Eastern West Virginia
Community & Technical College

Program Review

Administrative Support Technology
Associate in Applied Science Degree

Fall 2017

Name and degree level of program:
Associate in Applied Science degree in Administrative Support Technology.

<u>**Program Overview**</u>

In 2009, Eastern created an Associate in Applied Science (AAS) for its Administrative Support Technology (AST) program. Students graduating from this program will have the technical skills necessary to work in administrative support positions.

Students graduating from the AST program will possess skills and knowledge that will increase their value to many types of employers. Program graduates who lack work experience will have a strong foundation of knowledge to offer prospective employers. Program graduates currently employed in office related occupations would show significant improvement in their professional skills. A degree in Administrative Support Technology typically prepares graduates for such occupations as office manager, administrative support professional, and entry-level bookkeeper.

The Administrative Support Technology program offers students the opportunity to specialize in either General Administrative or Medical Administrative support technology.

Please see Appendix I for program description.

Synopses of significant findings, including findings of external reviewer(s):

The revenues generated by the tuition exceed the expenses, thus leaving the college with a positive net income.

The AST program does not have full-time faculty: it utilizes three adjunct faculty for all core and elective courses. In fall 2012, the college hired a full-time faculty in Business Management. This faculty teaches 20% of the program courses.

Several of the program courses such as Accounting and Spreadsheet Software serve either as a required core course or as a restricted elective in other Business Technology programs.

AST program graduates have the option of either applying to the BAS program in Supervisory Management at West Virginia University in Parkersburg or the RBA program or Business Management program at WVU. Based on the data covering the past five years, at least one of the twenty-one graduates of the program continued beyond the Associate Degree. Several graduates of the program successfully completed a second Associate Degree.

A review of nineteen graduates of the AST Certificate in Applied Science revealed five completers of the CAS program did not continue toward an Associate degree. Out of fourteen remaining graduates who took courses beyond the CAS level, two students dropped out while two students continue to work on their AST Associate degree. The remaining ten students

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successfully completed their Associate degree. Two of the fourteen CAS program graduates dropped out of the AAS program. This indicates the retention rate from the Certificate level to the Associate degree level stands at a rate of 86%.

AST students are required to take Microsoft Word, Excel, Access and PowerPoint. In fall 2015, the college received approval as a testing site for Microsoft Office Specialist (MOS) certification. Three students took the exams. Two received the MOS certification. Students who opt not to pursue industry certification note the cost of the examination ($95 per exam) as the prohibiting factor. Projections indicate more students will try MOS certification in the future.

This program did not have an external review conducted. However, administration of the NOCTI test and the ETS Proficiency Profile served as external assessment of the program's efficacy. Ten AST students took the NOCTI test from 2015 to 2017. Results revealed those students outperformed the national average by 0.3 percent. Please see Table 1 (ETS Results) and Table Two (NOCTI Results) in the "Summary of Assessment Section."

Mapping of the program's outcomes and NOCTI's outcomes:

NOCTI Outcomes		1	2	3	4	5	6	7	8	9	Eastern NOCTI Avg.	NOCTI National Agv.	Outperformed	Underperformed
			GE											
BANNE	Title													
F12A	Computer Applications				x		x		x		77	78.9		-1.9
F12B	Working in an Office Environment	x	x	x	x	x					82	81.5	0.5	
F12C	Records Management				x	x				x	70	72.2		-2.2
F12D	Office Procedures			x	x	x	x				81	77.2	3.8	
F12E	Accounting and Computational Skills							x	x		71	67.9	3.1	
PF12	NOCTI Administrative Assisting (Weighted Avg)										76	76.3		-0.3

Program Outcomes -	
1	Supervise office staff
2	Process and receive communication (Assessed through General Education Courses and ETS)
3	Coordinate events and activities
4	Maintain office and business records
5	Maintain office supplies and equipment
6	Design informational materials
7	Assist in budgeting process
8	Utilize software programs
9	Assist in entry-level bookkeeping, billing, and accounting
10	Demonstrate effective communication skills (Assessed through General Education Courses and ETS)

Based on the NOCTI's results, the performance of the AST students is similar to the performance of the students at the national level. No changes are required for this assessment period.

Course level assessment:

Thirteen program courses were assessed during this review period.

Year	Semester	Sbj.	Crs. #	# 0f Students	Crs. Avg.	Target for Assessed Outcomes	Performance +/-	% of Assessed Outcomes	Action Plan / Notes
2016	Fall	CIS	121	7	83%	75%	8%	100	No Action is needed - focus on unmet outcomes
2017	Spring	CIS	117	12	52%	75%	-23%	100	Review the course to see if it has to be revised to require prerequisite.
2015	Fall	CIS	119	12	61%	75%	-14%	85%	Performance improved in 2016 and 2017 / No actions required
2016	Fall	CIS	119	15	84%	75%	9%	100%	Performance improved since previous year - focus on unmet outcomes
2017	Spring	CIS	119	21	85%	75%	10%	100%	Performance improved since previous year
2016	Summer	MKT	260	14	86%	75%	11%	100%	No Action is needed - focus on unmet outcomes
2013	Fall	ACC	120	26	94%	75%	19%	11%	Outcomes of this course were reduced to simplify assessment
2014	Spring	ACC	121	22	83%	75%	8%	11%	Outcomes of this course were reduced to simplify assessment
2013	Spring	ACC	240	8	88%	75%	13%	10%	Outcomes of this course were reduced to simplify assessment
2012	Fall	BOS	144	18	88%	75%	13%	89%	Outcomes of this course were reduced

