

# #11

**COMPLETE**

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Page 1: I. Program Overview and Update

**Q1** Department(s) Reviewed:

Business

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**Q2** Lead Author and Participants: Please list any person who participated in the preparation of this report.

Pat Newman, Mary Sessom, Michael Aubry, Joe Damato, Dana Fitch

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**Q3** Dean/Manager:

Larry McLemore

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**Q4** Program Update: Please summarize the changes, additions, and achievements that have occurred in your program since your last program review was submitted. To access your 2019 program review, visit the Program Review webpage.

The Gig Economy course has now been implemented. The Federal Reserve estimates that there are as many of 75 million gig workers in the US. It is important for students who desire this independent work to know how to navigate the pitfalls in order to be successful. With the recent passage of California Assembly Bill 5, it will be even more vital for students to understand the implications of the Gig Economy.

The BUS internship program is still off to a slow start. There are employers in all industry sectors interested our students (recruiting efforts will need to be stepped up).

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Page 2: II. Assessment and Student Achievement

**Q5** 1. Do you have a course Student Learning Outcome (SLO) assessment plan on file with the Student Learning Outcome and Assessment Committee (SLOAC)? If you have not already done so, you can submit your program's assessment plan to SLO Coordinator, Tania Jabour, at [tania.jabour@gcccd.edu](mailto:tania.jabour@gcccd.edu). **Yes**

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**Q6** OPTIONAL: You may upload a copy of your SLO assessment plan for SLOAC here. If you have an Excel sheet, please convert to one of the supported files listed below before submission.

Respondent skipped this question

**Q7** 2. Please provide an analysis of your Student Learning Outcomes (SLO) findings and what changes, if any, were made as a result.

TracDat results are posted through Fall 2019. All of those outcomes are above the baseline 70% set by the department. It would appear that most courses and instructors are beating this baseline. Based on the overall success within the Department, no significant changes have been made.

**Q8** 3. Does your department or discipline offer any degrees and/or certificates?

Yes

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Page 3: II. Assessment and Student Achievement

**Q9** 4. How are you currently assessing your PLOs?

All business course SLOs have been mapped to the Business Administration, Business General, Entrepreneurship, and Management PLOs. Previous SLO assessment plans were not as informative as they could be because we were so in the weeds of assessing SLOs that we didn't see the big picture or have enough meaningful discussions. Plans are to produce a new SLO/PLO assessment plan to do a deep dive on each course once or twice in a three-year period for continuous improvement, with the fourth year to analyze all data for the comprehensive program review. This schedule will be based on the new comprehensive Program Review schedule.

**Q10** 5. Are your PLOs in the catalog an accurate reflection of the department or discipline's current learning objectives? To access the College Catalog Associate Degree Programs and Certificates section, click here.

Yes

**Q11** 6. Are the PLOs mapped onto the course SLOs? If you require assistance, please contact Madison Harding in the IESE Office at [madison.harding@gcccd.edu](mailto:madison.harding@gcccd.edu)

Yes

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Page 4: II. Assessment and Student Achievement

**Q12** Referencing the last 5 years of data, discuss the changes in course success rate since the last program review (annual or comprehensive) report.

It would appear that success rates dipped since the last program review. They fell slightly in the spring and had a significant drop-off during the fall semester (from 71% to 61%). It is possible that a lack of another full-time instructor could have impacted the success rates in the program.

**Q13** Considering the college's 2024 goal of increasing course success rates to 77%, discuss how your department/discipline will help meet that goal.

The overall success rate for this program has been steadily increasing each academic year. There was a decline in the previous year. This percentage will be achievable in certain courses such as Business 128 (where this has been consistently exceeded). This presents challenges in other courses, and will need to be discussed by faculty at the department level.

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**Q14** Please describe any equity gaps, in which specific groups (e.g., by gender and ethnicity) have success rates lower than that of the department or discipline overall.

African-Americans have lower success rates than those of the other ethnic groups (42%). Most other ethnic groups had a success rate that was greater than 60% (excluding Hispanics who fell at 58%). Male and female success rates were comparable.

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**Q15** What department/discipline (or institutional) factors may be contributing to these lower success rates for these groups of students?

On campus appeared to have the lowest success rates. Success rates were also lower in the fall semesters (compared to the spring).

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**Q16** What specific steps will the department of discipline take to address these equity gaps in the 2020/21 academic year?

It is advisable that to address these equity gaps, the department and discipline should incorporate more of the on-campus resources (tutoring, counseling, and writing) to bolster success rates for these students. It is advisable that a mentoring and educational plan be established for all students within the program.

A survey can be implemented throughout the department (classes) to see what is lacking (from the student perspective).

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**Q17** How do these steps inform the long-term department or discipline goals that you are setting in this annual program review?

These steps are in line with the previous program review (in terms of tutoring services that could be available for students). Making these services available is in line with eventual achievement of the 77% success rate metric.

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**Q18** In what way does your department/discipline work across instruction and student services to advance the college's student success & equity goals?

