Contents

Instructional Program Review

General Information

1. Name of department (program) under review.

   Business Administration

2. Who is the person(s) submitting the Program Review form?

   Randy Barton

3. What is the current academic year (i.e. 2022-23)?

   2022-23

4. Please describe the department/program, its staff and faculty, etc.

   The Business Administration Program at Columbia College offers students options by way of 1 Associate of Science-Transfer

   degree, 2 Associate of Science degrees, and 4 Certificates of Achievement. These can be achieved in the areas of

   Accounting, Business administration, Business Management, and organizational roles such as payroll, customer service, and

   bookkeeping. The program employs two full time faculty divided into multiple disciplines, and two or more adjunct faculty that

   teach courses face-to-face on campus, online, and at detention facilities. Courses include the more traditional transfer level

   courses such as Financial Accounting, Managerial Accounting, Business Law and Economics, and courses for personal skills

   like Excel, Business Math, QuickBooks and many others that round out the majors. We serve new students on academic

   pathways, re-entry students finishing degrees, and those upgrading their skills or personal development.

5. Please describe how this department's/program's mission relates to the college's mission and strategic goals.

   The Business Program is fully aligned with the Columbia College Mission Statement and the Educational Master Plan. The Business Program

   has undergone changes based on regular reviews to keep its awards relevant in providing the students the necessary education and skills to

   be engaged in an evolving world. Just as our College celebrates diversity, our business courses foster not only professionalism, but also as

stated in our Student Learning Outcomes, the importance and role of ethics in the professions they strive for. The California Community

Colleges Chancellor's Office has listed as the first of its Vision Goals, "Over five years, increase by at least 20 percent the number of California

Community College students annually who acquire associate degrees, credentials, certificates, or specific skill sets that prepare them for an

in-demand job." According to the California Career Zone (cacareerzone.org), those entering the field of bookkeeping, accounting, and auditing

clerks, are in a field with an average salary of $50,160 and annual openings of approximately 22,450 jobs. We report regionally a median

salary of $47,400, and 56 openings. Completing the Business Program and transferring to earn a higher degree in a profession such as

Accountants have an average salary of $88,130 in California with annual openings of 16,640 jobs. Students on the path of earning

the Accounting AS award fit into the vision of Chancellor's office and Columbia Colleges Mission and Strategic Goals.

1. Review the Department Summary Data Table. What are the strengths? What are the challenges or areas of improvement? What is the impact on students? Respond to a minimum of three trends such as census enrollment, FTES/FTEF, course success rate, course retention rate, etc.

> (Section I) The enrollment over the time shown is relatively steady with 420 students registering and about a 12.5% drop off at census date.
> Academic year 2020-2021 will be an exception in most data elements for the college, indeed, the program reflects college wide data changes
> related to Covid policies. (Section II) The instructional outcomes table shows the slow down trending data for success of students in numbers, but
> that again follows the enrollment trend for the college. The interesting part was the success rate in percentage terms was the best in
> AY2020-21. Normally around an average of 79 to 82%, it jumped to over 90%. This is unexpected with the increase in online sections. Why, is
> only speculative for now? Sustaining it as a trend would require seeking this out.
> (Section VII, VIII) These sections are a little troubling
> considering they do not show growth in the program and could even be interpreted as declining when including the shutdowns and movement to
> online. (Section IV) Reflects the "small college" environment the Business Administration Program lives in. Most sections being offered once per
> year and always trying to make enrollments work to meet the requirements of its various awards in a 2-year planning schedule, or 1 year if a
> certificate or less. This leaves little room for flexibility and continuous prep work for faculty. Along with other obligations outside of the classroom.
> Improvement within the department is nearly impossible without substantial growth in the college itself that supports growth in sections and faculty.

2. Review the Department Student Equity – Success Rates Data Table. What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

> The strengths appear to be in serving the population over 24 and the weakness is in serving those between 18 and 24.

3. Review the Program (Department) SLO Data Table. How does your department support ISLOs? What are the strengths and challenges? What is the impact on the college mission?

> The SLO data itself looks very strong in supporting the ISLOs and with strong student counts. The data shows the business department does not have as many SLOs related to culture/community as it does for the other ISLOs.

