

Program Review



ADP/Program Review - Business

2020 - 2021

1. Department Goals - Current Progress: Goal One - Improve Sustainability of Courses and Programs

The department is a leader in the college with 175 program completers during 2019-2020. Every year the department evaluates courses and programs in order to analyze actions to improve the enrollments and the necessary mix of programs to meet student's needs.

The department is experiencing a trend in higher course enrollments in online courses. With Fall 2020 fully online we saw enrollments peak with nearly every course experiencing a waitlist.

Another trend is the number of students who are enrolled in the core courses for the AS-T Business Administration. Resource allocation decisions take these trends into consideration.

The department is participating in a district grant to move two programs to the CVC-OEI. At this time we on target to meet this grant goal and have revised additional courses with the aim to move 2-3 other programs to the California Virtual Campus.

This requires every course in the two programs to be revised using the OEI rubric and that these courses be quality approved. The two programs are the Certificate of Achievement Public Management/Civil Service and the Certificate of Achievement Project Management. The two additional programs include the Small Business Certificate and AA Public Management.

The grant also recommends that the course not only be quality approved it also recommends courses use open source textbooks. This grant will be completed in December 2020. Faculty have been working diligently to find open source textbooks to remove the financial barrier to enrollment in college.

With these major strides the department has set it's goal to continue to see increased enrollments and sustainability of our programs. We are expecting continued growth which will make additional FTE and additional faculty hiring a must in the future.

Goal Two - Build Business and Community Partnerships

Partnerships with businesses and the community have increased over the last year, specifically:

1. The department has joined the Innovative Paths to Public Service (IPPS) regional collaborative. Candy Smith and Tony DiGaetano are members of this collaborative and work directly with other members in the development and review of the department's programs.
2. The department has faculty working in three local prisons - the Inmate Education Program continues to grow and is a very important part our goal to build partnerships in the Folsom and Lone communities.
3. The department is working with two high schools - Carver High School and Visions In Education to develop articulation agreements for courses. Carver High School is offering an FLC course on their campus in Spring 2020. This has slowed due to Covid-19 however is still a very important part of our outreach efforts.
4. Business Advisory Board meetings were conducted for the Public Management and Winery Marketing programs in Fall 2020, BAB will reconvene in Fall 2021.
5. The department has conducted individual meetings to create partnerships with State of California CDCR, SMUD, Sacramento County, and El Dorado and Amador County wineries. This outreach has helped the department in the development of the AA Business Analysis/Data Analytics and the Winery Marketing Certificate programs.
6. To continue to provide valuable courses and programs the department needs to secure funding for the SAP Learning Hub and Microsoft Project software licensing. Our outreach has clearly indicated the need for SAP training in the area. At this time only one other community college in California - Mission College has SAP training available. This is a priority for our department.

Goal Three – Provide Professional Development for Faculty

Department faculty attend training and professional development activities to stay current in their disciplines.

1. KC Tran and Candy Smith have attended SAP training to prepare for the new course and the new program using the SAP learning hub. KC Tran continues to train with the SAP Learning Hub and the college will teach its first SAP Accounting course in Fall 2020.
2. Howell Ellerman attended a second winery expo as part of the research that will be used to build the Boutique Winery Marketing Certificate. The Certificate in Winery Marketing is complete.
3. Candy Smith attended the Next Gen Personal Finance training.
5. Several department faculty attended the OEI and POER training to work on the CVC-OEI grant including: Candy Smith, KC Tran, Dipali Buch Cheryl Wright, Lance Kolleda, and Jennifer Black in Spring/Summer 2020.
6. Candy Smith was granted a scholarship by NACCE to the Makeshift Conference in Spring 2019.
7. Candy Smith was selected for an ICU Ciber scholarship to attend the NACCE Conference Fall 2020.

Goal Four - Develop New Career and Technical Programs

The department has worked to build two new programs and a new course. The AA Business Analyst/Data Analytics is approved. The Boutique Winery Marketing Certificate is currently being completed. The department is working on a Payroll certificate program and additional programs to support accounting and finance with local public agencies. Two new courses in SAP Accounting and Spreadsheets for Accounting were approved in 2020.

1. To continue to provide valuable courses and programs the department needs to secure funding for the SAP Learning Hub and Microsoft Project software licensing.
2. Members of the department attend CE meetings each month and are working to build new CE programs.

2. Department Goals - Future: New Department Goals

Goal Five - Develop a brand for the department in order to enhance marketing efforts.

The department could focus on the development of a brand and use branding as a method to further market the department. Folsom Lake College has an excellent Business and Accounting Department the department needs to build on the successes to further market the programs.

The CVC-OEI grant has marketing dollars and the department has hired Cristina Mendonsa to develop marketing videos and a brochure.

Goal Six - Provide Students with Online Courses and Open Source Materials

Courses that are online are more popular than those offered on-ground. The department currently has a grant to revise department courses using the OEI Rubric. The department is focusing on the revision of 20 courses this academic year. Community College students face higher costs due to the rising costs of textbooks. Several faculty within the department have moved to open source materials. Additional faculty are expected to use open source materials in the next year.

The department is on track in revising courses and identifying OER materials. These tools will continue to help the department provide improved access to students and these efforts will add to additional higher enrollments. Department faculty understand the clear connection between access and student success improvements to enrollments.

At this time the department is working 6 courses that are offered with zero cost textbooks, we hope to expand this in order to have an entire program available with zero cost textbooks this academic year. Additional courses in accounting, management, business law are working on use of OER textbooks.

