

Peralta Community College District



Annual Program Update Template

Final

Final Version, May 1, 2016

Introduction and Directions

The Peralta Community College District has an institutional effective process which consists of the following components: a District-wide Strategic Plan which is updated every six years; Comprehensive Program Reviews which are completed every three years; and Annual Program Updates (APUs) which are completed in non-program review years. While there are individualized Program Review Handbooks for Instructional units, Counseling, CTE, Student Services, Administrative units, and District Service Centers, there is one Annual Program Update template for use by everyone at the colleges which is completed in the Fall semester of non-program review years.

The Annual Program Update is intended to primarily focus upon planning and institutional effectiveness by requesting that everyone report upon the progress they are making in attaining the goals (outcomes) and program improvement objectives described in the most recent program review document. The Annual Program Update is therefore a document which reflects continuous quality improvement. Additionally, the Annual Program Update provides a vehicle in which to identify and request additional resources that support reaching the stated goals (outcomes) and program improvement objectives in the unit's program review.

Throughout this document, the term "program" is used to refer to all of these terms: discipline, department, program, administrative unit, or unit.

The following items are required in order to complete the Annual Program Update document at the colleges:

- The most recently completed comprehensive Program Review document.
- Any comments or feedback provided during the program review validation process.
- College Goals
- Institution Set Standards (Institutional Standards that are reported annually to ACCJC)
- College Institutional Effectiveness Indicators (reported to the State Chancellor's Office annually) □ College SSSP plan
- College Equity Plan
- College Basic Skills Plan
- PCCD Strategic Goals and Annual Institutional Objectives
- Data profiles which include but are not limited to disaggregated demographics (age, gender, ethnicity, special populations), enrollment, productivity, student success metrics (retention, completion, etc.), and comparisons of Distance Education versus face-to-face classes.

I. Program Information

Program Name: Business Administration

Date: October 14, 2016

Program Type: Instructional/CTE Student Services Administrative Unit

College or District Mission Statement:

It is the Mission of College of Alameda to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.

Program Mission:

The Business Discipline's mission is closely aligned to COA's mission: *“College of Alameda's mission is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.”*

Date of Last Comprehensive Program Review: November 14, 2015

Date of Comprehensive Program Review Validation: November 19, 2015

II. Reporting Progress on Attainment of Program Goals or Administrative Unit Outcomes

Program Goal or Administrative Unit Outcome (AUO) (as reported in the most recent program review)	Which institutional goals will be advanced upon completion of this goal? (circle all that apply)	Progress on goal or AUO attainment (choose one)	Explanation and Comments (if a goal or AUO is revised, please explain and describe the revision)
<p>1. Curriculum (if applicable) <i>Action Plan 1. Faculty development is needed to enhance student engagement strategies and contextualized learning approaches.</i></p> <p><i>Action Plan 2. Develop Curriculum Guide for each Course which is shared with all course instructors to guide the presentation of a common set of key lessons.</i></p> <p><i>Action Plan 2. Continue to refine and administer assessment and implement pre- and post-assessment testing for all courses to identify progress on student learning outcomes across all business courses.</i></p> <p><i>Action Plan 3. Develop research project around Student Engagement and Outcomes Assessment for this course</i></p>	<p>1. PCCD Strategic Goals: A, C, and D</p> <p>2. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p> <p>3. SSSP Plan Goal: (list the goal here _____).</p> <p>4. Equity Plan Goal: (list the goal here _____).</p> <p>5. Basic Skills Plan (list the goal here _____).</p> <p>6. ACCJC Institutional Set Standards (list the standard here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: October 14, 2016</p>	