Award Data Sheet

1. Review both tables on the Award Data Sheet. What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

   > The strength I see is that the Accounting AS, Business Administration 2.0 AST, and the Business Management AS all have strong numbers compared to the certificates. I interpret that as the degrees having more value in the job market and in transfer than the lower degrees. That means our students are completing more classes to earn these higher 2 year awards.

Course Data Sheet

1. Review the Course Summary Data Table for each course. What are the trends for enrollment, retention, and success rates? What are the strengths? What are the challenges or areas of improvement? What is the impact on students?

   > I believe the courses show a recovery from the pandemic enrollments and in some cases an improvement. Retention and success show no discernable trends. Most of the improvement appears related to the increased online offerings since the shutdown. The impact on the students would be a more flexible scheduling option.

2. Review the Student Learning Outcomes Data Table for each course. What are the strengths and challenges? What is the impact on the college mission?

   > The SLO data for the courses is fairly steady through the years with the exception of one course. BUSAD 163 Business Mathematics showed a steep drop-off in the SLO success. This class has the challenge of enrollment, and when online, it faces the additional challenge of attracting students to the live sessions versus the recordings. I do not believe this data point will have any impact on the college mission?

1. What courses and awards are due for a 5-year review? To find this information, go to the [Curriculum Committee webpage](#) and click on the following links in the left menu bar: Course 5 Year Review Tracker link and Award 5 Year Review Tracker link.

    BUSAD 135, 20, 2B and ECON 10, 11

Goal Setting

On the following pages, please establish goals for your department. Keep in mind the purpose of the Program Review to drive continuous improvement, as well as to help establish a need for funding or other support to achieve improved outcomes. **What sorts of things will the department be doing, or would like to be doing, to maintain, expand, or improve excellent instructional delivery?**

This template has space to establish up to three goals. If you wish to add more goals, additional forms are available in the Teams folder.

Goal 1

1. State the status of this goal (new, in-progress, or completed):

   The department has undergone many changes in the past few years regarding awards. This is continuing and this goal would be for the purpose of
   increased success and completion rates in the awards identified as essential to the program. The removal of awards, certificates and courses has
   been both data driven and upon suggestions from the Advisory Committee meetings. Modifications and additions will come from the same. Modifications should keep in mind the "stackability" of awards.

2. State this goal is one or two sentences?

   Changes in the Business Awards are aimed at increased success and completion rates in the awards identified as essential to the program and Columbia College Mission Statement.

3. What is a short name for this goal?

   Business Awards Vision 2024

4. In what ways will achieving the goal support the college's mission and/or core values?

   Students completing/earning the Business Administration Program' award support a sustainable institution vital to the community and builds in
   the collegiality and professionalism in students the business community welcomes to its ranks.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

   X Increase award completion
   X Reduce barriers to completion
   –   Reduce equity gaps
   X Increase transfer readiness
   X Increase workforce readiness
   –   Maintain institutional stability

6. What steps are you going to take to achieve this goal?

   Steps will be taken to update, modify, submit and support the curriculum and programs identified as successful and supportive of student outcomes.

7. How are you going to measure completion of this goal?

   This goal could be measured by data already collected in the system. Data in Section VIII, table Program Starts and Subsequent Completions
   shows the highest completion rate over the past 4 years to be A'y2019-20 at 12.4%. The college shows a high of 14.7% in AY2020-21. This
   could be the benchmark for the Business Administration Department. A goal of 15% completion rate in simpler terms.

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

> Modifications to awards have been made in the past three curriculum cycles. Course updates have been made and more to follow in the next two years. With the narrative above mentioning changes in the business environment, new courses are expected to be developed and become part of the program.

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

> This goal mainly requires the time of faculty to research and follow through with curriculum processes.

Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request From (Secured – YCCD Login Required) located on the Program Review webpage under the Resource Allocation Requests heading.

Goal 2

1. State the status of this goal (new, in-progress, or completed):

   This goal has reached near completion with only a couple pieces of technology remaining. Opaque projection, and screen projection that works with the lights on.

