Annual Program Review and Assessment
2007-2008

Annual Program Review and Assessment	
* Curriculum Program Title: **Business Administration** **Curriculum Code:** **A25120**	

Note: The following questions will be reported in the FTCC Annual Program Review to the North Carolina Community College System.	2007-2008
Did the Advisory Committee meet in the last year? (Yes, No or Not Applicable)	Yes
If yes, are the minutes of the meeting on file? (Yes, No or Not Applicable)	Yes
Has the curriculum currency for this program been addressed during the last five years? (Yes or No)	Yes
Are the documents on file? (Yes or No)	Yes
Did this program respond to last year=s Program Review recommendations? (Yes, No or Not Applicable)	NA
If applicable, is the documentation on file and available for verification? (Yes or No)	**NA**

_____   _____   _____   _____
Department Chairperson / Date   **Division Chairperson / Date**   **Academic Dean / Date**   **Associate VP for Curriculum Programs / Date**

Copies of the Program Review are to be provided to the Director of the Institutional Effectiveness and Assessment Office after review/approval by the officials listed above.

Annual Program Review and Assessment
2007-2008

1. Identify the **Student Enrollment In The Curriculum** during the last three (3) years (Note: If your curriculum has diplomas and/or certificates, please include the enrollment in those separately in the comments section)

	2005-2006	2006-2007	2007-2008
Curriculum Enrollment	341	353	336

Comments: Number shown above represents average for fall and spring. Unduplicated headcount for certificates with fall and spring averaged together:

Certificates:	2005-2006	2006-2007	2007-2008
Small Business Startup	2	1	1
Small Business Management	3	5	4

2. Identify the **Number of Program/Curriculum Graduates** during the last three (3) years (Note: If your curriculum has diplomas and/or certificates, please include the enrollment in those separately in the comments section):

	2005-2006	2006-2007	2007-2008
Curriculum Graduates	33	33	43

Comments:

Certificates:	2005-2006	2006-2007	2007-2008
Small Business Startup	12	16	19
Small Business Management	14	Data not available	20

3. Identify the **Number of Faculty (full-time and part-time)** that taught in the curriculum during the last three (3) years:

	2005-2006	2006-2007	2007-2008
Full-Time Instructors	6	7	8
Part-Time Instructors	14	12	12

Comments: The data received for 2005-2006 and 2006-2007 was collected during the semester. Therefore, the Fall II and Spring II terms were not included.

4. Identify the **Number of FTE** generated by the curriculum and the **Number of Instructor Positions** funded based upon the FTE during the last three (3) years:

	2005-2006	2006-2007	2007-2008
FTE Generated	256.40	275.90	267.60
Instructor Positions Earned	11.65	12.54	12.16
Instructor Positions Funded	6	7	8
Additional Positions Required	6	6	4

Comments: The data received for 2005-2006 and 2006-2007 was collected during the semester. Therefore, the Fall II and Spring II terms were not included. Business Administration faculty also teach classes in the BA concentrations due to a lack of instructors which is not reflected in the above data.

5. Identify the **Budget Dollar Amount of Equipment and Supplies** purchased to support the curriculum during the last three (3) years:

	2005-2006	2006-2007	2007-2008
Equipment	$14,730.61	$0	$14,648.06
Supplies	$47,314.80	$24,772.25	$34,347.04

Comments: Numbers reflect allocations made by Office of Financial Services. All equipment purchases for the BA concentrations were charged to the parent BA program.

6. Identify the **Passing Rates for First-time Licensure Exam Takers** (if applicable) during the last three (3) years
(Note: If your curriculum/program has multiple licensure exams, include data for each one of the multiple exams)

	2005-2006	2006-2007	2007-2008
First-time Exam Takers	Not Applicable	Not Applicable	Not Applicable

Comments:

7. Identify the **Number of Sections Offered** to students during the year, the **Number of Sections Made**, and the **Average Class Size** during the last three (3) years:

	2005-2006	2006-2007	2007-2008
Number of Sections Offered	245	242	233
Number of Sections Made	214	199	192
Average Class Size	12.04	14.35	14.37

Comments:

Cross listed classes combined into one section were counted as separate sections. The data received for 2005-2006 and 2006-2007 was collected during the semester. Therefore, the Fall II and Spring II terms were not included.

