Business Program

5.2 - Program Improvements Needed

Regardless of the many strengths, the Business Program has areas that can use improvement. The differences between degrees are not always clear with students and counselors. The program's degrees, certificates, and courses must be continuously reviewed and evaluated for currency and alignment with transfer institution and industry needs. Marketing of programs is a constant challenge and long-term schedules need to be implemented in the prisons and at EKTC. Due to lack of technology at the prisons, adding complete programs and pathways is difficult. Additionally, relationships with industry and advisory committee members need to be fostered in the Tehachapi area. Additional partnerships such as dual-enrollment, internships, and job-shadowing should be explored and developed. Student success and retention rates should be monitored, and student preparedness should be evaluated and compared to success rates.

5.3 - Response to Previous Strategies

In the 2015-2016 Program Review, the following three-year strategies were identified:

1. Improve marketing efforts to increase enrollments in courses.

    This activity is in progress. Marketing has improved and is much more structured institutionally than it was in the past. Brochures, flyers, and banners have been developed and used to promote our programs and certificates. Long-term schedules and pathways were developed and put on the college website for student use. Additionally, advisory committee meetings take place twice a year and changes, improvements, and new programs are discussed at those meetings for committee input and dissemination. Enrollments have increased over the previous program review period. Many of these enrollments come from course offerings at the prisons and concurrent enrollments. Neither require traditional college marketing efforts.

2. Assess requisites for courses and implement early aligned assignments to substantiate the requisites.

    This activity was essentially completed. Although additional prerequisites were not added to BSAD courses since the last program review, advisories were added to most courses. This has been helpful for counseling and for students as it gives them an idea of what prior knowledge they should have before taking courses. The average success rate for BSAD courses in the previous program review was 64.62%. The average success rate for BSAD courses in this program review is 70.12%. This is a substantial improvement.

3. Examine current effectiveness of two-year pathways to completion for Business AS and COA on-campus.

This activity is in progress. The on-campus enrollments of the Business AS and COA courses were dropping during the previous program review. The measurement for the success of this activity was an increase in the FTES/FTEF ratio. This ratio is about the same as it was during that review. Like others in this review, the ratio has fluctuated. Course offerings of upper-level courses are currently online only except for the courses offered at the prisons. This has allowed for better enrollment management for the college and for students as courses are no longer cancelled due to low enrollment. The IWV and ESCC campuses currently have long-term schedules that include offering entry level courses on campus and higher-level courses online. The EKCT campus is evaluating their long-term schedule in this area.

4. Monitor enrollments in the new Data Analyst I Certificate of Achievement.

    This activity is in progress. The measurement of success for this activity was an increase in the FTES/FTEF ratio for BSAD C220 and BSAD C222. In this time period, the FTES/FTEF ratio decreased for BSAD C220 (from 12.9 to 9.54) but increased for BSAD C222 (from 8.025 to 9.2). These numbers continue to be below the average of most other courses in the program.

5. Work with Advisory Committees to update courses, degrees, and certificates to align with industry needs.

    This activity is in progress and will continue to be. The measurement of success was an increase in enrollments. Advisory Committee participation is strong, and enrollments have increased.

In the 2015-2016 Program Review, the following six-year strategy was identified:

    1. Create current student and graduate workplace tracking system to monitor student employment.

This is a collegewide need and the status is unknown. Some tracking is done through the VTEA funding, but it is done on too small a scale to be useful.

5.4 - Two-Year Program Strategies

Action Plan for Achieving Two-Year Strategies

Action Plan for 2-Year Strategy 1

Concise Description of Strategy	Develop pathways and long-term schedule for EKCT, CAC, CCI, and dual-enrollment at EKCCC.
Measurement of Completion	Published documents for student and counselor use
Timeline	2021-2022
Responsible Person	Department Faculty, Department Chair, Dean, and Site Directors