

XAnnual Program Review Update Outline

You may also download the below outline from the KCC Program Review webpage.

Kaua`i Community College
Annual Program Review Update for
BUSINESS

Directions: (delete all instructions in red before submitting)

The departments/units that must submit their program review online (web submission) directly to the UHCC system are most instructional programs, Student Services, Library, Tutoring, Testing, and Computer Services. For these programs this template should be used to type in your responses to the different parts of the Annual Program Review and then cut and paste them into the online submission form. The web submission website is at <http://www.hawaii.edu/offices/cc/arpd/> and instructions for web submission are attached to the end of this document. It is useful to save this document in word for next year's submission since the online tool is not easily copied.

The units who will be using the APRU template to submit their documents (as opposed to the web submission tool) are **Administrative Services, some Academic Support units, OCET, some instructional units and other campus entities such as committees.**

General information about the Program Review Process can be found on the [Program Review webpage](#) along with associated policies, guidelines, and this template. The final submission for program reviews is **Nov. 6th**, but that does not take into account any prior deadlines set by divisions or by the VCAA.

Program Description:

The Associate in Science in Business degree will prepare students for entry-level positions in business, industry, and non-profit organizations. It is designed for students who seek to gain a solid foundation of the basic business concepts and skills necessary to contribute and create solutions in today's business environment. Upon successful completion of this program, students will acquire the knowledge and skills to apply management, marketing, and accounting concepts to improve operational performance in a business setting. This degree can help an individual jump-start a career in business or prepare them for transfer to a four-year institution.

<http://info.kauai.hawaii.edu/admin/prapru.htm> - apru

Program Mission Statement: The mission of the Business Program at Kaua'i Community College is to provide learners with the knowledge and skillset they need to successfully obtain employment within the business sector or pursue further educational opportunities by creating a challenging and inspiring environment that incorporates experiential learning throughout the curriculum.

The Business Program mission statement aligns with the institution's mission in that we believe in providing learners with a firm foundation from which they can launch their personal career paths and attain the levels of success that they desire.

Part I. Quantitative Indicators

Overall Program Health: Healthy

Majors Included: BUS Program CIP: 52.0201

Demand Indicators	Program Year			Demand Health Call
	14-15	15-16	16-17	
1 New & Replacement Positions (State)	780	802	709	Healthy
2 *New & Replacement Positions (County Prorated)	34	36	36	
3 Number of Majors	5	25	40	
3a Number of Majors Native Hawaiian	0	6	18	
3b Fall Full-Time	0%	35%	33%	
3c Fall Part-Time	0%	65%	67%	
3d Fall Part-Time who are Full-Time in System	0%	8%	7%	
3e Spring Full-Time	20%	42%	27%	
3f Spring Part-Time	80%	58%	73%	
3g Spring Part-Time who are Full-Time in System	0%	21%	8%	
4 SSH Program Majors in Program Classes	0	72	273	
5 SSH Non-Majors in Program Classes	54	45	705	
6 SSH in All Program Classes	54	117	978	
7 FTE Enrollment in Program Classes	2	4	33	
8 Total Number of Classes Taught	4	4	25	
Efficiency Indicators	Program Year			Efficiency Health Call
	14-15	15-16	16-17	
9 Average Class Size	4.5	9.8	13.0	Cautionary
10 *Fill Rate	32.7%	62.9%	56.9%	
11 FTE BOR Appointed Faculty	0	1	1	
12 *Majors to FTE BOR Appointed Faculty	0	25	40	
13 Majors to Analytic FTE Faculty	11.3	67.5	15.2	
13a Analytic FTE Faculty	0.4	0.4	2.6	
14 Overall Program Budget	Not	\$248,140	Not Yet	

Allocation	Reported		Reported
14a General Funded Budget Allocation	Not Reported	\$240,959	Not Yet Reported
14b Special/Federal Budget Allocation	Not Reported	\$0	Not Yet Reported
14c Tuition and Fees	Not Reported	\$7,181	Not Yet Reported
15 Cost per SSH	Not Reported	\$2,121	Not Yet Reported
16 Number of Low-Enrolled (<10) Classes	4	1	4

*Data element used in health call calculation

Last Updated: October 29, 2017

Effectiveness Indicators	Program Year			Effectiveness Health Call
	14-15	15-16	16-17	
17 Successful Completion (Equivalent C or Higher)	83%	82%	79%	
18 Withdrawals (Grade = W)	1	1	15	
19 *Persistence Fall to Spring	0%	42.3%	65.1%	
19a Persistence Fall to Fall	0%	24%	31.7%	
20 *Unduplicated Degrees/Certificates Awarded	0	2	5	
20a Degrees Awarded	0	0	2	
20b Certificates of Achievement Awarded	0	0	4	Healthy
20c Advanced Professional Certificates Awarded	0	0	0	
20d Other Certificates Awarded	0	0	5	
21 External Licensing Exams Passed	Not Reported	Not Reported	N/A	
22 Transfers to UH 4-yr	0	0	2	
22a Transfers with credential from program	0	0	2	
22b Transfers without credential from program	0	0	0	

