

Program Efficacy Team Report (Instruction)

2018 – 2019

Name of Department: Business Administration

Efficacy Team: Sandra Moore, Robert Jenkins, Johnny Roberts

Overall Recommendation:

Continuation
 Conditional
 Probation

Rationale for Overall Recommendation: The team believes this is an important program, but the responses in the report do not provide clear communication regarding the program. In some sections the team found it difficult to understand the data being presented. In other sections, there was repetition of old EMP data and not a discussion of the 2017-2018 EMP data. The team recommended ‘Meets’ for the following sections:

Communication, Culture, and Climate

Professional Development

Facilities

The team recommended ‘Does Not Meets’ for all of the other sections.

The team is recommending a ‘Conditional’ rating.

Part I: Questions Related to Strategic Initiative: Increase Access

Goal: SBVC will improve the application, registration, and enrollment procedures for all students.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
Demographics	The program <u>does not provide</u> an appropriate analysis regarding identified differences in the program’s population compared to that of the general population.	The program <u>provides an analysis</u> of the demographic data and provides an interpretation in response to any identified variance. The program <u>discusses the plans or activities</u> that are in place to recruit and retain underserved populations as appropriate.	In addition to the meets criteria, the program’s analysis and plan <u>demonstrates a need</u> for increased resources.
Pattern of Service	The program’s pattern of service is <u>not related to the needs of students.</u>	The <u>program provides</u> evidence that the pattern of service or instruction meets student needs.	In addition to the meets criteria, the program <u>demonstrates that the pattern of service needs to be extended.</u>

		The program discusses the plans or activities that are in place to meet a broad range of needs.	
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Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

There are discrepancies in the demographic analysis. There is more than a 2-3% deviation from the college population. There are higher numbers of African-American students and lower numbers of Hispanic students than the college population than the 2-3% deviation noted in the report. The report does give some analysis regarding having an older population in the program, but the team believes more analysis is needed.

The arrangement of the responses for the Demographics section, Student Success section, and Student Learning Outcomes was a challenge to read and understand due to the mixing of data with explanations in paragraph form.

The description of pattern of service indicates that the program is serving the needs of the community with day, evening, online, short-term, and full-term classes.

It was a challenge to understand all the information presented. The team believes there is excellent work taking place within this program and that excellence needs to a better description.

Analyze the demographic data by including a discussion of how the number of African American and Hispanic students differ from the campus population. Organize the sections to increase clarity.

Part II: Questions Related to Strategic Initiative: Promote Student Success

Goal: SBVC will increase course success, program success, access to employment, and transfer rates by enhancing student learning.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
Data/Analysis demonstrating achievement of instructional or service success	Program does not provide an adequate analysis of the data provided with respect to relevant program data.	Program provides an analysis of the data which indicates progress on departmental goals.	In addition to the meets criteria, the program uses the achievement data in concrete planning and demonstrates that it is prepared for growth.
Service Area Outcomes and/or Student Learning Outcomes and/or Program Level Outcomes	Program has not demonstrated that it is continuously assessing Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or Program Level Outcomes (PLOs)	Program has demonstrated that it has fully evaluated within a four-year cycle and is continuously assessing <u>all</u> Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or	In addition to the meets criteria, the program demonstrates that it has fully incorporated Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) and/or Program Level Outcomes (PLOs) into its planning, made appropriate

	<p>based on the plans of the program since their last program efficacy.</p> <p>Evidence of data collection, evaluation, and reflection/feedback, and/or connection to area services is missing or incomplete.</p>	<p>Program Level Outcomes (PLOs).</p>	<p><u>adjustments, and is prepared for growth.</u></p>
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Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The program repeats EMP descriptions and seems short on the analysis asked for. In terms of SLOs, the program does not show the data collection, there is a summary of the assessment for all courses. This section needs to be expanded and clarified. In terms of PLOs, there is a need for clarification. The learning outcomes for the program are used as PLOs. More details about the PLOs needed to be included in the report.

In discussing Student Success, present a clearer analysis of the data. For example, there is a statement that degrees have declined and a statement that AS-T degrees have increased. The section on Student Success needs to be written in a clearer manner. Use current data to discuss SLOs and PLOs.

Part III: Questions Related to Strategic Initiative: Improve Communication, Culture & Climate

Goal: SBVC will promote a collegial campus culture with open line of communication between all stakeholder groups on and off-campus.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
Communication	The program <u>does not identify</u> data that demonstrates communication with college and community.	The program <u>identifies</u> data that demonstrates communication with college and community.	In addition to the meets criteria, the program <u>demonstrates</u> the ability to communicate more widely and effectively, <u>describes</u> plans for extending communication, and provides data or research that <u>demonstrates</u> the need for additional resources.
Culture & Climate	The program <u>does not identify</u> its impact on culture and climate or the plans are not supported by the data and information provided.	The program <u>identifies and describes</u> its impact on culture and climate. Program <u>addresses</u> how this impacts planning.	In addition to the meets criteria, the program provides data or research that <u>demonstrates</u> the need for additional resources.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The program does identify how it communicates with the college and community using brochures, email lists, participation in career days at different companies, and a page on a retail association website.

