

Peralta Community College District
UNIT PLAN UPDATE Template ~ September 2009

Each discipline will complete this form to update the unit plans developed in 2008. These will be reviewed at the college level and then forwarded to the district-wide planning and budgeting process. The information on this form is required for all resource requests – including faculty staffing requests – for the 2010-11 budget year.

I. OVERVIEW

		Date Submitted:	November 2009
Discipline	Technology & Business - Business	Dean:	Dr. Rebecca Kenney
Department Chair	Guy Forkner, Anita Black		
Mission/History <i>Brief, one paragraph</i>	Mission Statement		
	The Merritt College Business Department is a comprehensive, multi-cultural, public, open-access institution with a mission to develop and sustain effective partnerships with business, governmental, and community agencies to foster economic development and workforce preparation for its students. The department offers degree and certificate programs, i.e. Accounting, Administrative Assistant, Administrative Office Systems & Applications, Business Administration, Business Information Processing, and General Business.		
	Vision		
	The Business Program at Merritt College strives to be a model for career and transfer education by fostering student success, transforming lives, and strengthening the diverse community it serves.		
	Values		
	The Business Program at Merritt College values instructional excellence, quality student support services, a caring and inclusive environment, and the ability to model best practices for career and transfer education via a variety of academic and business community partnerships.		

II. EVALUATION AND PLANNING

Please review the program review data and the CSEP review criteria and complete the following matrix.

Annual Trend Baseline Data						
Year	Annual FTES	%FTES growth		FTEF in program	FTES /FTEF	Comments
2008/09	82.37	28%		5.07	16.24	Mixture of growth and decline
2007/08	64.05	0.4%		4.5	14.23	
2006/07	63.77	14%		4.36	14.63	
2005/06	55.82	n/a		4.10	13.61	

	Fall						
	2004	2005	2006	2007	2008	CODE	Comments
Quantitative Assessments							
1. Enrollment (duplicated)	246	245	313	297	385		Growth
2. Sections (master sections)	14	10	10	10	14		Mixed
3. FTEF	2.98	2.12	2.18	2.12	2.82		
4. FTES	25.39	26.19	35.13	32.78	41.29		
5. FTES/FTEF	8.52	12.35	16.12	15.46	14.64		Mixed
7. Program Cost (Cost methodology is under development. Please complete the remaining items. This step to be completed later.)							

Qualitative Assessments	Narrative
<p>8. Community and labor market relevance Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, etc. This applies primarily to career-technical (i.e., vocational programs).</p>	<p>Based on the McKinsey Economic Report and 2009 Federal Stimulus Workforce target areas, the Business Department needs to redesign and strengthen the following degree and certificate programs.</p> <ul style="list-style-type: none"> • Accounting <ul style="list-style-type: none"> ◦ Accounting • Business Administration <ul style="list-style-type: none"> ◦ Business Management ◦ General Business ◦ Retail Clerk • Administrative Assistant <ul style="list-style-type: none"> ◦ Legal Office Assistant • Administrative Office Systems & Applications <ul style="list-style-type: none"> ◦ Office Administrator • Business Information Processing <p>The Department should identify and apply for grant opportunities to develop a Health Information Technology Program. The design of this program should include other departments, i.e. CIS, Para-Legal, and Allied Health Programs. An articulated 2+2+2 curriculum structure should be designed to all multi entry and exit level including 4-year transfer connections.</p> <p>The Business Department must incorporate the following occupational areas in the degree and certificate programs. These occupations were identified in the Preliminary McIntyre Environmental Scan Report as September 6, 2007.</p> <ul style="list-style-type: none"> • Retail salesperson • Customer service rep • Office clerk general • Business Support • Finance & Insurance • E- commerce & Internet sales • Business transfer program to 4-year institutions
<p>9. College strategic plan relevance</p>	

Check all that apply

- New program under development
- Program that is integral to the 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 _____

Action Plan Steps to Address CSEP Results

Please describe your plan for responding to the above data. Consider curriculum, pedagogy/instructional, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same discipline at other Peralta colleges.

10. ACTION PLAN -- Include overall plans/goals and specific action steps.

1. Complete Program Level mapping and SLOs for all Business Department degree/certificate programs by the end of spring 2009. Determine which programs need to be reconfigured and/or dissolved during the mapping process.
2. Complete the course outline revisions with SLOs for each course.
3. Re-activate Human Resource Management courses and establish a less than 18 unit certificate with additional emphasis under the Business Administration and/or General Business Degree patterns.
4. Create Health Information Technology curriculum pattern.
5. Create an online QuickBooks course.
6. Revise and/or create additional courses to strengthen Administrative Office Systems & Applications Degree, Business Information Processing Degree with emphasis on Virtual Administrative and Information Processing.
7. Re-work the Business Management Certificate with core classes and 2 options—Entrepreneurship and Small Business Management.
8. Re-establish a college keyboarding course as a hybrid for 1 unit. Investigate; determine equipment/software need to offer a voice recognition keyboarding course.
9. Hire full time instructor to strengthen Accounting/Economics Program.
10. Complete Measure A request for classroom new classroom desk in P111, P207.