8. Identify the **Average Faculty Workload** (contact hours / per week) during the last three (3) years:

	2005-2006	2006-2007	2007-2008
Average Full-time Faculty Workload	25	24	24

Comments:
Faculty cross teach between programs the Business Administration Department. Therefore, an average faculty workload was calculated for the entire department.

9. Identify the **Number of Sections Taught by Full-Time Instructors** and the **Number of Sections Taught by Part-Time Instructors** during the last three (3) years:

	2005-2006	2006-2007	2007-2008
Sections Taught by Full-time Instructors	131	132	138
Sections Taught by Part-time Instructors	62	57	43

Comments:
Data was collected to include the Fall and Spring II terms.

10. Identify when the curriculum was last revised (implementation semester/term): <u>Fall 2008</u>

11. Identify how each program instructor (full-time and part-time) assures that distance education students, taking on-line classes, are meeting the same requirements for successful course completion as traditional students in face to face classes.

All courses including distance learning are taught under the supervision of the department/program. Distance Learning classes follow the same master syllabus as face to face classes. They are included in the assessment process and are evaluated on a regular basis.

12. Identify the **Program Assessment Plan Objectives** for the past 3 years, along with the measurable learning outcome metrics/rubrics used to assess those objectives, and the action plans that came from analysis of the metrics/rubrics (Note: Data should be readily available in Weaveonline Program Area).

See attached program assessment plan. Assessment began in Fall 2008.

13. Identify by course listing, which **FTCC Core Competency Statement** is being met by the instruction in that course (Note: Core Competency Statements are included in the Strategic Plan and each course should address one or more of those statements)

See attached competency matrix.

14. Attach a copy of the current year's **Program Assessment Plan** indicating quality enhancement goals for the upcoming year, as an attachment to this document (Note: Available from Weaveonline)

See attached program assessment plan. Assessment began in Fall 2008.

Annual Program Review and Assessment
Recommendations for Quality Improvement

Curriculum Program Title: Business Administration	Curriculum Code: A25120	Fiscal Year: 2007-2008

Trends (attached additional pages if necessary):

As economic conditions worsen, enrollment into the program should increase as workers retrain for available jobs. Efficiency and cost-cutting abilities to improve profitability, streamline operations, and compete globally will become even more important. Many job openings will result from the need to replace workers who retire or transfer to other jobs such as relocations due to military orders. Changes at Ft. Bragg and Pope Air Force Base (BRAC) may also require retraining workers. The service industry continues to be a strong component of the area's economy. MKT 223 Customer Service is now a required course to provide training particularly in the service industry. The need for more entrepreneurs is being met by the introduction of BUS 139 and the Entrepreneurship I certificate (effective Fall 2008). Distance education sections will continue to be added to meet demand and flexibility of students. Program educational plan will continue to be reviewed and updated as needed to meet employer needs and curriculum standards changes. Emphasis will continue on oral and written communication skills based on employer/advisory committee requests. Computer skills will be required in most courses particularly web assisted classes.

Needs (attached additional pages if necessary):

Continued and improved marketing of the program and certificates are needed using a variety of media. Additional multimedia equipped rooms are needed to incorporate instructional materials into the class. Web assisted classes are being added to reduce # of trips students must make to the campus (reduction of costs and improved flexibility) while increasing the use of technology in the course. Additional faculty members are desperately needed.