2. Assessment	1.PCCD Strategic Goals (list the specific goal here: A, C and D	Completed: _____ (date)	
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	<p>2. College Goals</p> <ul style="list-style-type: none">• Goal 1: Student Access _____• Goal 2: Reduced Student Loss _____• Goal 3: Retention and Persistence _____• Goal 4: Community and Educational Partnerships _____• Goal 5: Business and Industry Partnerships _____• Goal 6: Teaching and Learning _____• Goal 7: Data-Driven Decision Making _____• Goal 8: Integrated Planning and Evaluation _____• Goal 9: College Structures to Support Student Success _____• Goal 10: Redesign of PCCD Policies and Procedures _____ <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p>	Revised: _____ (date) Ongoing: October 14, 2016	
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	<p>4. SSSP Plan Goal: (list the goal here _____).</p> <p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p> <p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>		
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<p>2. Instruction (if applicable)</p> <p>See curriculum above</p>	<p>1. PCCD Strategic Goals (list the specific goal here A, C and D</p> <p>2. College Goals: (list the specific goal here See above.</p> <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p> <p>4. SSSP Plan Goal: (list the goal here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: October 14, 2016</p>	
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	<p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p> <p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>		
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<p>5. Student Success and Student Equity</p> <p><i>Student success has been impacted by:</i></p> <ul style="list-style-type: none"><input type="checkbox"/> <i>lack of full-time faculty to develop and teach courses</i><input type="checkbox"/> <i>new faculty with limited teaching experience</i><input type="checkbox"/> <i>students taking courses without prior exposure to business/industry/writing and interpreting various business related reports</i><input type="checkbox"/> <i>poor counselling on the series/order of classes to enroll</i>	<p>1. PCCD Strategic Goals (list the specific goal here A</p> <p>2. College Goals: (list the specific goal here _____).</p> <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p> <p>4. SSSP Plan Goal: (list the goal here _____).</p> <p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p> <p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: October 14, 2016</p>	
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<p>5. Professional Development, Institutional and Professional Engagement, and Partnerships</p>	<p>1. PCCD Strategic Goals (list the specific goal here C and D</p> <p>2. College Goals: (list the specific goal here #1-5</p> <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p> <p>4. SSSP Plan Goal: (list the goal here _____).</p> <p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p> <p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: _____ (date)</p>	
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<p>6. Other Program Improvement Objectives or Administrative Unit Outcomes</p>	<p>1. PCCD Strategic Goals (list the specific goal here _____).</p> <p>2. College Goals: (list the specific goal here _____).</p> <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: _____ (date)</p>	
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	<p>4. SSSP Plan Goal: (list the goal here _____).</p> <p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p> <p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>		
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<p>7. Other Program Improvement Objectives or Administrative Unit Outcomes</p>	<p>1. PCCD Strategic Goals (list the specific goal here _____).</p> <p>2. College Goals: (list the specific goal here _____).</p> <p>3. College Institutional Effectiveness Indicators: (list the indicator (s) here _____).</p> <p>4. SSSP Plan Goal: (list the goal here _____).</p> <p>5. Equity Plan Goal: (list the goal here _____).</p> <p>6. Basic Skills Plan (list the goal here _____).</p>	<p>Completed: _____ (date)</p> <p>Revised: _____ (date)</p> <p>Ongoing: _____ (date)</p>	
	<p>7. ACCJC Institutional Set Standards (list the standard here _____).</p>		

III. Data Trend Analysis

Please describe any significant changes in the following items and discuss what the changes mean to your program. Focus upon the most recent year and/or the years since your last comprehensive program review.

- **Student Demographics** (age, gender, ethnicity, special populations).

	Age Groups	#	% Change	Gender	#	% Change	Ethnicity	#	% Change	Special Populations	#	% Change
Program Review Year:2015	15-24		100%	Male	81.1%		African-American	80%		DSPS		??
Current Year: 2016	Information Not Available						Information Not Available			Information Not Available		
Program Review Year:2015	25-34		80.39%	Female	81.86%		Asian/Pacific Islander	87.07%		Veterans		
Current Year: 2016	Information Not Available			Information Not Available			Information Not Available			Information Not Available		Information Not Available
Program Review Year:2015	35-59		83.4%	Declined To State	82.69%		Hispanic/Latino	78.19%		Foster Youth		
Current Year: 2016	Information Not Available			Information Not Available			Information Not Available					
Program Review Year:2015							White	83.19%				

Current Year:2016	Information Not Available								
Program Review Year:2015	60+				American Indian				
Current Year:2016	Information Not Available								
Program Review Year:2015					Multi-race				
Current Year:2016	Information Not Available								

Comments about changes:

- **Enrollment** (sections, course enrollment, productivity).

