student interns. Therefore, greater effort is required to develop more business partnerships and to increase the number of interns.

More effective outreach to businesses and to students is required. Therefore, it is important to replace the grant-funded portion of this position with permanent monies from the general fund. The current grant funding expires December 2021.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Program Review - Business

Update Year: 2021-2022

09/13/2021

Status: Action Completed

We increased the number of orientations to students through emails and will provide meetings through Zoom to inform more students of the internship opportunity. The bulletin board continues to be updated in the Kern Building, and we continue to speak at various community events and service club functions to better market the program.

The responsibilities of the internship/work experience clerical support position have grown exponentially; therefore, the position should be maintained as full time and funded through the general fund rather than grant funded. The grant that is currently funding part of this position is ending December 2021. This would reduce the position to 24 hours a week and would severely reduce the ability to maintain and grow the programs. Because of the amount of student contact, local business contact, and required paperwork, reducing the hours of this position would negatively impact both the Work Experience and Internship programs. Lack of clerical support makes it difficult to maintain and to attract more students and businesses. This contributes to the decline of permanent employment for our students. This position is critical to the success and expansion of the Business Division Internship program.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.

District Objectives: 2021-2025

District Objective 2.4 - Increase the percentage of CTE students who achieve their employment objectives by five percentage points (job closely related to field of study and attainment of a livable wage) and the number of CTE students who successfully complete 9+ CTE units in a single year by 10% from 2021-2025.

Action: Improve classroom management through teaching equipment/software. Needs installation.

Provide software in computer classroom to view and control all student computers from instructor station. Ensure that instructor computer in classroom will play DVDs and provide additional chairs for the classrooms.

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Implementation Timeline: 2019 - 2020, 2021 - 2022

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Leave Blank:

Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Brian Bettencourt

Rationale (With supporting data): This software will assist with student focus and success.

Instructors prefer to use the computer to play DVD's for classroom instruction.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Program Review - Business

Updates

Update Year: 2021-2022

09/13/2021

Status: Continue Action Next Year

The software was received three years ago and was to have been installed by Computer Services. However, the software has not yet been installed and is possibly out of warranty.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objectives: 2015-2018

District Objectives - 2.3 - Increase course success and completion rates in pre-transfer English, Math, and English as a Second Language courses annually.

District Objectives - 3.1 - Reduce the achievement gap of disproportionately impacted student groups annually, as identified in the Student Equity Plan.

District Objectives: 2021-2025

District Objective 2.4 - Increase the percentage of CTE students who achieve their employment objectives by five percentage points (job closely related to field of study and attainment of a livable wage) and the number of CTE students who successfully complete 9+ CTE units in a single year by 10% from 2021-2025.

Action: Meet student demand for course offerings in the Business Division and increase the number of students who earn a degree/certificate or transfer to a UC/CSU

To meet student demand for course offerings in the Business Division and to increase the number of students who earn a degree/certificate or transfer to a UC/CSU, the Business Division needs to replace a faculty member who recently retired.

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Implementation Timeline: 2021 - 2022

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Identify related course/program outcomes: District Objectives 2.1-Increase the number of students who are transfer prepared.

Person(s) Responsible (Name and Position): Jesse Wilcoxson, Dean; Brian Bettencourt, Business Division Chair

Rationale (With supporting data): The Business Division needs to continue to increase our FTES . The remaining Business Division full-time instructors will not be able to absorb the classes. Full-time Business instructors are already teaching large overloads. It is difficult to hire qualified adjunct instructors who work in the business and industry sector during the day, which is when the vast majority of the Business courses are in demand by students.

It is a concern should we not be able to replace this full-time position. Our Business students will be delayed in their plans to earn a certificate, a degree, or to transfer to a four-year university.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

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Update on Action

Updates

Update Year: 2020 - 2021

09/10/2020

Status: Action Completed

Action complete; faculty member hired.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

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