Recommendations (attached additional pages if necessary):
None

Response to Last Year's Recommendations (attached additional pages if necessary):
NA

FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE
ANNUAL PROGRAM REVIEW
FOR ACADEMIC YEAR FALL 2008 – SPRING 2009

PROGRAM CODE/TITLE: | **A25120 Business Administration**

SECTION 1: PROGRAM PROFILE

Program awards: ☒ Degree ☐ Diploma ☒ Certificate

Mode of delivery:
☒ Day ☒ Evening ☒ Online ☒ Hybrid ☒ Web Assisted ☐ NCIH

| % of degree available online: | 2008 – 2009 | ☒ 100% | ☐ 75–99% | ☐ 50–74% | ☐ 25-49% | ☐ < 25% |
| | 2007 – 2008 | ☒ 100% | ☐ 75–99% | ☐ 50–74% | ☐ 25-49% | ☐ < 25% |

| % of diploma available online: | 2008 – 2009 | ☐ 100% | ☐ 75–99% | ☐ 50–74% | ☐ 25-49% | ☐ < 25% |
| | 2007 – 2008 | ☐ 100% | ☐ 75–99% | ☐ 50–74% | ☐ 25-49% | ☐ < 25% |

Location of offerings:
☒ Main ☒ SLC ☐ HEC ☒ Ft. Bragg ☐ Clinical Sites ☐ High Schools ☐ Other _____

Cooperative Education: ☐ Required ☒ Elective ☐ Not in Program

Resources/library holdings been reviewed:
Main Campus ☒ Yes ☐ No Indicate semester: | Fall 2008

Spring Lake Campus ☒ Yes ☐ No Indicate semester: | Fall 2008

Comments:

SECTION 2: ENROLLMENT

Course Enrollment	2008 - 2009		2007- 2008		2006 - 2007	
	Fall	Spring	Fall	Spring	Fall	Spring
# Enrolled in Program	344	354	326	261	346	360
# Sections Offered	147	148	143	149	148	153
# Sections Made	120	126	110	124	120	120
Average Class Size	16.47	17.35	15.79	15.45	14.90	16.11
% of Sections with Enrollment ≥ 12	68%	72%	68%	65%	61%	66%

Maximum enrollment in program: ☒ Unlimited   ☐ Capped at _____

Comments:

In previous years, classes made if the enrollment was 8 or more. Effective 2008-2009, the standard is 12 or more on campus and 5 or more at Ft. Bragg and SLC. We expect the percentage meeting this requirement to continue to increase over time. There will still be some classes that fall below this mark as we allow for graduation needs, smaller classes at Ft. Bragg and SLC, and maintaining an evening program. The average class size has also increased showing a more efficient use of resources.

SECTION 3: GRADUATION

	2008 - 2009	2007 - 2008	2006 - 2007
# Graduates (Program)	35	47	33
% of Available Graduates Working	76%	81%	86%
% of Graduates Working in a Curriculum-related Job	68%	80%	72%
Salary Average (Annual)	$31,126	$30,474	$38,702

Comments:

The downturn in the economy has reduced the number of graduates working as unemployment in the area has been approximately 9-10%. It has also affected wages.

SECTION 4: GRADUATE SATISFACTION

Identify the percentage of respondents who indicated a satisfied rating or above in these areas:

	2008 - 2009	2007 - 2008	2006 - 2007
Quality of instruction in courses in program area	96.4%	100.0%	96.3%
Quality of instruction in courses not in program area	92.9%	100.0%	96.3%
Quality of academic program	96.4%	93.8%	92.6%
Would student come back to FTCC for additional education?	96.4%	100.0%	81.5%
Would student recommend FTCC to others?	100.0%	100.0%	96.3%

Comments:

# of respondents: 2009 - 28, 2008 - 16, 2007 – 27
It appears that almost all students are satisfied with their classes and program of study.

SECTION 5: CERTIFICATES

Certificate	2008 - 2009		2007 - 2008		2006 - 2007	
	# Graduates	% Online	# Graduates	% Online	# Graduates	% Online
Small Business Startup	21	100%	14	100%	17	100%
Small Business Management	24	100%	16	100%	20	100%
Entrepreneurship I	10	100%	NA	NA	NA	NA

Comments:

The Entrepreneurship certificate was new for Fall 2008. The number of students receiving certificates continues to increase.
(Note: Previous years' data that was estimated has been corrected.)

