**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2010-11**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: Business** | **3/2/2011** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2011)** |

**STEP I. ANALYSIS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2010 data are as of 1/30/2011 |  |
|  |  | **Fall 2007** | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Definitions** | |
| **Enrollment at Census** | | 1,735 | 1,871 | 2,035 | 1,824 | *Self Explanatory* | |
| **Census Enrollment Load %** | | 68.12% | 79.21% | 86.41% | 85.00% | Enrollment at Census Divided By Sum of Caps (aka "Seats") | |
| **WSCH** | | 4,591 | 4,963 | 5,037 | 4,586 | Weekly Student Contact Hours | |
| **FTES** | | 153.04 | 165.44 | 167.89 | 152.88 | One Full-Time Equivalent Student = 30 WSCH | |
| **Total FTEF** | | 11.07 | 10.90 | 10.40 | 9.70 | Total Full-Time Equivalent Faculty | |
| **WSCH/FTEF** | | 415 | 455 | 484 | 473 | WSCH Generated per Full-Time Equivalent Faculty Member | |
| **Full-time FTEF** | | 3.47 | 3.47 | 3.47 | 2.87 | FTEF from Contract Faculty | |
| **Hourly FTEF** | | 6.61 | 6.43 | 5.90 | 5.97 | FTEF from Hourly Faculty | |
| **Overload FTEF** | | 1.00 | 1.00 | 1.03 | 0.87 | FTEF from Contract Faculty Overload | |
| **Part-Time FTEF** | | 7.61 | 7.43 | 6.93 | 6.83 | Hourly FTEF + Overload FTEF | |
| **Part-Time/(Total FTEF) %** | | 68.70% | 68.19% | 66.65% | 70.45% | Percent of Total FTEF Taught By Part-Time Faculty | |
| Student Achievement: **Non Distance Education Courses** | | | |  |  | Those NOT taught via Distance Ed (see below) methods of instruction | |
| **● Retention Rate** | | 92.90% | 95.28% | 95.69% | 96.41% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades | |
| **● Success Rate** | | 68.88% | 73.59% | 72.10% | 74.49% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades | |
| Student Achievement: **Distance Education Courses** | | | |  |  | Those taught via Internet, TV or non line-of-sight interactive methods | |
| **● Retention Rate** | | 80.00% | 69.97% | 77.68% | 75.00% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades | |
| **● Success Rate** | | 44.81% | 50.64% | 52.21% | 61.19% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades | |
| **Degrees Awarded** | | 18 | 29 | 36 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2010-11) | |
| **Certificates Awarded:** | | 5 | 7 | - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) | |
| **- Under 18 Units** | | 2 | 1 | - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) | |
| **- 18 or More Units** | | 3 | 6 | - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2010-11) | |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **All data for the business discipline looks strong. In particular, enrollment and WSCH/FTEF is increasing steadily (and approaching 525), indicating efficiency in this discipline. We are retaining our students (96.41% for non distance ed) and they are succeeding (74.49% for non distance ed). These are slighly higher than Palomar College totals of 94.88% and 73,79% respectively. Degrees and certificates (>18 units) have been steadily increasing. Overall, this discipline is showing solid performance.** |

