2018 Business Annual Program Plan

BUSX Business

I.A.   Program Profile: Purpose
Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

Narrative

The Business Department focuses on providing skills for students to succeed in both the business and entrepreneurship career pathways. In addition, courses provide students specific skills to be successful in specialized careers.

The Business Department echo's Skyline College's mission by empowering a global community of learners through the creation and revision of certificates, creating and revising courses and banking or deleting courses that do meet Skyline College's Mission, Skyline College's Promise and industry standards.

The main goals of the program align with Skyline College's strategic plan:

(1) Provide excellent and innovative instruction by highly qualified faculty to prepare students for transfer, AS degrees, certificates and success in business and entrepreneurship career pathways and/or personal growth.

(2) To create a culture of 21st century pedagogy that aims to disrupt traditional learning in line with current business practices. This should include both pedagogy and the environment in which we teach to enhance student success and enhance cultural competence. . The Business department continues to expand online/hybrid courses and programs and having fully online certificates.

(3) Provide new opportunities for students to engage in emerging sectors and career pathways through the creation of certificates that align with California's "Doing What Matters" initiatives. Provide meaningful professional development to students with engaging speaker series and workshops lead by industry professionals and business site visits to leading corporations.

(4) To address the needs of workforce, business and industry. Business has a strong Advisory Board and strong connections with the Bay Area Entrepreneurship Center (BAEC). Business has strong connections working with strong workforce.

Associated Objectives
📕 605-Curriculum Development

I.B. **Program Planning Team**
Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

Narrative
Soledad McCarthy, Associate Professor of Business/Entrepreneurship

Christine Roumbanis, Dean of Business, Education and Professional Programs

II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities
Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

Narrative
Our previous APP focused on the following four goals Launching and Promoting the New Entrepreneurial Certificates, SLOAC Assessment Increasing Faculty Participation, Support Faculty Development and Skyline Promise Initiative (guided pathways). This year we are continuing with the goals and added a few more.

1. Focused on Launching and Promoting the New Entrepreneurial Certificates. We collaborated with the Small Business Deputy Sector Navigator and received an $18,000 grant to develop, promote and launch our Entrepreneurial Certificates. We hosted a series of workshops and invited industry professionals to speak to students about entrepreneurship opportunities and skills needed to be successful in their businesses. We are hosting "Changing the Face of Entrepreneurship Business Expo Week" from April 16, 2018 to April 19, 2018. This is a series of entrepreneurial workshops which includes successful speakers from industry. The week also includes a vendor fair where Skyline students are given the ability to launch their businesses as well as collaboration with the Cosmetology Department.

2. Emphasized SLOAC Assessment Methodologies with the Aim of Increasing Faculty Participation. All coordinators went through TracDat training and held a workshop at two of our BEPP meetings to bring all faculty up-to-date on new TracDat procedures and policies and give them a refresher on current practices. In addition, we invited Karen Wong to speak at our BEPP meeting to give faculty and staff the opportunity to get additional clarification on SLOAC.

3. Supported Faculty Development. Faculty participated in Canvas Training cohorts to aid in the migration of our new LMS. In addition, faculty presented at the BEPP Division meetings best practices for developing their Canvas course shells. Faculty attended CTTL workshops on learning new pedagogy for the 21st century learner. Soledad McCarthy attended the New World of Work 21st Century Skills Training funded by the California Community College Chancellor's Office Doing What Matters Initiative.

4. Participated and Supported the Skyline College Promise Initiative. With the assistance of the Dean, faculty reviewed current courses and certificates to see how they aligned the Skyline College Promise priorities of guided pathways, strong workforce, college redesign and equity and cultural

competence. We deleted courses that were not current or tied to industry, we revised courses to meet industry standards. We revised certificates and we reviewed labor market data for emerging career pathways and as a result we are in the planning stages of creating new certificates in Human Resources Management.