All faculty are encouraged to make use of on-campus resources (writing, tutoring, counseling, and library). These services are vital in meeting the success and equity goals of the college.

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**Q19** OPTIONAL: If you would like to attach any charts or additional documentation (aside from the program review report prepared by the IESE Office), please upload it using the button below.

**Respondent skipped this question**

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**Q20** Do you offer distance education (online) courses? **Yes**

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Page 6: II. Assessment and Student Achievement

**Q21** Are there differences in success rates for distance education (online) versus in-person sections? **Respondent skipped this question**

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**Q22** If there are differences in success rates for distance education (online) versus in-person sections, what will the discipline or department do to address these disparities?

Success rates varied by terms. Success rates were better for online courses (when compared to on-campus) in the spring (70% online vs 66% on-campus vs 70% Less Than 50% Online). Success rates were better for on-campus courses (when compared to online) in the fall (65% on-campus vs 63% online vs 80% Less Than 50% Online). As mentioned previously, making sure students and faculty are aware of on-campus resources and integrating them into their courses can assist in addressing these disparities.

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**Q23** What mechanisms are in place to ensure regular and effective contact within online courses across the discipline or department?

To meet the goals of regular and effective contact, faculty are frequently reviewed in their online classrooms. Faculty are also encouraged to review the website for teaching online <https://www.cuyamaca.edu/faculty-staff/teaching-online/default.aspx>. They are encouraged to read the Guide to Best Practices in Online Learning, and Regular and Effective Contact Policy.

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Page 7: III. Previous Goals: Update (If Applicable)

**Q24** Would you like to provide an update for your previous program review goal(s)? **Yes**

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Page 8: III. Previous Goals: Update (If Applicable) continued

**Q25** Previous Goal 1:

Updated/update entrepreneurship curriculum.

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**Q26** Which College Strategic Goal does this department goal most directly support? **Guided Student Pathways**

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**Q27** Please describe how this goal advances the college strategic goal identified above.

This will advance the goals of student validation, guided student pathways, and Engagement/Organizational Health.

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**Q28** Goal Status **In Progress - will carry this goal forward into next year**

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Page 9: III. Previous Goals: Update (If Applicable) continued

**Q29** Please describe the results or explain the reason for deletion/completion of the goal: **Respondent skipped this question**

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**Q30** Do you have another goal to update? **Respondent skipped this question**

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Page 10: III. Previous Goals: Update (If Applicable) continued

**Q31** Please describe action steps for the year:

This goal has been achieved and is continuous. There is a new course being offered (Gig Economy).

It was recommended by faculty that new coursework be added to the curriculum (in entrepreneurship). It was felt that digital marketing also could add value to the program.

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**Q32** How will this goal be evaluated?

By reviewing new and revised curriculum.

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**Q33** Do you have another goal to update? **No**

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Page 11: III. Previous Goals: Update (If Applicable) continued

**Q34** Previous Goal 2: **Respondent skipped this question**

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**Q35** Which College Strategic Goal does this department goal most directly support? **Respondent skipped this question**

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**Q36** Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

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**Q37** Goal Status **Respondent skipped this question**

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Page 12: III. Previous Goals: Update (If Applicable) continued

**Q38** Please describe the results or explain the reason for deletion/completion of the goal: **Respondent skipped this question**

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**Q39** Do you have another goal to update? **Respondent skipped this question**

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Page 13: III. Previous Goals: Update (If Applicable) continued

**Q40** Please describe action steps for the year: Respondent skipped this question

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**Q41** How will this goal be evaluated? Respondent skipped this question

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**Q42** Do you have another goal to update? Respondent skipped this question

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Page 14: III. Previous Goals: Update (If Applicable) continued

**Q43** Previous Goal 3: Respondent skipped this question

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**Q44** Which College Strategic Goal does this department goal most directly support? Respondent skipped this question

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**Q45** Please describe how this goal advances the college strategic goal identified above. Respondent skipped this question

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**Q46** Goal Status Respondent skipped this question

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Page 15: III. Previous Goals: Update (If Applicable) continued

**Q47** Please describe the results or explain the reason for deletion/completion of the goal: Respondent skipped this question

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**Q48** Do you have another goal to update? Respondent skipped this question

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Page 16: III. Previous Goals: Update (If Applicable) continued

**Q49** Please describe action steps for the year: Respondent skipped this question

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**Q50** How will this goal be evaluated? Respondent skipped this question

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**Q51** Do you have another goal to update? Respondent skipped this question

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Page 17: III. Previous Goals: Update (If Applicable) continued

**Q52** Previous Goal 4: Respondent skipped this question

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**Q53** Which College Strategic Goal does this department goal most directly support? Respondent skipped this question

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**Q54** Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

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**Q55** Goal Status **Respondent skipped this question**

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Page 18: III. Previous Goals: Update (If Applicable) continued

**Q56** Please describe the results or explain the reason for deletion/completion of the goal: **Respondent skipped this question**

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**Q57** Do you have another goal to update? **Respondent skipped this question**