	# of Sections	#	% Change	Total Enrollment	#	% Change	Productivity	#	% Change
Program Review Year:2015	21			550			13.07		
Current Year: 2016	Information Not Available			Information Not Available			Information Not Available		

Comments about changes:

- **Student Success** (retention and completion rates).

	Retention Rate	#	% Change	Completion Rate	#	% Change
Program Review Year:	See below			See below		
Current Year:	Information not available					

Retention by Course

S16 Alameda BUS 10 INTRO TO BUSINESS 154 172 89.5%
 S16 Alameda BUS 1A FINANCIAL ACCOUNTING 84 114 73.7%
 S16 Alameda BUS 1B MANAGERIAL ACCTG 59 62 95.2%
 S16 Alameda BUS 2 INTRO TO BUS LAW 51 62 82.3%
 S16 Alameda BUS 20 GENERAL ACCOUNTING 12 13 92.3%
 S16 Alameda BUS 208 COMM SKLS/TECHNICIAN 17 24 70.8%
 S16 Alameda BUS 209 FUND OF INCOME TAX 11 12 91.7%
 S16 Alameda BUS 220 BUSINESS TERMINOLOGY/LOGISTICS 8 8 100.0%
 S16 Alameda BUS 236 RECORDS MNGMT IN LOGISTIC 7 9 77.8%
 S16 Alameda BUS 247 INTRO TO LOGISTICS/OFFICE 8 9 88.9%
 S16 Alameda BUS 5 HUMAN RELATIONS/BUS 23 36 63.9%
 S16 Alameda BUS 54 SMALL BUSINESS MGMT 26 29 89.7%

Success by Course

S16 Alameda BUS 10 INTRO TO BUSINESS 172 72 41.9% 18 10.5%
 S16 Alameda BUS 1A FINANCIAL ACCOUNTING 114 69 60.5% 30 26.3%
 S16 Alameda BUS 1B MANAGERIAL ACCTG 62 58 93.5% 3 4.8%
 S16 Alameda BUS 2 INTRO TO BUS LAW 62 35 56.5% 11 17.7%
 S16 Alameda BUS 20 GENERAL ACCOUNTING 13 9 69.2% 1 7.7%
 S16 Alameda BUS 208 COMM SKLS/TECHNICIAN 24 13 54.2% 7 29.2%
 S16 Alameda BUS 209 FUND OF INCOME TAX 12 6 50.0% 1 8.3%
 S16 Alameda BUS 220 BUSINESS TERMINOLOGY/LOGISTICS 8 3 37.5% 0 0.0%
 S16 Alameda BUS 236 RECORDS MNGMT IN LOGISTIC 9 3 33.3% 2 22.2%
 S16 Alameda BUS 247 INTRO TO LOGISTICS/OFFICE 9 7 77.8% 1 11.1%
 S16 Alameda BUS 5 HUMAN RELATIONS/BUS 36 8 22.2% 13 36.1%
 S16 Alameda BUS 54 SMALL BUSINESS MGMT 29 8 27.6% 3 10.3%

Comments about changes:

- Student Success in **Distance Education/Hybrid classes versus face-to-face classes.**

	Distance Education Retention Rate	#	% Change	Distance Education Completion Rate	#	% Change
Program Review Year: 2015						
Current Year:	Information Not Available			Information Not Available		

Comments about changes: No current data available to make comments about changes between program review and APU.

- **Other program specific data or unplanned events** that reflect significant change in the program.

IV. Equity

- Please review the student success data (retention and completion) and comment upon the indicators by ethnicity. Do gaps exist in the student success or achievement rates? If differences exist, what efforts has your program made to address the differences?

No current information data is available to answer the question.

- If your program has undertaken initiatives or interventions, please describe what you have learned as a result of these initiatives or interventions.

As we continue to explore the many curriculum/program materials/practices, new initiatives will submerged.

- Based upon the SSSP plan, Equity plan, and Basic Skills plan at your college, are there resources available to address equity issues in your program? Minimum collaboration and collaboration between the administrators, counsellors and staff on the SSP, Equity or Basic Skills.

V. Curriculum and Assessment Status

- What curricular, pedagogical or other changes has your department made since the most recent program review?

With less than a year since the last program review, only minimal changes have occurred.

- Were these changes based on assessment of student learning outcomes at the course or program level? Please describe.