Goal Seven - Establish Opt Out Program to Improve Equity and Transfer

Jennifer Black is developing a pilot Opt Out Cohort that will provides students from diverse backgrounds the opportunity to complete the AST - Business Administration in two years.

3. Special or Long Term Projects: New Programs

SAP Learning Hub

SAP software is used to manage financials, logistics, human resources, and other business areas. The backbone of SAP software offering is SAP ERP system which is the most advanced Enterprise Resource Planning (ERP) system this SAP system has evolved to offer application software for supporting complex a large variety of business functions. This will create a need for faculty to be trained in a number of areas with the SAP Learning Hub. There are a large number of private and public agencies that use SAP software including CDCR, FTB, SMUD, Blue Diamond Almonds, Intel are just a few.

To continue to provide valuable courses and programs the department needs to secure funding for the SAP Learning Hub and Microsoft Project software licensing.

Current Projects Using the SAP Learning Hub.

New programs using the SAP Learning Hub will continue to be developed. The department is working with the CTE department to develop two new programs in accounting and social media marketing this year.

Opt Out Program - this will provide a cohort of students the opportunity to transfer within 2 years and improve access to our AST-Business Administration program to students from diverse backgrounds.

4. Department/Discipline Plans - Curriculum and Course Sequencing: Program Map - Every program within the department has a program map. Pathways are being developed for each program, nearly every certificate is stackable to a degree program. As programs change - program maps are being updated.

Pathways - In evaluating the overall effectiveness of each program the department continues to take the appropriate steps to maintain overall productivity of each program. As programs decline steps are taken to make changes to the curriculum or delete programs that are not viable. The department has been very active in taking action to update curriculum.

The following pathways are in place: Accounting Pathway, Global Entrepreneurship Pathway, Global Entrepreneurship Pathway, Public Management Pathway, Small Business Entrepreneurship Pathway.

Proposed Pathways - Business Analyst Pathway, Economics Pathway, Global Studies Pathway.

Course Sequencing - Courses within the department are offered once every two years. Courses that are no longer offered have been deleted from the college catalog. Most courses have at least one online section. Due to State budget cuts this sequencing must be evaluated again, some courses may only be offered every two years in order to create opportunities to teach new proposed courses without the ability to gain additional FTE.

Curriculum - All of the department curriculum is current.

5. Program Development & Revision: This year every program will reviewed, analyzed, and revised as needed. This is being done as part of the program review process.

An additional course in economics is still being considered for developed that is a C-ID recommended course in Statistics for Economics.

The department is interested in developing the AS-T Global Studies.

The department revised C-ID Changes to AS-T Business Administration.

6. Percent of SLOs assessed: The department has completed 100% of the SLO assessments for courses offered within the past 6 years. At least one SLO has been assessed for each course and many of the courses have all of the SLO assessed.

7. Course SLOs - Synopsis: The department overall has acceptable achievement of student learning outcomes in the majority of the courses taught. In assessing Accounting courses the department can see some lower achievement rates for some of the student learning outcomes in accounting. Faculty within the department have identified the need for accounting tutors.

8. Course SLOs - Strategies for Improvement/Maintenance: Overall the department success rates are above the college average, however in some courses faculty are working to improve success rates in online courses and additional tutoring services are being requested in accounting to assist students who take accounting online. There is a significant difference between online and on-ground success rates in accounting which indicates students need additional resources to be successful in the online courses which are very popular. Additional access to online tutoring for online accounting courses is needed to improve the success rates for students taking both Accounting 301 and Accounting 311 online.

9. Program SLOs - Synopsis: Department program SLO assessments are reviewed and used to make changes to programs. Currently the data available does not indicate any significant findings that would warrant action to be taken.

10. Program SLOs - Strategies for Improvement/Maintenance: The department conducts an extensive program review of all programs every 2 years. This review includes program completion rates, review of courses within the program. program SLO review. In some of the department certificate programs, completion rates are low the department is actively involved in revising courses in these programs using the OEI rubric in order to list these programs on the CVC- OEI Finish Faster website.

11. Improving Course and Program Success Rates - Data Analysis: Overall the department success rates for programs and courses are above the college average.

12. Improving Course and Program Success Rates - Strategies and Resources Needed: Additional efforts to provide tutoring services in the area of Accounting have been taken. Accounting professors offer additional assistance after class sessions to improve comprehension levels.

13. Suggestions for Improving the ADP/PR process: None.

14. Is your ADP complete and ready for review by the Dean and Vice President?: Yes

Program Review Questions (skip if not completing program review)

15. Mission Statement: The Business and Accounting Department at Folsom Lake College is committed to facilitating the process of acquiring knowledge, developing career skills, and promoting transfer, through excellence in curriculum and instruction,utilizing a variety of delivery methods in order to students to accomplish their academic and career goals.

16. Pre-Requisite and Co-Requisite Validation: Pre-Requisite and Co-Requisite validation has been completed as part of the department's ongoing effort to remove barriers to students. The department has actually added pre-requisite to courses based on student success research.

17. Maintaining Program Currency: The department eliminated 11 programs in the last 4 years and is now taking efforts to improve program completion rates of every program through the development of stackable pathways and alignment of certificate programs to degree programs. An additional program in Global Entrepreneurship may be replaced with the AS-T Global Studies in order to promote transfer.

18. Evidence of Program Relevancy: Faculty within the department stay current in their knowledge base through professional development and self training, this allows the department to review and revise curriculum based on current industry and business trends and needs. The Business and Accounting department is one of the most active in terms of curriculum review and revision.

19. Is your PR ready for review by Dean/VP?: Yes