SECTION 6: LICENSURE/CERTIFICATION:

Required for employment in program field: ☐ License   ☐ Certification   ☒ Not Applicable

License:	2008 - 2009		2007 - 2008		2006 - 2007		2005 - 2006		2004 - 2005	
Required Pass Rate for the Program (if applicable)										
	FTCC	Average	FTCC	Average	FTCC	Average	FTCC	Average	FTCC	Average
# Graduates Eligible to Take Exam										
# First-Time Test Takers Who Attempted Exam										
# First-Time Test Takers Who Passed Exam										
# Repeat Test Takers Who Attempted Exam										
# Repeat Test Takers Who Passed Exam										

Certification:	2008 - 2009		2007 - 2008		2006 - 2007		2005 - 2006		2004 - 2005	
Required Pass Rate for the Program (if applicable)										
	FTCC	Average	FTCC	Average	FTCC	Average	FTCC	Average	FTCC	Average
# Graduates Eligible to Take Exam										
# First-Time Test Takers Who Attempted Exam										
# First-Time Test Takers Who Passed Exam										
# Repeat Test Takers Who Attempted Exam										
# Repeat Test Takers Who Passed Exam										

Comments:

SECTION 7: BUDGET

	2008 - 2009	2007 - 2008	2006 - 2007
# FTE Generated	400.9	351.40	357.45
# Instructor Positions Earned	18.22	15.98	16.25
# Instructor Positions Funded	8	8	7
Additional Positions Required	10	8	9
# Unfilled Positions	0	1	0
# Positions Lost (-) or Gained (+)	0	0	0

Last New Full Time Faculty Hire Date: Fall 2008

	2008 - 2009	2007 - 2008	2006 - 2007
Supplies Purchased ($)	$9,166.62	$34,347.04	$24,772.25
Equipment Purchased ($)	$14,682.54	$14,648.06	0

Comments:

Previous information omitted the second eight week sessions. The information has been corrected.
Travel for 2008-2009: $476.25
One FT faculty position unfilled during Fall 2007 due to unexpected resignation. Position was filled in Spring 2008.
Supply expenditures have been significantly reduced in 2008-09 due to budget cuts.

SECTION 8: FACULTY

Faculty	2008 - 2009		2007 - 2008		2006 - 2007		2005-2006	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
# Full Time Faculty	8	8	7	9	8	8	8	8
# Full Time Faculty Cross Teaching from Other Programs	9	9	9	7	9	6	7	7
# Part Time Faculty	11	10	8	11	13	10	17	15
Average Full Time Faculty Workload	23	28	23	23	21	24	22	20
# Semester Hours Taught by Full Time Faculty	283	300	213	239	211	230	210	217
# Semester Hours Taught by Part Time Faculty	92	88	66	86	107	84	106	120
% of Semester Hours Taught by Full Time Faculty	75.5%	77.3%	76.3%	73.5%	66.4%	73.2%	66.5%	64.4%

Identify the semesters in the 2008 - 2009 academic year in which the faculty credentials database was updated for the program:

☒ Fall ☒ Spring ☒ Summer

List the professional development activities completed this year to maintain currency in program:

An Evening with Dr. Yunus event; Huskins "Tools for Teaching" workshop; Intro to FTCC Office, Classroom, and Lab Computers workshop; Business Expo; BA/PBL Leadership Seminar; Ethics in the Legal Profession seminar; Introduction to Business Symposium; BUS 121 program demonstrations; McGraw-Hill Finance Focus Group; Millennial Generation workshop; Effective Online Teaching course; Blackboard Grade Center Workshop; BUS 110 presentations; Introduction to Federal Employment Laws seminar; Overview of Major State and Federal Environmental Laws seminar; Revitalizing the Lawyer-Poet seminar.

Comments:

2005 – 2006: Two FT faculty on ½ release time for other projects. One FT faculty position unfilled during Fall 2007 due to unexpected resignation. Spring 2008 – 2 vacant program coordinator positions: BA/PAD – faculty position filled but program coordinator was not filled until transfer from BA in May. Spring 2009: Additional sections added due to high demand, budget constraints, and limited summer offerings. As opportunities for income during summer semesters diminish, 10 month faculty have requested additional courses to teach during fall and spring. With the increase in classes online, more classes were taught by DL qualified FT faculty.