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Page 19: III. Previous Goals: Update (If Applicable) continued

**Q58** Please describe action steps for the year: **Respondent skipped this question**

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**Q59** How will this goal be evaluated? **Respondent skipped this question**

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**Q60** Do you have another goal to update? **Respondent skipped this question**

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Page 20: III. Previous Goals: Update (If Applicable) continued

**Q61** Previous Goal 5: **Respondent skipped this question**

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**Q62** Which College Strategic Goal does this department goal most directly support? **Respondent skipped this question**

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**Q63** Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

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**Q64** Goal Status **Respondent skipped this question**

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Page 21: Copy of page: III. Previous Goals: Update (If Applicable) continued

**Q65** Please describe the results or explain the reason for deletion/completion of the goal: **Respondent skipped this question**

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Page 22: Copy of page: III. Previous Goals: Update (If Applicable) continued

**Q66** Please describe action steps for the year:

**Respondent skipped this question**

**Q67** How will this goal be evaluated?

**Respondent skipped this question**

Page 23: IV. New Goals (If Applicable)

**Q68** Would you like to propose any new goal(s)?

**Yes**

Page 24: IV. New Goals (If Applicable) continued

**Q69** New Goal 1:

Business instructor to revise Entrepreneurship, advocate for the new Craft Industries certificate, and create Gig Economy Self-Employed Pathway Certificate

**Q70** Which College Strategic Goal does this department goal most directly support?

**Student Validation and Engagement**

**Q71** Please describe how this goal advances the college strategic goal(s) identified above.

This will advance the goals of student validation, guided student pathways, and Engagement/Organizational Health.

**Q72** Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

N/A

**Q73** Action steps for this year:

This goal is on-going and continuous.

**Q74** How will this goal be evaluated?

Be updating and reviewing curriculum throughout the business program.

**Q75** Do you have another new goal?

**Yes**

Page 25: IV. New Goals (If Applicable) continued

**Q76** New Goal 2:

Promote business department within the community.



**Q77** Which College Strategic Goal does this department goal most directly support? **Organizational Health**

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**Q78** Please describe how this goal advances the college strategic goal(s) identified above.

This will advance the goals of student validation and Engagement/Organizational Health.

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**Q79** Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

N/A

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**Q80** Action steps for this year:

Start networking with on and off campus resources (SBA, SCORE, Rotary Club, etc.)

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**Q81** How will this goal be evaluated?

This could be evaluated with student surveys and guest speakers that could potentially give lectures on campus.

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**Q82** Do you have another new goal? **Yes**

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Page 26: IV. New Goals (If Applicable) continued

**Q83** New Goal 3:

Review course scheduling.

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**Q84** Which College Strategic Goal does this department goal most directly support? **Student Validation and Engagement**

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**Q85** Please describe how this goal advances the college strategic goal(s) identified above.

This will advance the goals of student validation and Engagement/Organizational Health.

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**Q86** Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

N/A

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**Q87** Action steps for this year:

Start reviewing alternative course lengths. This has already been discussed with faculty within the department.

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**Q88** How will this goal be evaluated?

Courses length will be evaluated with the department chairs to determine if alternative offerings could be feasible.

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**Q89** Do you have another new goal? **Yes**

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Page 27: IV. New Goals (If Applicable) continued

**Q90** New Goal 4:

Create entrepreneurship club/week.

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**Q91** Which College Strategic Goal does this department goal most directly support? **Student Validation and Engagement**

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**Q92** Please describe how this goal advances the college strategic goal(s) identified above.

This will advance the goals of student validation and Engagement/Organizational Health.

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**Q93** Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

N/A

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**Q94** Action steps for this year:

Look at ways an entrepreneurship club/week can be established on campus.

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**Q95** How will this goal be evaluated?

Formation of entrepreneurship week club on campus will be the evaluation metric.

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Page 28: V. Resources Needed to Fully Achieve Goal(s)

**Q96** Is the program requesting resources this year to achieve this program goal(s)? (Faculty Resource Needs, Classified Staff Resource Needs, Technology Resource Needs, Supplies/Equipment Resource Needs, Facilities Resource Needs or Other Resource Needs) **Yes**

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Page 29: VI. Faculty Resource Needs

**Q97** Are you requesting one or more Faculty Positions to achieve this program goal(s)? **Yes**

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Page 31: VIII. Classified Staff Resource Needs

**Q98** Are you requesting one or more Classified Positions to achieve this goal? **No**

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Page 33: X. Technology Resource Needs

**Q99** Are you requesting technology resources to achieve this goal? **No**

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Page 35: XIV. Supplies/Equipment Resource Needs

**Q100** Are you requesting supplies and/or equipment resources to achieve this goal? **No**

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Page 37: XVI. Facilities Resource Needs

**Q101** Are you requesting facilities resources to achieve this goal(s)? **No**

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Page 39: Final Check

**Q102** Are you ready to submit your program review?If you would like to go back and review a section, select a section a click "Next." **I am ready to submit my program review**

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