| **I. B. Please summarize the findings of a Course or Program SLO assessment conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
| --- |
| **In the Palomar Outcomes Database, the course SLO for BUS 150 (Advertising) reads: Students will be able to analyze and critique current advertisements for their use of strategic messaging elements. The assessment method is: Students collect ads throughout the course and discuss them in class, create portfolios, and write analyses that demonstrate their knowledge of specific topics. The criteria is: Student average must be > or = 75%. Directions must be followed. Work must be neat and professional and follow guidelines. The SLO has been assessed twice (on 922/2009 and on 9/21/2010). The results in 2010 showed an improvement in the average across all students to 93%.** |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **For the firt time in 2010, students were given a "practice" session beforehad to demonstrate how to create a good portfolio. In general, these "hands on" exercises work very well in business. Whether it's writing, marketing, advertising, or strategic decision making, when students are allowed to "do" first as practice in the classroom, they tend to perform much better during project or test time. This finding has been discussed at department meetings and among full and part time colleagues. Wherever we can incorporate "learn and do" -- we do it.** |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
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| **Business administration crosses many disciplines and can lead to various jobs. The detailed data below shows information from the labormarketinfo site and shows (by SOC code) the types of jobs that our graduates might pursue. In San Diego county, we are preparing students for the nearly 200,000 jobs in business by 2018 (12% growth over 2008). Some of the higher growth jobs are in logistics, human resources, and sales management. See details below. Number in 2008 and 2018 columns indicate # jobs in San Diego county.**  **SOC Code Job Title 2008 2018 Growth**  **131051 Cost Estimators 2310 2900 26%**  **132071 Loan Counselors 230 280 22%**  **131072 Compensation and Job Analysis Specialists 1160 1410 22%**  **131071 Employment, Recruitment, and Placement Specialists 1570 1860 18%**  **131081 Logisticians 1440 1700 18%**  **131079 Human Resources and Labor Specialists, All Other 2400 2830 18%**  **112022 Sales Managers 5610 6590 17%**  **131023 Purchasing Agents, Except Wholesale, Retail/Farm 3730 4360 17%**  **434051 Customer Service Representatives 18490 21610 17%**  **434081 Hotel, Motel, and Resort Desk Clerks 2940 3420 16%**  **119021 Construction Managers 5630 6420 14%**  **412031 Retail Salespersons 48370 54560 13%**  **113011 Administrative Services Managers 2160 2380 10%**  **131199 Business operations specialists 16480 18040 9%**  **414012 Sales Representatives, Except Technical 9660 10560 9%**  **131121 Meeting and Convention Planners 660 720 9%**  **413099 Sales Representatives, Services, All Other 8730 9480 9%**  **119151 Social and Community Service Managers 1070 1150 7%**  **119081 Lodging Managers 830 890 7%**  **411011 Retail Sales Supervisors 16710 17830 7%**  **411012 Non-Retail Sales Supervisors 4400 4680 6%**  **119199 Managers, All Other 7090 7470 5%**  **419099 Sales and Related Workers, All Other 2560 2680 5%**  **131111 Management Analysts 9570 9980 4%**  **Total 161,670.00 181,140.00 12%** |

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| **STEP II. PLANNING**  **Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
| --- |
| **Business General, Business Administration and Advertising, Marketing, and Merchandising are all being udpated for Fall 2011/Spring 2012 to be within the 30 unit guidelines. We're on the listserv for any updates to the TMC for our Business Administration Degree for transfer. Workforce and Labor market projections indicate needs in combining technology with business. That's why we plan to launch the E-Marketing AA degree/certificate in Fall 2011 (collaboration with Graphics). We are also planning to work closely with the TAACCCT Grant Program Proposal in the Entrepreneurship area. Securing money to fund entrepreneurial programs and resources for students would be a great asset to Palomar.** |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
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| **We've recently started offering a late start BUS 125 (prereq for BUS 205) for students who don't pass the BUS 205 placement exam. This has worked extremely well in helping students "find a home" when they learn that they aren't prepared for the BUS 205 course during the first week of school. With the launch of the new E-marketing program, we will need to add additional Advertising, Marketing, and E-commerce sections to accommodate the growth.** |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **We need at least one more full-time faculty person for the Business Discipline. Ideally, this person would have education and experience in both business and management.** |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:** |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results.  NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | **Prioritize these requests**  **1,2,3, etc.** | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.** | **N/A** |  |  |  |  |  |  |
| **a2.** |  |  |  |  |  |  |  |
| **a3.** |  |  |  |  |  |  |  |
| **a4.** |  |  |  |  |  |  |  |
| **a5.** |  |  |  |  |  |  |  |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | **Prioritize these requests**  **1,2,3, etc.** | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.** | **Desktop computer for Mary Cassoni** | **1** | **Goal 6: Optimize the technological environment to provide effective programs and services throughout the district.** | **When I was hired in 2005, Dean Schwertdfeger had some extra money and offered me a laptop as my primary computer. It's been geat and I love it, but it's taken me out of the regular rotation for a new computer. It's been >5 years and my laptop is getting a bit old. I'm afraid that if I don't request one now, I'll not ever get into the rotation for a new computer.** | **$2,500** | **One time (but ongoing once I'm in the rotation)** | **No -- it doesn't appear to be** |
| **b2.** |  |  |  |  |  |  |  |
| **b3.** |  |  |  |  |  |  |  |
| **b4.** |  |  |  |  |  |  |  |
| **b5.** |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | | **Prioritize these requests**  **1,2,3, etc.** | | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | | **Estimated Amount of Funding Requested** | | **Will this be one-time or on-going funding?** | | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.** | **NA** |  | |  | |  | |  | |  | |  | |
| **c2.** |  |  | |  | |  | |  | |  | |  | |
| **c3.** |  |  | |  | |  | |  | |  | |  | |
| **c4** |  |  | |  | |  | |  | |  | |  | |
| **c5.** |  |  | |  | |  | |  | |  | |  | |

