

Academic Unit Plan

Division: Business

Academic Year: 2007/08

Division Chair: Stan Sandell

Executive Summary

The Business Division made some progress toward our staffing goals by hiring 2 new full-time faculty members. The Accounting Department went from no full-time faculty to one and so did Computer Applications and Office Technology (CAOT). At the same time however, we lost one full-time instructor in CIS and Accounting to retirement. Ms. Linares was Instructional Assistant for CAOT and is now a full-time faculty member, so that position is now vacant. Ms. Shay has been filling a partial assignment due to illness. We still do not have enough full-time faculty members to cover campus meetings, update curriculum and provide support and advisement to students.

The CIS program is progressing with the update for CIS7 Introduction to Multimedia to Adobe Web Design suite (CIS Program Review Activity 7 Expand web site development course offering to cover interactive technologies). New software purchased with VTEA funds.

Toward goals of increasing class size, retention and transfer:

Our new A.A. in Business Administration was approved by the state this year. We anticipate that this will increase enrollment and retention in the future.

We have added to our online and hybrid education course offerings with the approval of new outlines in CAOT and Management.

We have started to develop our division web site.

Activities Description Narrative: please describe suggested activities, including grant proposals to be written, new course or program initiatives, or program viability studies in priority order.

Priorities were determined by looking at what we are most likely to actually be able to make progress on with our current staff.

1. Move and adjust to the new Technology building. Once there, evaluate needs for hardware, software, furnishings and other equipment that are not provided.
2. Continue updating course outlines in all areas to have quality SLOs and assessment methods. Update degrees and certificates for new catalog and archive courses as needed.
3. Research and plan updates for the CIS networking curriculum. This may require purchase of new

server hardware/software in the 09/10 year. The subject was discussed in an Advisory meeting, but at that time there was no clear path as new Networking software was being released.

According to BLM statistics published in November 2007, employment for Network Systems and Data Communications Analysts is the fastest growing occupation at 53% from 2006 to 2014. CIS9 and 10 have not been offered for several years since the Novell software lost market share. This is affecting our degree and certificate completion rates.

4. Adopt 3 new courses in the top code for Logistics & Transportation as currently offered by CSUDH. They have agreed to articulate the courses. When these are through Curriculum they can be added to our A.A. degree so students may transfer to study Logistics. The state of California projects 13.4% growth in Logistics careers between 2004 and 2014. There is a large amount of interest statewide in developing and coordinating logistics curriculum. CATLI (California Transportation and Logistics Institute) has been holding meetings to facilitate communication between high schools, community colleges, and universities with the help of industry. Lora Lane has attended several of the meetings. CSUDH contacted us for help building enrollment in their new program. We also have a connection to Niels Brock Business College that we would like to develop further, possibly enabling our students to study abroad. Do you have environmental scan, employment data or transfer data that would bolster this request?

5. Look into the possibility of an A.A. degree or a joint program utilizing CAOT courses for transfer to CSUDH for the B.S. in Applied Studies. Both CSUDH and CSULB have shown interest in working with us. CSUDH is now in partnership with Coastline (see <http://www.csudh.edu/apscoast/>). CSUDH awarded 21 Bachelor's degrees in Applied Studies in 06/07 compared to 10 the year before (<http://www.csudh.edu/oir/degrees/degreesConferredbyProgram-5yr.pdf>).

EDUInsight.com (<http://www.eduinsight.com/index.php>) described our CAOT students well:

"Compared with exclusively full-time students, exclusively part-time students tended to be older, female, Hispanic, financially independent, and first-generation students (i.e., their parents did not attend college). They also tended to come from low-income families (for dependent students), had weaker academic preparation, and had lower expectations for postsecondary education."

Factbook data shows that 60% of students are female (much higher in CAOT), 75% are part-time, 47% Hispanic, and almost half over 25 years of age. Through our one-on-one conversation with students, we have learned that students enter CAOT with a vocational goal of re-entering the workforce as an office worker. Then they gain confidence in their abilities to complete studies and a better understanding of the occupations open to them. Elsie Linares is just one such example. Unfortunately, the courses that make up CAOT degrees and certificates do not align with a transfer degree at this time. Students have to start over if they want to transfer. The CSUDH Applied Studies degree from the College of Business & Public Policy uses much of their existing coursework. The student can then take upper division classes in areas such as Management, Marketing, and Public Policy to complete the B.S. The B.S. will qualify students to enter better paying management positions.

6. Research ways to strengthen the CAOT program and compete more successfully with the local “pay” programs in Medical and Legal office. This may include short-term classes, modules and open entry/open exit. The Medical Secretarial occupation is projected to grow 8.5 between 2004-2014 according to the California Labor Market Information System (CALMIS). The Legal Secretarial occupation will grow by 15.9%. Our program is lower cost and can lead to an A.S. or even a B.S in the longer term and should have stronger enrollment.

7. Get approval for additional courses distance education delivery like Finance and Real Estate. This can help to increase class size in low-enrollment classes by giving students more flexibility in taking the courses. According to the 2007 Fact book, the average class size in Real Estate was 33.8, and Finance was 17. In the most recent data, the average Real Estate class size was 17. A winter session class was cancelled. The Real Estate slowdown is pushing enrollment down.

8. Publicize the new A.A. Business degree and program updates through development of the Business Division web page, email lists, flyers, open houses, meetings with counselors and individual academic advisement.

SLO Assessment Results Narrative: please describe assessment activities that support proposed unit initiatives.

We are now reviewing and updating course outlines and SLOs in preparation for assessment. Better than 50% of our courses have good quality SLOs.