In terms of culture and climate, the program works with an advisory board and local 4-year colleges to promote the program. The program is working on a newsletter to communicate with different companies, colleges, and students to create an understanding of business as a discipline. The program is also working on creating internships/part-time and full-time opportunities for students with the companies in their Advisory Committee.

IV: Questions Related to Strategic Initiative: Maintain Leadership & Promote Professional Development

Goal: SBVC will maintain capable leadership and provide professional development to a staff that will need skills to function effectively in an evolving educational environment.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
Professional Development	The program does not identify currency in professional development activities.	Program identifies current avenues for professional development.	In addition to the meets criteria, the program shows that professional development has impacted/expanded the program and demonstrates that the program is positioning itself for growth.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The program identifies currency in professional development activities such as membership in professional trade organizations, conference and workshop attendance, as well as currency in publications related to business. There is redundancy in the descriptions in this section.

V: Questions Related to Strategic Initiative: Effective Evaluation & Accountability

Goal: SBVC will improve institutional effectiveness through a process of evaluation and continuous improvement.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
Mission/ Statement of Purpose	The program does not have a mission/ statement of purpose, or it does not clearly link with the institutional mission.	The program has a mission/statement of purpose, and it links clearly with the institutional mission.	
Productivity	The data does not show an acceptable level of productivity for the program, or the issue of	The data shows the program is productive at an acceptable level.	The program functions at a highly productive level and has planned for growth as appropriate.

	productivity is not adequately addressed.		
Relevance, Currency, Articulation	The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate. <u>Out of date course(s) that were not launched into Curricunet by Oct. 1, 2017 may result in an overall recommendation no higher than Conditional.</u>	The program provides evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated or transfer with UC/CSU, or plans are in place to articulate appropriate courses.	In addition to the meets criteria, the program discusses plans to enhance current course offerings that link to student/community needs and positions the program for improved student outcomes.
Challenges	The program does not incorporate weaknesses and challenges into planning.	The program incorporates weaknesses and challenges into planning.	The program incorporates weaknesses and challenges into planning that demonstrate the need for expansion.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:
The program has a mission that relates to the college mission.
There is a description of productivity, which is a repetition from the EMP. The numbers describing FTEF are not the same as indicated on the EMP. The numbers seem off. There is some explanation for the drop in WSCH per FTEF. This section needs more analysis and explanation.
The curriculum is current except for BUSAD 108 which had a review date of August, 2017 and BUSAD 222 which had a review date of October 2017. There is discussion of the adjustments needed for the catalog, but there is no mention of deletion or change for the out of date courses.
The challenges seem to be a need for growth, however, this needs to be stated in a more direct manner.
There is a description of planning in terms of certificates and improving student success in online classes.
The data for productivity needs to be current. There needs to be consistency between the numbers on the EMP and the numbers in the report. There is no mention of BUSAD 108 and BUSAD 222 in the section on Currency. BUSAD 108 is not current and needs to be updated in Curriculum. If it has already been updated, that should have been included in this section. State the challenges in a clear manner.

VI: Questions Related to Strategic Initiative: Provide Exceptional Facilities

Goal: SBVC will support the construction and maintenance of safe, efficient, and functional facilities and infrastructure to meet the needs of students, employees, and the community.

SBVC Strategic Initiatives: [Strategic Directions + Goals](#)

	Does Not Meet	Meets	Exceeds
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Facilities	The program does not provide an evaluation that addresses the sustainability of the physical environment for its programs.	Program provides an evaluation of the physical environment for its programs and presents evidence to support the evaluation.	In addition to the meets criteria, the program has developed a plan for obtaining or utilizing additional facilities for program growth.
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Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:
The facilities are described as adequate. An emerging need for conducting courses in computer labs was identified. It appears there is a need for more face-to-face class offerings.

VII: Previous Does Not Meet Categories

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:
The response does not reflect current EMP data. This seems to be a repetition of information produced earlier in the document. The program seems to be saying that there is a reduced demand for the program and sections, not a larger demand as indicated in the two-year-report. The program does not directly address the inconsistency. It implies that there is less demand in the response.
The response needs to reflect current EMP data. Determine whether there is an increased or decreased demand for this program based on the data and clearly state that in this section of the report.