Distance Education: Completely On-line Classes	Program Year		
	14-15	15-16	16-17
23 Number of Distance Education Classes Taught	0	0	6
24 Enrollments Distance Education Classes	N/A	N/A	73
25 Fill Rate	N/A	N/A	49%
26 Successful Completion (Equivalent C or Higher)	N/A	N/A	70%
27 Withdrawals (Grade = W)	N/A	N/A	6
28 Persistence (Fall to Spring Not Limited to Distance Education)	N/A	N/A	71%

Perkins IV Core Indicators 2015-2016	Goal	Actual	Met
291P1 Technical Skills Attainment	0	0	Met

302P1 Completion	0	0	Met
313P1 Student Retention or Transfer	0	0	Met
324P1 Student Placement	0	0	Met
335P1 Nontraditional Participation	N/A	N/A	N/A
345P2 Nontraditional Completion	N/A	N/A	N/A

Performance Measures	Program Year		
	14-15	15-16	16-17
35Number of Degrees and Certificates	0	1	6
36Number of Degrees and Certificates Native Hawaiian	0	0	0
37Number of Degrees and Certificates STEM	Not STEM	Not STEM	Not STEM
38Number of Pell Recipients ¹	5	17	3
39Number of Transfers to UH 4-yr	0	0	2
*Data element used in health call calculation	Last Updated: October 29, 2017		
¹PY 16-17; Pell recipients graduates not majors			

Part II. Analysis of the Program

The Business Program at KCC has been formally in place for three years. The value of the Business degree is being seen by students and with the skills and knowledge they gain from this Program, they are able to enter into the workforce with a strong set of tools to be successful or, for those already in the workforce, increase their value to current and future employers.

The Business Program is designed with concentrations in Management and Entrepreneurship. The various Certificates ladder efficiently into the Degree Program and the limited requirement for pre-requisites allows students to seamlessly enter into courses that best fit their work and life schedules. In looking at the ratio of full-time to part-time students within the Program, we see that by having this structure allows for students to take courses around their work and life schedules.

Courses offered have extremely relevant content and are offered both face-to-face and via distance. In the last academic year, the Program offered five times as many classes over the previous one. This has provided greater opportunities for students to access courses that they need to continue their paths towards degree and certificate completion. This has not only proven beneficial for students on Kauai, but for other Business students within the University system as they are able to take courses that may not be offered or have already filled due to high demand at their home campuses. Though average class size has increased, we must remain vigilant to ensure that we manage course enrollment.

Demand indicators show Healthy results for the past Academic Years as the number of Majors had increased by 60% from AY 2015-2016 to AY 2016-2017. The number of Native Hawaiian Majors tripled and SSH numbers increased dramatically.

Efficiency indicators were rated as Cautionary. Though average class size increased by 30%, fill rates decreased slightly. This can be attributed to the number of classes that were offered increasing from 4 to 25 from the previous academic year.

Effectiveness indicators received a Healthy rating. Last academic year, the Business Program awarded two A.S. degrees, four C.A.s and five CoCs. Students successfully completed the courses at a rate of 79% and persistence rates from fall to spring were at 65%. Persistence by students from fall to fall increased by 7.7%, but still is a point to be monitored in the future. With the articulation agreement in place with UH West Oahu has provided students an opportunity to transfer within the UH system and the Business Program had two students transfer in the last academic year.

Part III. Goals, Alignment and Action Plan

Since the Business Program is new to the campus, it is still in its Provisional status and therefore, has not conducted a CPR. However, there have been goals set for the current year, which are designed to improve the Program from the standpoint of the student consumer, the employer, and the campus. Program goals are shown in the chart below as they align and support the goals of the system, the institution and overall strategy.

2016-2021 Strategic Goals

(2016-2017 Priority Goals are underlined)

Goal Alignment UH System Goals, Kauai Community College Goals, and Strategic Goals	Program Goals
UHCC/KCC Initiative: Hawaii Graduation Initiative	
<u>Strategic Goal 1: Increase the Number of Graduates</u>	<ol style="list-style-type: none"> 1. Review and streamline course programming so that students can get the courses they need to graduate on time. 2. Completed articulation agreement with UHWO so that students can earn their 4-year degree more efficiently. 3. Offer high demand courses online and face-to-face.

