

# College of Alameda

## Annual Program Update

### Supplemental/Revised Template 2014-2015

<b>I. Overview</b>			
BI Download:	September 19, 2014	Dept. Chair:	Rochelle Olive
Subject/Discipline:	Business	Dean:	Dr. Charlene Perlas
Campus:	College of Alameda		
Mission Statement	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. The Business discipline's mission is closely aligned to COA's mission. One of the primary goals of the Business discipline is to continue to meet the needs of the community by providing comprehensive and flexible programs for both transfer and non-transfer courses. The Business discipline offers an AA degree in Accounting and AS-T in Business Administration; Certificates of Achievement, and Certificates of Proficiency in: Accounting, Small Business Administration, ATLAS, and Office Administration for the Logistic Industry.		

**II. Enrollment – *see department specific data sheet***

**III. Student Success– *see department specific data sheet***

<b>IV. Faculty –</b>								
SUB	SECT	CENSUS	FTES TOTL	FTEF CONT	FTEF EXSV	FTEF TEMP	FTEF TOTL	
FA13	17	429	50.57	0.85	0.42	2.36	3.63	
SP14	21	502	56.55	0.85	0.7	3.05	4.61	

<b>V. Qualitative Assessments</b>	
<b>CTE and Vocational:</b> Community and labor market relevance. Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, licensure and job placement rates, etc.	Informal contact with students completing the business programs indicate students do receive the foundation of technical and career skills needed. Many students completing the Business Administration and/or Accounting Programs transfer to four year institutions. Robert Half International (a temporary/ permanent staffing agency) projects higher

	than average demand for the above positions in the Bay Area. The fastest- growing industries on the Pacific coast are manufacturing, technology, Biotech, and healthcare. Positions in greatest demand include staff accountant, financial analyst, and controller.
<b>Transfer and Basic Skills:</b> Describe how your course offerings address transfer, basic skills, and program completion.	Courses are offered in different formats (hybrid, on-line, and face to face) to address the diversity of student learners and learning styles.

**VI. Course SLOs and Assessment****Fall 2014**

Number of active courses in your discipline

14

Number with SLOs

14

% SLOs/Active Courses

100%

Number of courses with SLOs that have been assessed

14

% Assessed/SLOs

100%

Describe types of assessment methods you are using

A variety of assessment methods are utilized in the Business Department including , but not limited to, examinations, presentations and business plans.

Describe results of your SLO assessment progress

We are at proficiency level. However, students overall progress decreased 5-10% lower than last year. Some of the possible causes: students' reading, comprehension, and analytically skills were not at College level. More basic skill prep, counseling and business tutorial services are needed for student success.

We have increase accounting tutorial services. Additionally, to improve student success, we provide Academic advising on courses, career pathways and challenging business concepts.

Describe how assessment results and reflection on those results have led to improvements.

## VII. Program Learning Outcomes and Assessment

	Fall 2014
Number of degrees and certificates in your discipline	6
Number with Program Learning Outcomes	6
Number assessed	5
% Assessed	83%
Describe assessment methods you are using  Exams, quizzes and projects.	
Describe results of assessment. Describe how assessment of program-level student learning outcomes led to certificate/degree program improvements.  We are currently in the process of updating and developing new certificates and degrees to meet the current and future industry demands.	

## VIII. Strategic Planning Goals

Check all that apply.

- Advance Student Access, Success & Equity
- Engage our Communities & Partners
- Build Programs of Distinction
- Create a Culture of Innovation & Collaboration
- Develop Resources to Advance & Sustain Mission

Describe how goals apply to your program.

We will continue to increase student persistence, retention and completion rate. For Academic Years 2012 and 2013, "Business Administration" was the second highest AA Degree/Certificate awarded to COA students.

The Business & Management Advisory Board has met twice last year to engage in developing our Business programs, entrepreneur center and entrepreneurship programs.

We are currently discussing the possibility of introducing fee base, hybrid and online courses on Entrepreneurship, personal finance, and management. It has never been easier or more important for students to start a business and think entrepreneurially! In a world of rapidly evolving technology and globalization, being able to leverage the entrepreneurial mindset regardless of career path is critical to success.

COA Business faculty continues to collaborate with the other colleges within the Peralta district. As a discipline, we meet once a month to discuss and review class schedules, programs, courses, effective technology tools and host of other topics relevant to the Business discipline. The Virtual Speaker Series and Business Pitch are two innovating teaching/learning tools we are using as alternative lessons to provide our local high school and college students with access to cutting-edge tools, resources, and ideas.

## IX. College Strategic Plan Relevance

Check all that apply

- New program under development
- Program that is integral to your college's overall strategy
- Program that is essential for transfer
- Program that serves a community niche
- Programs where student enrollment or success has been demonstrably affected by extraordinary external factors, such as barriers due to housing, employment, childcare etc.
- Other

## X. Action Plan

Please describe your plan for responding to the above data (quantitative, qualitative, and data specifically from course and program learning outcomes assessment). Consider curriculum, pedagogy/instructional, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same discipline at other Peralta colleges.

Include overall plans/goals and specific action steps.

## XI. Needs

Please describe and prioritize any **faculty, classified, and student assistant** needs.