SECTION 9: PROGRAM EVALUATION

Date of last internal program review		11/20/08
Date of last program revision		Fall 2008
Date of last program competencies review		3/30/09
Date of last internal certificate review		11/20/08
Last separate accreditation review:	Accreditation Agency:	NA
	Date:	
Date of next separate accreditation review		NA

Program Revisions:
    Curriculum Committee Approval: ☒ Yes   ☐ No
    Substantive Change: ☒ Yes   ☐ No
        Reported to SACS: ☒ Yes   ☐ No   ☐ N/A
        Reported to Accrediting Agency: ☐ Yes   ☐ No   ☒ N/A

Identify the three program competencies that were assessed in the 2008 - 2009:

Students will use information to analyze problems or situations and make logical decisions in business management situations.	☒ Met ☐ Partially Met ☐ Not Met
Students will be satisfied with their progression in their program of study by developing an individual plan of study with the proper sequencing of courses.	☒ Met ☐ Partially Met ☐ Not Met
Students will project a positive appearance that is required for the business field.	☒ Met ☐ Partially Met ☐ Not Met

How have the results from the previous year's assessment cycle impacted the direction and/or emphasis of the program?

Assessment has highlighted the importance of consistency in courses. It also helped us to focus on making sure we achieve certain objectives and not lose our focus with calculation of grades. While grades are important and do reflect on success, we need to be sure the program competencies are being met. Assessment also helped us to put our thoughts on paper. Instead of just having a mental idea of how we are grading a particular assignment, we should have written rubrics that further communicate our expectations to students. It also showed that while we may excel at some things, there is always room for improvement.

SECTION 10: ADVISORY COMMITTEE

Dates of advisory committee meetings:

| 10/31/08 |
| |
| |

Are the minutes posted in WeaveOnline? ☒ Yes   ☐ No

Members:	Qualifications/Affiliation:	# Years of Service
Ray Hodges	Branch Manager, Fayetteville Business Solutions	2
Paul Salada	Investigator, United States Investigative Services	2
Gloria Lietz	Investment Consultant, CUSO	8
Loleta Wilkerson	Branch Manager, Navy Federal Credit Union	8
Martha Jane Zandiotis	Supervisor, Maidenform	3
Suzannah Tucker	Director of Career and Technical Education, Cumberland County Schools	3
Josephus Thompson	Assistant Manager, Employment Security Commission	3
Paula Williams	Small Business Specialist, Wachovia	3

Recommendations from Committee:	Response/Action:
Proposal that a certificate that involved taxes and insurance because of the rising credit card debt and starting up small businesses. Some reasons for failure in small businesses are related to tax issues.	Insurance courses are taught in continuing education. We can address small business failures in BUS 230 and BUS 139.
Work with high schools that will be incorporating entrepreneurship.	The entrepreneurship courses will be expanding and a possible certificate for Huskins will be explored.

SECTION 11: RECRUITMENT/COMMUNITY INVOLVEMENT

List recruitment activities conducted during 2008-2009:

Future Business Leaders of America Southeastern Conference; College Tech Prep; FTCC-FSU Articulation meetings; FTCC-UNCP partnership meeting; SVHS and JBHS JROTC Awards Banquets; Disney College Program; Franklin University partnership; 8th grade tours

List community involvement activities for 2008-2009:

Fayetteville City Council meetings; Blood Drive; Greater Fayetteville Futures II; Hope Mills Town meetings; Hope Mills Chamber of Commerce; Cumberland County Commissioners meetings; Relay for Life; Veterans of Foreign Wars; VW Test Drive Fundraiser; St. Jude's Trike-a-thon; City of Fayetteville's Blue Ribbon Transit Task Force; American Heart Walk; Cumberland County Growth Vision Taskforce; Fayetteville 2030 Growth Vision Plan; International Folk Festival; National Veterans of Foreign Wars Convention; City of Fayetteville Council meeting on the Ethics Commission; Lafayette Rotary meetings

List committees/other campus activities to improve the college for 2008-2009:

SACS Committees: Program Review Process, Advisory Committees, QEP, Governance, Faculty, Assessment, CCSSE; Student Appeals Committee; Safety and Physical Facilities Committee; Advisory Committee Training Session; Signs of a Troubled Employee or Student workshop; ACT I; Emergency Planning Session; Advisor Process meeting; Course Substitutions meeting; Spring into Motion program; Inputting Grades through Web Advisor training; Earth Day; Health Fair; Faculty Council; Art Shows; Career Fair; WeaveOnline training session; Veteran's Day ceremony; Faculty Credentials workshop; Rubric Construction workshop; FERPA workshop; Gang Awareness workshop; Financial Aid 101 workshop; State Auditor's workshop; ECC's Silent Auction; 9/11 Memorial Ceremony; Constitution Day lecture; Struggling to Find and Retain Online Adjunct Faculty workshop; Interview panels for FT faculty; Advising 101; Huskins orientation; SACS 2008-2011 workshop; Cooperative Education workshop; Substantive Change workshop; Report2Web/Credentials Database workshop; WeaveOnline training; Fall Festival; Spring Fling

Club Advisors: Phi Beta Lambda, Circle K

SECTION 12: PLANNING ASSUMPTIONS   (Cite sources of information)

Identify local trends that affect the program:

Short term (1-2 years): With the current downturn of the economy, more people are expected to return to college. (www.ncruralcenter.org) Employment in service-providing occupations will continue to increase.
http://www.soicc.state.nc.us/soicc/products/Career_Choices_08.pdf

Long term (3+ years): Jobs available due to BRAC will be higher quality, higher pay, and primarily full time positions. (http://www.bracrtf.com/documents/03_WorkforceandHigher_Ed.pdf)   Specifically, BRAC will increase the need for more defense related workers including purchasing, procurement and acquisitions, and contracts management. (www.bracrtf.com)   The gap between the skills needed and current skills level will direct workers to continue their education. (http://www.bracrtf.com/documents/03_WorkforceandHigher_Ed.pdf)

Identify state/national trends that affect the program:

Short term (1-2 years): There will also be an increase in the use of green technology and green jobs. (www.smallbiztrends.com) Instead employers will most likely increase number of hours and use temporary workers. (The Fayetteville Observer, 1/8/2010) While manufacturing and retail will see slow or no growth, the service industry will continue expanding at a faster rate. (www.bls.gov/oco)

Long term (3+ years): Unemployment is expected to only gradually decline. Companies will reorganize and focus on increasing efficiency.   There will be limited opportunities in upper management, but will improve in lower-level management. While some of these lower-level management positions may have only required a high school diploma in the past, there is a growing preference for managers with a minimum of an associates degree. Opportunities will also be better for those who can manage a wide variety of tasks and responsibilities. (www.bls.gov/oco)

Identify equipment, supplies, faculty, and facility needs <u>required</u> to meet these trends:

Short term (1-2 years): More classrooms need to be equipped with technology – projector, computer, laser pointer, wireless keyboard/mouse, clickers. Faculty members need more updated software. Lack of software compatibility creates a disconnect between students and faculty members.

Long term (3+ years): More faculty training on advanced technology capabilities.

Identify future <u>wish</u> items and their impact on the program:

Short term (1-2 years): Portable projectors/laptops would allow instructors to use multimedia in classrooms not equipped for technology. Travel funds to be available for faculty to attend workshops and conferences to maintain currency in programs.

Long term (3+ years): Additional classroom space would allow more sections to be offered during peak times.

Identify maintenance and repairs needed for offices and classrooms used by the program:

Walls in front and back of CUH office suite need to be repaired/repainted (reported in Summer 2009); podiums in classrooms need repairing or replacing. Classrooms, bathrooms, and offices need to be cleaned on a more regular basis.

☒ Program review will be posted in WeaveOnline by January 31. After all signatures have been obtained, the original signed copy will be maintained on file in the Dean's Office.

_____ _____ _____ _____

Program Coordinator   Date   Division Chair   Date

_____ _____ _____ _____

Department Chair   Date   Dean   Date