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Additional Planned Educational Activities

11. Health/safety/legal issues:	Building P 2 nd level female and male restrooms need renovation to correct the lack of an exhaust (smell) system and change toilets so they will properly flush, paint, etc.
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Student Learning Outcomes (SLOs) 2008/09		
12. Have you completed Student Learning Outcomes (SLO's) for all your courses?	YES _____	NO <u>X</u> _____
12a. If you answered no to question 12 then, what percentage have you completed? 80%		
13. What are you assessing this year? Please attach your assessment results and action plan. List needed resources in Section III of Unit Plan.	_____ course outcomes _____ <u>X</u> program outcomes _____ institutional learning outcomes	

BUDGET			
Budget Categories	Allocated 08/09	Expended 08/09	Requested 09/10
Fund 1			
Fund 14			
Fund 17	\$1139.00		
Measure A			
VTEA	\$1000	\$1209.12	
Total	\$2139.00	\$1209.12	

ADDITIONAL REVENUE: GRANTS, PRIVATE SALES, AND DONATIONS			
Name of Grant/Donation/Sale	Awarded/Generated 08/09	% Expended 08/09	Comments

PERSONNEL NEEDS 09/10

Personnel DATA	CD Enrl F2008	Tot FTES F2008	Contract FTEF F2008	Ext Srv FTEF F2008	Tmp FTEF F2008	Total FTEF F2008	Contract %	FT/PT	FTES /FTEF
	385	41.29	1.20	0.20	1.42	2.82	43%		14.64
Comments									
<i>Current</i>				<i>If filled</i>	<i>If not filled</i>	<i># FTE (faculty assigned)</i>			
<p><i>Narrative: Are PT faculty available? Can FT faculty be reassigned to this program? Implications if not filled</i></p>									
<p><i>Faculty Staff Requests 2010-2011:</i></p>									

FACULTY ETHNICITY F2008			
Ethnicity	# of Contract	# of Adjunct	Total
Asian	1		1
African American	1	1	2
Filipino			
Hispanic/Latino			
Native American			
Other			
White		2	2
Unknown			
Total	2	3	5

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FACULTY GENDER FALL 2008			
Gender	# of Contract	# of Adjunct	Total
Male		2	2
Female	2	1	3
Not Supplied			
Total	2	3	5

RESOURCE NEEDS

Equipment/Material/Supply/ Classified/Student Assistant Needs:

Please describe any needs in the above categories.

One Student Assistant/Student Instructional Aide needed to assist Fereshteh Mofidi.

Facilities Needs (Items that should be included in our Facilities master Plan) for Measure A funding:

Please describe any facilities needs.

Building P 2nd level female and male restrooms need renovation to correct the lack of an exhaust (smell) system and change toilets so they will properly flush, paint, etc.

IV. ACADEMIC PERFORMANCE MEASURES AND EQUITY

Student Demographics by Ethnicity			
Ethnicity	Business Baseline Fall 03-07	Business Fall 08	College Average
Asian	11%	9% (34)	36%
African American	53%	63% (240)	16%
Filipino	2%	3% (10)	3%
Hispanic/Latino	17%	10% (36)	14%
Native American	1%	1% (3)	1%
Other	1%	2% (6)	2%
White	10%	7% (28)	21%
Unknown	6%	6% (21)	6%

Student Demographics by Gender			
Gender	Baseline Fall 04-07	Fall 08	College Average
Male	44%	40% (155)	69%
Female	58%	53% (203)	31%
Not Supplied	1%	7% (27)	0%

Analysis

1. What are you doing to increase access?
 Accepting as many students as possible.

Student Retention Rate <i>Students who receive a grade and do not withdraw</i> by Ethnicity		
Ethnicity	Baseline Fall 04-07	Fall 08
Asian	67%	76% (34)
African American	66%	78% (240)
Filipino	78%	80% (10)
Hispanic/Latino	65%	64% (36)
Native American	70%	100% (3)
Other	75%	17% (6)
White	76%	71% (28)
Unknown	74%	67% (21)
Business Average	68%	73%
College Average F2008: 72%		

Student Retention Rate <i>Students who receive a grade and do not withdraw</i> by Gender		
Gender	Baseline Fall 04-07	Fall 08
Male	72%	73% (152)
Female	65%	77% (201)
Not Supplied	63%	68% (25)

Analysis
1. If your disciplines retention rate is beneath the colleges rate, then why?
2. If your retention rate is below the college rate, then what are you doing to increase retention?
3. If your retention rate is above the college's rate do you have any best practices to share?

Student Course Completion Rate (SCCR) <i>Students who receive a grade A,B,C or credit</i> by Ethnicity		
Ethnicity	Baseline Fall 04-07	Fall 08
Asian	57%	71% (34)
African American	43%	60% (240)
Filipino	48%	60% (10)
Hispanic/Latino	51%	50% (36)
Native American	70%	33% (3)
Other	44%	0% (6)
White	60%	61% (28)
Unknown	61%	62% (21)
Business Average	49%	59% (378)
College Average F2008: 60%		

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Table X: Student Successful Course Completion Rate (SCCR) <i>Students who receive a grade A,B,C or credit</i> by Gender		
Gender	Baseline Fall 04-07	Fall 08
Male	49%	56% (152)
Female	49%	63% (201)
Not Supplied	38%	48% (25)

Analysis

1. If your disciplines successful course completion rate (SCCR) is beneath the college's rate, then why?
2. If your sccr is below the college rate, then what are you doing to increase it?
3. If your sccr is above the college's rate do you have any best practices to share?

Student Program/Discipline GPA by Ethnicity		
Ethnicity	Business Baseline Fall 03-07	Business Fall 08
Asian	3.09	3.64
African American	2.36	2.62
Filipino	2.36	3.13
Hispanic/Latino	2.83	3.00
Native American	3.00	2.40
Other	2.33	0.00
White	3.22	3.50
Unknown	3.25	2.97
Overall GPA	3.06	

Student GPA by Gender Business		
Gender	Business Baseline Fall 03-07	Business Fall 08
Male	2.60	2.76
Female	2.73	2.80
Not Supplied	1.84	2.84
Overall GPA	3.06	