

Comprehensive Program Review Report



Program Review - Business

Program Summary

2023-2024

Prepared by: Lisa Hott, Gabe Giannandrea, Jessica Gutierrez, Kevin Picciuto

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 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 slightly (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 from 72.% in 2020-2021 to 66% in 2021-2022. We believe these decreases are due to students slowly transitioning back to campus and the large population of students taking on-line classes with less faculty support. Unfortunately, we have also slipped below the statewide success rate for business divisions which is 72%.

FTES for Business Department Classes (from Program Review Dashboard)

2020-2021 - 191.93
2021-2022 - 182.78
2022-2023 - 199.34

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

2020-2021 - 120
2021-2022 - 129
2022-2023 - 114

Number of students placed in the Business Internship Program:

2020-2021 - 31
2021-2022 - 23
2022-2023 - 29

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

Continue to improve or maintain success/efficiency rates to remain above the current state average.

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 retiring faculty members.

A part-time Division secretary is still needed to staff the Business Division office in order to serve students and instructors. 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 must continue to update course software to keep students current with industry demands and maintain or surpass state wide student success rates for business courses. The popularity of online classes has led to lack of engagement and lower success rates compared to face-to-face classes. We need to encourage more face-to-face enrollment or find strategies to increase student engagement and success rates in online classes.

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

Changes Based on PLO Achievement: Division faculty are encouraging more students to take business courses that will develop interpersonal skills, such as Bus 188, Bus 100, Bus 185 and Bus 112. In addition, Business Division faculty are working to incorporate more 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. The division will continue to hold workshops/division meetings to collaborate with fellow instructors and update and keep assessments current.

Action: Meet student demand for business and computer course offerings

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, 2022 - 2023, 2023 - 2024

Leave Blank:

Leave Blank:

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: 2023 - 2024

09/18/2023

Status: Continue Action Next Year

In order to meet student demand and to replace a faculty member that is retiring December 2023, a full-time faculty hire is needed.

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

Update Year: 2022 - 2023

09/13/2021

Status: Continue Action Next Year

Program Review - Business

The division is aware of pending faculty retirements that will need to be replaced.

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, with one retiring December 2023.

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 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 and Computer Application classes, which comprise the AST degree.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 155560

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. (DISCONTINUED)

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, 2022 - 2023

Leave Blank:

Leave Blank:

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): Lisa Hott

Rationale (With supporting data): This is an important bridge for students to use what they have learned in the classroom and combine that with what they can learn on the job as an intern. It provides value for the students and local businesses.

Program Review - Business

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024

09/18/2023

Status: Action Completed

We have received the clerical support that was previously requested.

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

Update Year: 2022 - 2023

09/12/2022

Status: Continue Action Next Year

It is still our goal to continue to grow the number of interns and partner businesses (post COVID).

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: Provide and install software in computer classroom to view and control all student computers from instructor station.

Provide and install the same software in computer classrooms as on the Hanford campus to view and control all student computers from instructor station .

Leave Blank:

Implementation Timeline: 2019 - 2020, 2021 - 2022, 2022 - 2023, 2023 - 2024

Leave Blank:

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.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Program Review - Business

Updates

Update Year: 2023 - 2024

09/18/2023

Status: Continue Action Next Year

This software has been installed on the Hanford campus, but still needs to be installed on the Visalia campus in the computer classrooms

Impact on District Objectives/Unit Outcomes (Not Required): This will assist instructors in keeping students on task by allowing faculty to view what students are doing at their individual computer stations.

Update Year: 2022 - 2023

09/12/2022

Status: Continue Action Next Year

This software has been installed on the Hanford campus, but still needs to be installed on the Visalia campus.

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

Resources Description

Instructional equipment - Software to allow instructors to control and view student computers in the classrooms. (Active)

Why is this resource required for this action?: Will enable instructors to manage what students are viewing in order to keep students focused on the task.

Notes (optional): Hanford Center has had software installed, we are requesting the same software for the Visalia campus.

Cost of Request (Nothing will be funded over the amount listed.): 4200

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. DISCONTINUED

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.

Leave Blank:

Implementation Timeline: 2021 - 2022, 2022 - 2023, 2023 - 2024

Leave Blank:

Leave Blank:

Program Review - Business

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:

Update on Action	
<i>Updates</i>	
Update Year: 2023 - 2024	09/18/2023
Status: Action Completed	
A new Business Division faculty member was hired to replace a retiree.	
Impact on District Objectives/Unit Outcomes (Not Required):	
<hr/>	
Update Year: 2022 - 2023	09/12/2022
Status: Continue Action Next Year	
The division was approved for hiring a business faculty member, but hiring was delayed for a year.	
Impact on District Objectives/Unit Outcomes (Not Required):	

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: Offer more Business courses at Visalia, Tulare, and Hanford campuses. DISCONTINUED

Offer more business courses at Visalia, Tulare, and Hanford campuses.

Leave Blank:

Implementation Timeline: 2019 - 2020, 2021 - 2022, 2022 - 2023

Leave Blank:

Leave Blank:

Identify related course/program outcomes: Business General - evaluate an existing business and identify the business organization, key business procedures relevant to a specific problem using appropriate technology. Explain the functions of

Program Review - Business

business financial and apply them to business situations.

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

Rationale (With supporting data): Continue growth of center course offerings.

Priority: Medium

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

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 Objectives: 2013-2015

2013-2015: District Objective #1 - District Objective #1 for 2013-2015: Provide effective academic support services as measured by an increase in the rate at which students successfully complete courses.

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: Improve computer classrooms and hallway aesthetics to create student engagement DISCONTINUED

New paint in four computer classrooms and the computer lab in downstairs Kern building and hallway aesthetics to create student engagement

Leave Blank:

Implementation Timeline: 2022 - 2023, 2023 - 2024

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

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

Rationale (With supporting data): This will help create a more pleasing business environment for students, staff, and faculty. This will help student motivation and engagement.

Priority: Medium

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024

09/18/2023

Status: Action Discontinued

Discontinuing as a Program Review request because the Facilities Department informed us that Program Review is not the correct way to request this action.

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

Link Actions to District Objectives

District Objectives: 2021-2025

Program Review - Business

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