5. Increase Course and Fully Online Certificates and faculty preparation for distance education. The objectives for this goal are to increase the number of online courses and develop fully online certificates. Also, to support faculty with Canvas online training and certification, and support to attend CTTL workshops to enhance teaching and learning and student success.

Associated Objectives
609-Professional Development for Business faculty

II.B. Analysis: Program Environment

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

Narrative

Changes that have impacted the program and will influence program changes next year:

1. Classes taught in hybrid, online or during non traditional times will be necessary due to the upcoming construction and shortage of classrooms for in person meetings. Parking is a real concern.

2. Meta-majors and Guided Pathways has been completed. The initial roll-out will effect counseling, faculty and students as they are all on boarded with the new information. The Business Department faculty anticipate an abundance of student inquiries.

3. There is a need to re-imagine business classroom space in order to align with industry standards, pedagogy, environment and varying learning styles.

4. The Business Department will request a replacement position for 2018-2019 academic year as Professor Guillermo Ortiz will be retiring. The Department has experienced a decline in full-time faculty with the previous retirement of one full-time faculty member (Sita Motipara). Due to this additional faculty retirement. there are only two full-time faculty in the department. Replacement of the full-time position will allow us to better serve students, assist with teaching online courses and development of new certificates and programs.

Associated Objectives

608-Business Faculty Replacement Hire

II.C. **Analysis: Student Learning Outcomes (SLOs and PSLOs)**

(1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.

(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

Narrative

Using various instruments for measuring the SLO's, we learned that students are achieving the set course SLO's for the current year and met learning outcomes. Although, learning outcomes were met, new assessment measures should be used for continuous improvement. The Department is working on completing all course assessments for all courses by the end of Spring 2018. They will be entered into TracDat.

The annual success rates from 2015-2016 to 2016-2017 went down from 73.6% to 71.7% for face to face courses. The only correlation might be that enrollments increased by 61 students during the same time period.

The annual success rates from 2015-2016 to 2016-2017 went down from 65.8% to 65.3% for online courses. What is surprising is that enrollments went down 185 students in the same period (2015-16, 909 students) to (2016-17, 724 students). The department needs to analyze the data and come up with strategies so we don't continue with this downward trend.

A goal for the Business Department will be for all online instructors to have their online sites reviewed by the CTTL adhering to the OEI rubric. Continue to facilitate alternate assessments and updated pedagogies for professional development speakers during BEPP division meetings, and encouragement from the dean for all faculty to attend professional development relating to alternate assessments and updated pedagogies and the variety of CTTL workshops offered at Skyline College. Also, the Dean will bring in speakers to explore the cohort structure and collaborative learning environments.

III.A. Reflection: Considering Key Findings

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

Narrative

Total enrollment for Business from 2013-2014 to 2015-2016 decreased 15% (1,714 to 1,463 students). However, our online enrollment increased 19% (685 to 849 students) over the same period of time. In 2015-2016 the gender breakdown was 43.7% female, 53.2% male and 3.1% unreported. Historically the business field has been very male dominated which is indicated in having more males then females. Yet the 9.5% spread in between our male and female students indicates the success of our female outreach of hiring female faculty members and providing opportunities for female entrepreneur guest speakers in our Business classes.

Our ethnic breakdown is in alignment with our local community. In 2015-2015, Asian students accounted for 23.2% and Multi-Race students accounted for 18%. We intend to perform targeted outreach to African -American students through existing partnerships at high schools, new high school partnerships and participation in on campus events.

The Load for Business from 2011-2012 to 2014-2015 decreased from a high of 512 to 426 over this three year period. The LOAD in 2015-16 increased to 457 an increase of 7.3%. A goal of the Department is to increase LOAD. Our primary strategy is to work on efficiency of classes when scheduling by deleting multiple sections of the same class to maximize efficiency in the classes. Also, by increasing our online/hybrid course delivery options. These online classes tend to increase LOAD to meet the college goals. More faculty are being trained in Canvas.and our being encouraged to attend professional development surrounding alternative assessment and updated pedagogy to aid with student success and retention.