	4. Provide academic advising and support to students to keep them on track.
<u>Strategic Goal 2: Increase the Number of Native Hawaiian Graduates</u>	<ol style="list-style-type: none"> 1. Actively engage students within Project Wai`ale`ale and serve as host during their orientations and campus events. By developing relationships with NH students, the Program can attract them. 2. Informally, survey students in Business courses to identify NH students and be able to monitor their progress each semester.
<u>Strategic Goal 3: Increase the Number of Low Income Student Graduates</u>	1. Work with on-campus programs that look to recruit and retain this student demographic.
<u>Strategic Goal 4: Increase the Number of Students Who Transfer</u>	1. Inform students of articulation agreement with UHWO and benefits of their distance education offerings.
Strategic Goal 5: Eliminate Access and Success Gaps	1. Actively engage students in all of the Business courses, not just declared majors to attend classes and provide extra support where needed.
Strategic Goal 6: Reduce the Time to Degree: Accelerate College Readiness	1. Streamline, align, and schedule courses effectively to increase degree attainment.
<u>Strategic Goal 7: Reduce the Time to Degree: Increase Student Retention and Credit Accumulation</u>	1. Streamline, align, and schedule courses effectively to increase degree attainment.
UHCC/KCC Initiative: Hawaii Innovation Initiative	
Strategic Goal 8: Increase Job Placement for KauaiCC Students	1. Work through Program Advisory Board and other community Professional networks to establish

	<p>employment pipelines.</p> <ol style="list-style-type: none"> 2. Communicate with on-campus career development and placement center to disseminate employment information to students.
Strategic Goal 9: Increase the STEM Workforce	N/A
Strategic Goal 10: Increase Lifelong Learning and Professional Development Opportunities for community members	<ol style="list-style-type: none"> 1. Work with OCET department to develop and provide courses and workshops to meet industry and professional development needs for the community.
UHCC/KCC Initiative: Modern Teaching and Learning Environment	
Strategic Goal 11: Increase Campus and Community Sustainability	<ol style="list-style-type: none"> 1. Incorporate discussions that focus on the three-and four-win business models into respective business courses and create activities around the theme of sustainability.
<u>Strategic Goal 12: Strengthen Distance Education Offerings</u>	<ol style="list-style-type: none"> 1. Increase DE learning opportunities for students. 2. Engage business faculty with professional development around enhancing DE.
Strategic Goal 13: Enhance Facilities with Appropriate Technology and Ensure Facilities Support 21st Century Learning and Teaching Environments	<ol style="list-style-type: none"> 1. Work with peers within BED to ensure that students are provided with up-to-date technology to succeed in the business environment of today. 2. See Part IV for Program goal for AY 2017-2018.
UHCC/KCC Initiative: High Performance Mission-Driven System	
Strategic Goal 14: Reduce the Cost of Education for Students	<ol style="list-style-type: none"> 1. Utilize soft-cover, on-line, and open source texts to reduce costs for students.

	2. Utilize single text for all three Entrepreneurship courses being offered.
Strategic Goal 15: Implement Hawai'i Papa O Ke Ao	1. Incorporate Hawaiian Cultural Values into Entrepreneurship and Business classes.
Strategic Goal 16: Increase Opportunities for and Participation in Professional Development	1. Allocate portions of Program budget for PD activities and encourage lecturers to participate in PD opportunities on campus
UHCC/KCC Initiative: Enrollment	
Strategic Goal 17: Increase Recent High School Graduates Enrollment	1. Offer BUS 120 as part of Early College Program at Kapaa High School. 2. Attend College and Career Day events at various campuses. 3. Make presentations to educational groups such as Keiki to Career to promote the Business Program.
Strategic Goal 18: Increase Pacific Islander Enrollment	1. Actively work with Kauai Native Hawaiian Chamber of Commerce to recruit NH students.
Strategic Goal 19: Increase High School Non-Completers and GED Recipient Enrollment	1. Develop communications channels with DOE adult schools and other organizations supporting GED programs.
Strategic Goal 20: Increase Enrollment of Working Adults	1. Develop PLA program within Business. 2. Actively promote the existing Program to the various business and professional associations on Kauai.
Strategic Goal 21: Increase Enrollment of International Students	1. With the introduction of the BUS 190 course, Survey of International Business, provide a platform to dialogue with international institutions that the campus and the

	UH system have relationships with. 2. Actively seek out future opportunities to recruit international students from Pacific Island nations.
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Status Report for the prior year requests – There were no requests made by the Business Program last academic year.