2. State this goal is one or two sentences?

   The classroom or learning environment is a vital part of Business Department effort in improving outcomes. The Buckeye Building has traditionally been used by Business and Economics and needs upgrades in aesthetics, tables, chairs, and technology.

3. What is a short name for this goal?

   Buckeye Classroom Upgrades

4. In what ways will achieving the goal support the college's mission and/or core values?

   The Buckeye Classroom Upgrade will contribute to a positive campus environment and add more versatility to the classroom enhancing the teaching methods that can be employed.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

   - – Increase award completion
   - X Reduce barriers to completion
   - – Reduce equity gaps
   - – Increase transfer readiness
   - – Increase workforce readiness
   - X Maintain institutional stability

6. What steps are you going to take to achieve this goal?

   Consultations with IT have been happening and different technologies explored.

7. How are you going to measure completion of this goal?

   The remaining portion of the goal can be considered complete when screen projection can be made with good student visibility while classroom lights are on, and opaque projection can also take place.

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

   The classroom has been modified greatly in aesthetics, equipped with new tables, and chairs the accommodate different layouts. The remaining technology is described above.

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

> Funding for technology may include a ceiling classroom projector, a write-on screen connected to the computer, a document camera, and perhaps a pull-down screen. In-house IT has proven capability of installing these things given their schedule.

Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request From (Secured – YCCD Login Required) located on the [Program Review webpage](#) under the Resource Allocation Requests heading.

Goal 3

1. State the status of this goal (new, in-progress, or completed):

    New

2. State this goal is one or two sentences?

    Along with the goal of increasing completions in existing awards and the continuing review of all awards, is the consideration for a new award.
    Namely, a certificate that could serve the institutionalized population served by the college. The award would have as its goal the facilitation of those institutionalized a greater success in rejoining the workforce.

3. What is a short name for this goal?

    Disadvantaged Workforce Achievement

4. In what ways will achieving the goal support the college's mission and/or core values?

    This goal would meet the mission and core values of Transformational Learning and Growth in the student perspective. It would also
    meet the Core Value of Vital Community and Access on the college level.

5. List the college-wide strategic goals that will be addressed by this goal (include all that apply and remove any that do not apply).

    X Increase award completion
    –   Reduce barriers to completion
    X Reduce equity gaps
    –   Increase transfer readiness
    X Increase workforce readiness
    –   Maintain institutional stability

6. What steps are you going to take to achieve this goal?

    At this stage, it would be the organization and holding of meetings to determine the best pathways in meeting needs of the institutionalized population given restrictions and limitations.

7. How are you going to measure completion of this goal?

    Having an award in place and courses scheduled at the detention institution.

8. If this goal was completed or is in progress, please provide an update and summarize efforts.

    This goal has only been mentioned and no formal steps have been taken yet.

9. Briefly describe or list the types of resources (staffing, equipment, technology, facilities, etc.) that are needed to support and achieve this goal. Then enter all resource requests through the Resource Allocation Requests link below.

Support of committee meetings in determining the makeup and purpose of the certificate/award. Technology requirements of students if needed, such as laptops for participation. Teaching materials like books, working papers, digital media, copied material for a correspondence environment, and possibly additional adjunct faculty if justified by growth.

Resource Allocation Requests

- Enter requests in the Program Review Resource Allocations Request From (Secured – YCCD Login Required) located on the [Program Review webpage](#) under the Resource Allocation Requests heading.

Submit

- When you have completed all areas of the Program Review as outlined above, notify your dean by typing the @ symbol and your dean's name in the box below (e.g. @Sean Osborn, @Steve Amador, etc.).

@Steve Amador
@Brandon Price

Dean's Review and Feedback

Deans: Please review the form above and place any thoughts or feedback that you have in the space below. Feedback from AAC, counseling, industry, etc. can be included. When completed, please put the @ symbol and the faculty member name(s) at the end so that they will get notified when your review is completed.

The business field continues to have very solid labor demand in the region. We should further discuss strategies for increasing student accomplishments of SLOs in BUSAD 163 as well as how to better serve our justice involved students as discussed in the Program Review. **@Randy Barton**