Upon further reflection we noticed that we rolled out six new courses as part of our Entrepreneurial Certificates. Historically, new classes have a lower LOAD. We are continuing to pilot alternative class times and days for students. We are currently collaborating with CTE programs to provide business courses for their students. For example, we are contextualized a BUS 166 - The Business Plan course for Cosmetology students during summer 2017. We will be offering a contextualized BUS 150-Small Business Management class for Cosmetology during summer 2018.

III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:
(1) What are the findings and/or conclusions drawn?
(2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

Narrative

Two courses in Business will be participating in the ISLO Effective Communications assessment in Fall 2018. Dr. Hui Pate will be assessing BUS. 100 - Introduction to Business and Soledad McCarthy assessing BUS. 401 - Business Communications.

IV.A. Strategy for Program Enhancement: Continuation/Modification

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

Narrative

The main goals in 2018-2019 academic year will be continuing in these ways.

(1) Under funding from the California Community College, Doing What Matters for Small Business Initiative, conduct a student promotional event to launch and promote the new Entrepreneurship Certificates. We will be continuing to offer events to promote Entrepreneurship and work with BAEC in collaborating events.

Changing the Face of Entrepreneurship-Business Expo Week was institutionalized by the College. April 16-April 19, 2018 Business Expo Week held a week long event highlighting small businesses, successful entrepreneurs in their early phase, middle phase and growth phase of entrepreneurship. Students were able to obtain information about resources offered at Skyline College in order to launch a business. Some of the information included was certificate pathways, mentoring from workshop leaders and business instructors and resources from the Bay Area Entrepreneurship Center.

(2) Modify and emphasize SLOAC/ISLO assessment methodologies with the aim of increasing faculty participation. The 3-year SLOAC assessment cycle needs o be revised so that faculty assess all student learning outcomes for all sections of a course on a regular basis. We will be continuing to work on SLOAC assessment and development of a Business Satisfaction Survey for implementation to all students. Faculty need to access all student learning outcomes for all sections of a course on a regular basis. Work on developing new assessment measures for SLOs for continuous improvement.

    (a) Karen Wong was invited to speak at a BEPP Division meeting to provide clarity on best practices and to give faculty and staff the platform to ask questions.

    (b) SLOAC Coordinators provided workshops to faculty and staff at BEPP division meetings.

(c) BEPP will continue to increase SLOAC faculty participation and education in the upcoming year.

(d) SLOAC Coordinators provided one on one instruction to BEPP Coordinators.

(e) A Business Satisfaction Survey will be designed and sent to all Business students each semester.

(f) Faculty will participate in the Effective Communication ISLO.

(3) Encourage faculty to attend CTTL workshops and other training activities to learn new teaching approaches aimed at increasing student success. We will be continuing to promote CTTL workshops and other training activities for faculty to learn new pedagogical approaches to teaching and engagement strategies for students. In addition, encourage faculty to engage in cultural fluency and equity workshops and training.

(a) Faculty was encouraged to attend CTTL trainings.

(b) Intentional guest speakers were invited to division meetings to provide professional development opportunities.

(c) Research and discussions on alternative learning environments for students that align with 21st century pedagogy and industry standards.

(d) Encourage online teaching faculty to participate in pedagogy training workshops to increase success rates.

(e) Faculty teaching online will have their online course sites reviewed by the instructional designer for compliancy with the OEI rubric.

We would like to modify the plan with the addition of the following goals:

1. **Replacement Business** Faculty Position: The Business Department will request a replacement position for Fall 2019 as Professor Guillermo Ortiz will be retiring. The Department has experienced a decline in full-time faculty with the previous retirement of one full-time faculty member (Sita Motipara). Due to this additional faculty retirement. there are only two full-time faculty in the department. Replacement of the full-time position will allow us to better serve students, assist with teaching online courses and development of new certificates and programs.