The minimal changes were directly related to the department meeting discussion on assessment of student learning outcomes.

- Attach a summary depicting the program's progress on assessment of course and program level outcomes (SLOs and PLOs). Please evaluate your program's progress on assessment. What are the plans for further assessments in the upcoming academic year? Please include a timeline and/or assessment plan for the future.

Department Business

Course	Description	2015-16	2016-17	2017-18	SLOs
BUS 1A	Financial Accounting	SLO1	SLO3	SLO2	3
BUS 1B	Managerial Accounting	SLO1	SLO3	SLO2	3
BUS 2	Introduction to Business Law	SLO1	SLO2	SLO3	3
BUS 5	Human Relations in Business	SLO1	Cancelled	SLO2,3,4 & 5	5
BUS 10	Introduction to Business	SLO1	SLO2	SLO3 & 4	4
BUS 20	General Accounting	SLO1	Cancelled	SLO2 & 3	3
BUS 24	Computerized Accounting Principles	SLO1	Cancelled	SLO2 & 3	3
BUS 54	Small Business Management	SLO1	SLO2	SLO3	3
BUS 70	Introduction to Marketing	Cancelled	SLO2	SLO3	3
BUS 208	Communication Skills for Technicians	SLO1	SLO2 & 4	SLO3	4
BUS 209	Fundamentals of Income Tax	SLO1	SLO2	SLO3	3
BUS 220	Business Terminology in Logistics	SLO3	SLO2	SLO1 & 4	4
BUS 236	Records Management in Logistics	SLO6	SLO3	SLO1 & 2	6
BUS 240	Introduction to Warehouse Operations	SLO4	SLO1	SLO2 & 3	4

- What does your program do to ensure that meaningful dialogue takes place in both shaping and assessing course and program level outcomes? Where can one find the evidence of the dialogue?

To ensure meaningful dialogue among faculty, we have face-to-face meetings and conference calls. Currently, department meeting agendas are emailed and minutes are taken manually and filed in a binder, and we necessary, information is emailed.

- Describe your plans for improvement projects based upon the assessment results. Attach evidence (the assessment report from TaskStream or the assessment spreadsheet showing these results).

VI. New Resource Needs Not Covered by Current Budget

Human Resources: If you are requesting new or additional positions, in any job classification, please explain how new positions will contribute to increased student success.

Human Resource Request(s)	Already Requested in Recent Program Review?	Program Goal (from program review)	Contribution to Student Success	Alignment with College Goal (list the goal)	Alignment with PCCD Goal (A, B, C, D, or E)
Two Full time Faculty (Atlas Program) Two Full time Faculty (Entrepreneur Program) Three Adjunct Faculty (Business Program)	Yes	See PR.	See PR	ILO # 1 and 6	C

- **Technology and Equipment:** How will the new technology or equipment contribute to student success?

Technology and Equipment Request(s)	Already Requested in Recent Program Review?	Program Goal (from program review)	Contribution to Student Success	Alignment with College Goal (list the goal)	Alignment with PCCD Goal (A, B, C, D, or E)
2 Lap top computers	Yes	See PR	See PR	ILO # 1 & 2	A and C
Go Venture Business Software Quick Books Online License Direct Selling	No— requested business software, did not identify specific software				

- **Facilities:** Has facilities maintenance and repair affected your program in the past year? How will this facilities request contribute to student success? Not applicable.

Facilities Resource Request(s)	Already Requested in Recent Program Review?	Program Goal (from program review)	Contribution to Student Success	Alignment with College Goal (list the goal)	Alignment with PCCD Goal (A, B, C, D, or E)

Dedicated space for: Entrepreneur Center and Business/Economic Tutorial Center	Yes	See PR	See PR	ILO #1 & 4	A, B, C and D
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- **Professional Development or Other Requests:** How will the professional develop activity contribute to student success? What professional development opportunities and contributions make to the college in the future?

Professional Development or Other Request(s)	Already Requested in Recent Program Review?	Program Goal (from program review)	Contribution to Student Success	Alignment with College Goal (list the goal)	Alignment with PCCD Goal (A, B, C, D, or E)
Faculty training on improved and new programs is critical for effective programs and student success.	Yes	See PR	See PR	ILO # 1, 3, and 5	A, C, and E