| **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | | **Prioritize these requests**  **1,2,3, etc.** | | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | | **Estimated Amount of Funding Requested** | | **Will this be one-time or on-going funding?** | | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** | |
| **d1.** | **NA** |  | |  | |  | |  | |  | |  | |
| **d2.** |  |  | |  | |  | |  | |  | |  | |
| **d3.** |  |  | |  | |  | |  | |  | |  | |
| **d4.** |  |  | |  | |  | |  | |  | |  | |
| **d5.** |  |  | |  | |  | |  | |  | |  | |

| **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | | **Prioritize these requests**  **1,2,3, etc.** | | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | | **Estimated Amount of Funding Requested** | | **Will this be one-time or on-going funding?** | | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.** | **NA** |  | |  | |  | |  | |  | |  | |
| **e2.** |  |  | |  | |  | |  | |  | |  | |
| **e3.** |  |  | |  | |  | |  | |  | |  | |
| **e4.** |  |  | |  | |  | |  | |  | |  | |
| **e5.** |  |  | |  | |  | |  | |  | |  | |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource** | **Describe Resource Requested** | | **Prioritize these requests**  **1,2,3, etc.** | | **Strategic Plan 2013 Goal/**  **Objective Addressed by This Resource**  **(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)** | | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | | **Estimated Amount of Funding Requested** | | **Will this be one-time or on-going funding?** | | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.** | **NA** |  | |  | |  | |  | |  | |  | |
| **f2.** |  |  | |  | |  | |  | |  | |  | |
| **f3.** |  |  | |  | |  | |  | |  | |  | |
| **f4.** |  |  | |  | |  | |  | |  | |  | |
| **f5.** |  |  | |  | |  | |  | |  | |  | |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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| **I did request college totals and division totals so we could compare our numbers. This would be good data to include for everyone in the future. It's nice to see how your numbers compare.** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **Completed Chancellor's Packet for new E-Marketing program! Continue to market successful Retail Management program! Hired some new part-time faculty with great backgrounds in business and technology, so we can teach mobile/apps marketing and new media/communication (Facebook, Twitter, LinkedIN)** |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
| --- |
| **N/A** |

| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **Business continues to be a solid area with good growth and interesting programs. To remain current and relevant, we need to start incorporating technology and globalization in all levels -- from courses to programs to the hiring of new faculty to our strategic planning.** |

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| --- | --- | --- |
| **Please identify faculty and staff who participated in the development of the plan for this department:** | | |
| **Mary Cassoni *Name*** | ***Name*** | ***Name*** |

|  |  |  |
| --- | --- | --- |
| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than March 11**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by March 18**
* **Email an electronic copy to** [**jdecker@palomar.edu**](mailto:jdecker@palomar.edu) **by March 18**