2. **Curriculum Development**: Development of a Sales/Marketing Certificate, Project Management Certificate, and AS Degree Business Management (modification).

   1. With support from Carl Perkins and Workforce funds faculty will research LMI data, other certificate and degree offered at other schools.
   2. Based on the research faculty will modify and create new courses. Modify existing Business Management AS degree for relevance. Development of Project Management certificates which are connected to industry standards.

3. **Business Planning Meeting:**
   1. Coordinate a 1/2 day all Business Department meeting.
   2. Conduct a SWOT analysis with the Business Department identifying strengths, weaknesses, opportunities and threats thus evaluating our current position and compare to future opportunities.
   3. Review enrollment, load, success and retention data.
   4. Begin planning and developing strategies for continuous improvement.

Associated Objectives
610-Business Department Planning Meeting
608-Business Faculty Replacement Hire
612-Classroom Redesign
605-Curriculum Development
609-Professional Development for Business faculty

IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests

Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals.

Narrative
See Planning Module.

Associated Objectives
628-ACBSP AS Degree Accredited Membership Dues
610-Business Department Planning Meeting
608-Business Faculty Replacement Hire
612-Classroom Redesign
605-Curriculum Development
609-Professional Development for Business faculty
Budget and Objectives of Business Department

Objectives of Business Department

Planning Year: 2018-2019

Unit Code	Planning Unit	Unit Manager
2411BUSX00	Business	McCarthy, Soledad

Objective Status: New/In Progress

605   Curriculum Development

50 hours of Curriculum research and Development:
Research LMI data, other programs and determine need for the programs. Work with Career and Workforce programs on program viability. Faculty will develop courses, certificates and work on modification to Business Management AS Degree.
Sales and Marketing Certificate
Project Management Certificate
Modify the Business Management AS Degree

608   Business Faculty Replacement Hire

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609   Professional Development for Business faculty

Encourage faculty to attend CTTL workshops and other training activities to learn new teaching approaches aimed at increasing student success. We will be continuing to promote CTTL workshops and other training activities for faculty to learn new pedagogical approaches to teaching and engagement strategies for students. In addition, encourage faculty to engage in cultural fluency and equity workshops and training..
 (a) Faculty was encouraged to attend CTTL trainings.
 (b) Intentional guest speakers were invited to division meetings to provide professional development opportunities.
 (c) Research and discussions on alternative learning environments for students that align with 21st century pedagogy and industry standards.
 (d) Encourage online teaching faculty to participate in pedagogy training workshops to increase success rates.
 (e) Faculty teaching online will have their online course sites reviewed by the instructional designer for compliancy with the OEI rubric.
 (f) Encourage faculty to engage in cultural fluency and equity training and workshops.

610   Business Department Planning Meeting

Business Department Planning Meeting:
Coordinate a 1/2 day all Business Planning Meeting
Conduct a SWOT analysis with the Business Department identifying strengths, weaknesses, opportunities and threats thus evaluating our current position and compare to future opportunities.
  3. Review enrollment, load, success and retention data.
  4. Begin planning and developing strategies for continuous improvement and increasing student success.

612   Classroom Redesign

There is a need to re-imagine business classroom space in order to align with industry standards, pedagogy, environment and varying learning styles. As it stands, our classroom design has not changed in well over 50 years, however, our pedagogy is constantly changing to meet the needs of industry standards. We are requesting one classroom dedicated to 21st century learning and teaching. This classroom will promote critical thinking, project based learning, teamwork, collaboration and innovation. These are all essential skills to the business world.

628   ACBSP AS Degree Accredited Membership Dues

Skyline College's Business AS Degree programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The annual membership dues for the Academic Year (2018-2019) is $2,600.00. The impact for accreditation is for continuous improvement of Business education programs.