Program Goal & Campus Strategic Goal or Priority Alignment	N/A
Action Item	N/A
Resource Acquired	N/A
Outcome(s)	N/A
Outcome(s) Evaluation (Improvements made to program based on assessment data)	N/A
Action Plan if outcome was not met	N/A

Action Plan and New Resource Request

Part IV. Resource Implications

The proposal below is a request for Vizio displays for each of the classrooms in the Business Building. It's a challenge trying to pinpoint specific BTEC quantitative indicators that reflect improving or upgrading classrooms. Essentially, providing the best facilities and equipment reflects the College's commitment to provide an ergonomically sound environment with quality technology that will bolster student learning. Right now, there is a need for substantial improvement. The *National Standards for Business Education* explains the role of information technology in business education as, "To prepare students to be successful in today's global business environment, which is increasingly dependent on—and defined by—technology tools, educators must focus on the use of technology as a tool for facilitating business functions." (NBEA, 2013, p. 80) Additional benefits include:

- Demand: Appealing and modern equipment for the 21st Century classroom
- Efficiency: Quick and easy to use equipment

- Effectiveness: Indirectly, but argue that new equipment should lead to better overall student success.

Program Goal and Campus Strategic Goal or Priority Alignment	Strategic Goal 13: Enhance Facilities with Appropriate Technology and Ensure Facilities Support 21st Century Learning and Teaching Environments
Action Item	Upgrade presentation displays in classrooms.
Resource(s) Request	Vizio model E75-E3, 4K 85-inch display. Initial Acquisition Cost: \$1,950 x 9 = \$17,550
Person(s) Responsible and Collaborators	Computer Services
Timeline	Fall 2018
Indicator of Improvement	Class fill rate will increase from 56.9% to 65%. Persistence will increase from the current 65.1% to 70%. Successful completion will increase from 79% to 84%.
PSLO Impacted	Implement and apply current technical solutions to business activities, systems, and processes
Current Status	Discussed with Computer Services staff and ITAC Chair.

RESOURCES NEEDED			OUTCOMES
Initial Acquisition Cost	Annual Recurring Cost	Useful Life	(Identify and Quantify)
\$17.550	N/A	5-7 years	See Indicator of Improvement Above

Part V. Program Student Learning Outcomes and Assessment

Business Program PSLOs:

1. Develop critical thinking and interpersonal skills applicable to real-world problems
2. Utilize creativity and logical strategies and techniques to solve complex business issues
3. Implement and apply current technical solutions to business activities, systems, and processes
4. Apply foundational management principles to the functions of planning, organizing, coordinating, and decision making to business operations
5. Demonstrate fundamental knowledge of business and technical skills to support lifelong professional development

All five of the Business Program Student Learning Outcomes were assessed over the past academic year through various course assignments and from industry review.

- A. Provide evidence that your PSLOs are aligned with industry needs.
 1. Each spring semester, the Business Program Advisory Board reviews the PSLOs and makes any recommendations to ensure that they align with industry needs. At

the May, 2017 BPAB meeting, no additions, deletions, or edits were made to the existing PSLOs.

- B. What is the expected level of achievement for your PSLOs?
1. The expected levels of achievement for PSLOs is 70%.
- C. List the courses whose outcomes have been assessed.
1. The courses assessed over the last AY are: .
 BUS 120
 BUS 293V
 ECOM 100
 MKT 130
 ENT 125
 ENT 130
 ENT 150
 BLAW 200
 MGT 120
 MGT 122
- D. Describe the assessment methods or instrument used to measure PSLOs.
1. Annually, the Program conducts a 5-year Course Review to ensure that business courses CSLOs are aligned with PSLOs as well as the Institutional Learning Outcomes. Since the Program's inception, all courses that have come up in the 5-year Course Review cycle have met the PSLOs.
 2. The assessment measures used include both formative and summative assessment methodologies that help gauge student performance quantitatively and qualitatively.
- E. Provide the results of PSLO assessment, and analyze the results.

BUSINESS PSLO	BRIEF DESCRIPTION	NUMBER OF ASSESSMENTS	MET BENCHMARK?
1	Develop critical thinking and interpersonal skills	238	Yes
2	Utilize creativity and logical strategies and techniques	179	Yes
3	Implement and apply current technical solutions	207	Yes
4	Apply foundational management principles	211	Yes
5	Demonstrate fundamental	1196	Yes

	knowledge of business and technical skills		
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F. Other comments.

1. Students performed satisfactorily for each PSLO for each of the courses assessed. The benchmark for each PSLO within the Business Program is 70%. For this APRU, 84% of students either met or exceeded this benchmark.

G. Describe your next steps.

1. For the upcoming 2018- 2019 AY, the Business Program plans to monitor its Health indicators and work closely with the stakeholders on campus and the community to ensure that the Health of the Program continues to grow. This will involve active engagement on multiple levels with current and future students (and their parents), industry employers and professionals, and on-campus colleagues who strive to enhance and enrich our community.

Part VI. Programs Cost Per SSH -

Part VII. Capacity - N/A