Assessment methods have been determined for some courses in CIS, CAOT, Accounting and Real Estate. We are aiming for at least a 50% assessment form completion rate by this time next year.

Data collection could take place for some of these courses next year.

Staffing Implications: if any request will require additional classified support or training, please describe its extent.

The Business Division has no classified employees. We need to replace one full time instructional assistant and half time secretarial/clerical position immediately. In the longer term, we should hire a second instructional assistant and 2 or more additional full-time faculty. Include copy of replacement approval from staffing committee for Elsie’s position

Technology Implications: if any request involves technology, please describe its impact on the network, licensing, repair, training and support.

It is anticipated that new technology and furniture will be incorporated in the new Technology Building and that this technology will be financed as part of the cost of the building. This is what was presented to us from the very beginning of planning for the new building. It is difficult to predict exactly what our needs will be at this time.

The new network version of Adobe Web Design will need to be installed for student use next year.

| Discipline ID# | Department Priority (1 to 99) | College Strategy Supported (separate columns if two) | | Student Success Initiative | Technology Access | Department Objective (link to Program Review) | Proposed Activity | Brief Summary of SLO Assessment Results (See attached forms) | List Other Supporting Documents/Links Attached (E.G., WSCH, Wait Lists, Retention, Environmental Scans) | Resources Required (list faculty, equipment, etc.) | Estimated Total Cost and Source (E.G., Program 100, VTEA, etc.) |
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| 20 | 1 | | | | | All objectives | Hire a CAOT Instructional Assistant to assist in priorities #3-10 | | | Instructional Assistant | \$50,000 per year Program 100 |
| 20 | 2 | | | | | All objectives | Hire a half time secretarial/clerical worker to be shared with another division to assist in priorities #3-10 | | | Half time secretarial/clerical | \$20,000 per year Program 100 |
| 20 | 3 | | | | | Overall Business Division Program Review Activities 1, 2 and 3. Also activities within the reviews for individual departments. | Move and adjust to the new Technology building. Once there, evaluate needs for hardware, software, furnishings and other equipment that are not provided. | | | Boxes, dumpsters, etc. We have stuff from 25+ years ago in the building. | Proposition funding |
| 20 | 4 | | | | | | Continue updating course outlines in all areas to have quality SLOs and assessment methods. Update | Just over 50% of course outlines have quality SLOs. 10% of those have assessment component. | | Hire Instructional Assistant already approved to free | \$50,000 |

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| | | | | | | degrees and certificates for new catalog and archive courses as needed. | CAOT is one of the areas with the least completed. | | Elsie Linares up to work on curriculum. | |
| 20 | 5 | | | | CIS Program Review activity 5 | <p>Research and plan updates for the CIS networking curriculum. This may require purchase of new server hardware/software.</p> <p>CIS9 and 10 have not been offered for several years since the Novell software lost market share. This is affecting our completion rates.</p> | | According to BLM statistics published in November 2007, employment for Network Systems and Data Communications Analysts is the fastest growing occupation at 53% from 2006 to 2014. | | |
| 20 | 6 | | | | New development, not in 05/06 program review. | Adopt courses in the top code for Logistics & Transportation to support CSU programs and state-wide efforts. | | CALMIS projects a 13.4% growth in Logistics careers between 2004 and 2014. A statewide consortium, the California Transportation and Logistics Institute, has been holding meetings to facilitate communication between high schools, community colleges, and | Help from an industry contact or experienced faculty member to build the program. Lora Lane has been working on this and is not well qualified (M.S. and previous work experience in | |

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| | | | | | | | | universities with the help of industry. | Computer Science) | |
| 20 | 7 | | | | Business Division Program Review Activity 1, increase enrollment, retention and successful completion | Research an A.A. degree or a joint program utilizing CAOT courses for transfer to CSUDH (and other CSUs) for the B.S. in Applied Studies. Both CSUDH and CSULB have shown interest in working with us. | | CSUDH is currently partnered with Coastline (http://www.csudh.edu/apscoast/) . 21 Bachelor's Degrees were awarded in 06/07 in Applied Studies compared to 10 the year before. | Hire Instructional Assistant already approved to free Elsie Linares up to work on curriculum. | See above |
| 20 | 8 | | | | Business Division Program Review Activity 1, increase enrollment, retention and successful completion. | Research ways to strengthen the CAOT program and compete more successfully with the local "pay" programs in Medical and Legal office. | | The Medical Secretarial occupation is projected to grow 8.5 between 2004-2014 according to the California Labor Market Information System (CALMIS). The Legal Secretarial occupation will grow by 15.9% | Hire Instructional Assistant already approved to free Elsie Linares up to work on curriculum. | See above |
| 20 | 9 | | | | Division Program Review Activity 1, increase enrollment, retention and | Get approval for additional courses distance education delivery like Finance and Real Estate. This can help to increase class size in low-enrollment and | | According to the 2007 Fact book, the average class size in Real Estate was 33.8, and Finance was 17. In the most recent data, the average | | |

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| | | | | | successful completion. | classes by giving students more flexibility in taking the courses | | Real Estate class size was 17. A winter session class was cancelled. Market forces are pushing enrollment down. | | |
| 20 | 10 | | | | Division Program Review Activity 1, increase enrollment, retention and successful completion. | Publicize the new A.A. Business degree and program updates through development of the Business Division web page, email lists, flyers, open houses, meetings with counselors and individual academic advisement. | | Factbook shows efficiency declines. | Assistance from counseling and outreach efforts. | |