- There is one full-time tenure-track Business faculty, and only one full-time tenured Accounting/Tax faculty. We are developing our Entrepreneur Program and Center, we are moving forward with our ATLAS program, therefore the Business Program needs two additional full-time tenure – track Business faculty. Additionally, with the expansion of Logistic, Import/Export, and Supply Chain Management two additional full-time instructors are needed to support the programs.

The Accounting Tutorial Center has been a success with tutoring and coaching students to success in Accounting, Economics and other business related courses. We need a total of 15-20 student assistants in the ATC, the Computerized Accounting lab and the Business related CIS labs.

We would like to establish a Business Management and Entrepreneurship Tutorial (“BMET”) Center to tutor and coach students taking Business Courses. We need a total of 15 – 20 student assistants in the proposed BMET Center.

Please describe and prioritize any **equipment, material, and supply** needs.

1. Video Camera with Tripod (For our concept competitions)
2. Two (2) Wireless Laser Printer (There are 15-20 adjunct faculty in Business, Economics & CIS who have need of a Computer and Printer to prepare exams, input and printout administrative info, etc... Note: Currently we have one printer for 29 faculty)
3. Computer Mics (For SKYPE presentations) (20-30 total)
4. Three (3) additional large tables for the physical challenge student in room A231.
5. Replace 15 of small desk/chairs with larger desk/chairs—A231.
6. Two (2) Wireless lap top computer for classroom use with image projectors (Business classes are seldom assigned a smart-classroom—faculty need the equipment)
7. Four (4) Image projectors with movable carts
8. Ten (10) Desktop/laptop computers for the Accounting/Business/Economic Lab
9. Four (4) laser/ink jet printers for the Accounting/Business/Economic Lab
10. Four (4) Overhead projectors and bulbs to replace outdated/old projectors
11. Supplies: 50 Cases of Computer paper, staplers/staples, overhead markers, white board markers, white board erasers, pencils, pens, paper clips, scissors, manila folders, flash/thumb drives
12. Business Videos
13. Conference tables and chairs for the Urban Entrepreneur Innovation Center.

Please describe and prioritize any **facilities** needs.

1. Larger Accounting/Business/Economics Lab (We serve up to 20 students per day and only have room for 4 students)

Business/Economics Computer Lab for students/faculty (There are no available labs to upload tax preparation software, business simulations, economics and accounting software. Students are limited in networking, competing and collaborating with other institutions on various business, economics or accounting local, national and global topics.)

### MISSION

The Mission of College of Alameda 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.

### VISION

The Vision of College of Alameda is that we are a diverse, supportive, empowering learning community for seekers of knowledge. We are committed to providing a creative, ethical and inclusive environment in which students develop their abilities as thinkers, workers and citizens of the world.

### VALUES

We use this vision to choreograph three central themes in our quest for “learning excellence” and services to students.

- \* Academic Excellence
- \* Budgetary Competence
- \* Community Engagement

We call these “our ABCs” emphasizing crucial success indicators for our students in achieving an enhanced capacity to pursue their dreams!

### District Strategic Goals & Institutional Objectives 2014-2015

The following are the Peralta Community College District’s Strategic Goals and Institutional Objectives for the Academic Year 2014-15 (July 1, 2014 – June 30, 2015) which will be evaluated in Summer 2015.

**Strategic Focus for 2014-2015:** Our focus this year will be on student success in the core educational areas of basic skills/ESOL (English for speakers of other languages), transfer, and CTE (career technical education) by encouraging accountability, outcomes assessment, innovation and collaboration while spending within an established budget.

<b>Strategic Goals &amp; 2014-2015 Institutional Objectives</b>	
<b>A: Advance Student Access, Equity, and Success</b>	<p><b>A.1 Student Access:</b> Increase enrollment for programs and course offerings in the essential areas of basic skills/ESOL, CTE and transfer to achieve the District target of 19,355 RES FTES.</p> <p><b>A.2 Student Success:</b> Increase students’ participation in SSSP eligible activities by 50%, with specific emphasis on expanding orientations, assessments, academic advising and student educational plans.</p> <p><b>A.3 Student Success:</b> Using baseline data, increase student engagement in activities such as student governance, student life activities, Student leadership development, service learning programs, learning communities, student employment, etc.</p> <p><b>A.4 Student Equity Planning:</b> Address the achievement gap through fully developing and implementing the student success and equity plans at each campus.</p>
<b>B: Engage and Leverage Partners</b>	<b>B.1 Partnerships:</b> Develop a District-wide database that represents our current strategic partnerships and relationships.

	<p><b>B.2. Partnerships:</b> Expand partnerships with K-12 institutions, community based organizations, four-year institutions, local government, and regional industries and businesses.</p>
<p><b>C: Build Programs of Distinction</b></p>	<p><b>C.1 Student Success:</b> Develop a District-wide first year experience/student success program.  <b>C.2 Student Success:</b> Develop an innovative student success program at each college.</p>
<p><b>D: Strengthen Accountability, Innovation and Collaboration</b></p>	<p><b>D.1 Service Leadership:</b> Provide professional development opportunities for faculty, staff and administrators that lead to better service to our students and colleagues.  <b>D.2 Institutional Leadership and Governance:</b> Evaluate and update policies and administrative procedures and the PBIM participatory governance structure.</p>