									to simplify assessment
2014	Summer	BUS	101	11	89%	75%	14%	79%	Outcomes of this course were reduced to simplify assessment
2012	Fall	BUS	101	11	88%	75%	13%	12%	Outcomes of this course were reduced to simplify assessment
2014	Spring	BUS	206	11	90%	75%	15%	10%	Outcomes of this course were reduced to simplify assessment

Assessment of General Education Courses:

Semester	Course Assessed	# of Students	Target for assessed outcomes	Result
Spring 2013	GSC 110	16	75%	50% of outcomes met at 75% or above.
Spring 2013	MTH 121	9	75%	25% of outcomes met at 75% or above.
Fall 2013	CIS 108	25	75%	91.5% of outcomes met at 75% or above.
Spring 2013	CIS 108	17	75%	75% of outcomes met at 75% or higher
Spring 2014	CIS 108	25	75%	97% of outcomes met at 75% or above.
Spring 2013	CIS 108	17	75%	100% of outcomes met at 75% or higher
Fall 2013	CIS 108	25	75%	100% of outcomes met at 75% or higher
Spring 2014	CIS 108	25	75%	100% of outcomes met at 75% or higher
Fall 2014	MTH 115	10	75%	50% of outcomes met at 75% or higher
Fall 2015	CIS 114	9	75%	44% of outcomes met at 75% or higher

Spring 2012 – Spring 2015	ENL 101	235	75%	71% of outcomes met at 75% or higher

No changes are recommended as the result of this assessment. There are several program courses that have not been assessed so far. It is recommended that for the next review cycle, all program courses be assessed regularly.

This program doesn't have full-time teaching faculty. It is managed by an administrative faculty who holds a bachelor's degree in Economics and three master's degrees in Business / Finance, Information Systems and Mathematics Education.

All AST students take the Internship course during their final semester. As a requirement for the course, these Internship providers evaluate students by submitting a questionnaire. A review of these questionnaires indicated the interns are successfully meeting the providers' expectations.

Comments by the internship providers regarding four interns:

1. Willing to learn and help in anyway
2. She was quiet at first but after being here for a couple of weeks, she opened up. Very willing to help
3. Student as you can see does an outstanding job for us and we really like her and her upbeat attitude
4. Student has good potential in her career. She has been very helpful and eager to learn about FMCSA

Plans for program improvement, including timeline:

In the 2018-2019 academic year, the college plans to apply for the HLC's approval to offer its Business Management and Information Technology programs online. Upon approval, the college will be able to offer more AST courses in an online format. This will help the enrollment numbers and improve the quality of the program and its associated courses.

Projections indicate the number of AST program graduates will be at a constant rate of four students per year for the next five years. Eastern's expansion of its course and program assessment will improve the quality of the program overall. Program quality will improve as other related AAS programs become more firmly established and as the college hires more qualified instructors.

Focusing on industry certification can improve program quality and serve to help students enhance their resumes. One method that will assist students to pay for the industry examination is to discuss the cost of the exam with them prior to the disbursement of financial aid checks. If

agreeable, the college would be able to deduct the cost of the exam ($95) from the financial aid of the students.

Last summer, WVU's Associate Dean of the Business School visited Eastern. Discussion of WVU's new online Bachelor's degree in Business Management took place. This will be an offering for fall 2018. Graduates and current AST students are aware of this opportunity. Many courses of the AST program are transferable to the Business Management program at WVU.

Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished:

In the past five years, the quality of instruction has improved due to the availability of well-qualified full-time and part-time instructors. The college is currently expanding its partnership with Potomac State College, Franklin University, Frostburg State University, and West Virginia University.

In the past four years, several Business Technologies instructors have received certification in Quality Matters. Certification of more Business, IT and General Education instructors is expected to occur in the near future. The college plans to apply Quality Matters standards to online and hybrid courses.

The faculty and instructors of the AST program have adopted Cengage textbooks for more than 80% of the program courses. This fall, students can pay a flat rate of $120 per semester to rent up to six eBooks. AST students are aware of this "Cengage Unlimited" service.

In 2014, the College administered the NOCTI test for the first time. The test results gave the college the opportunity to assess program outcomes. It helped Eastern to compare its students' performance with the performance of students from other institutions.

Five-year trend data on graduates and majors enrolled:

	Headcount	FTE	Full-Time	Graduates
Fall 2012	35	23.6	15	3
Spring 2013	33	21.5	11	2
Fall 2013	33	20.9	12	0
Spring 2014	24	16.1	11	3
Fall 2014	28	17.5	11	2
Spring 2015	24	15.8	12	5
Fall 2015	21	14.8	13	2
Spring 2016	19	12.5	10	1
Fall 2016	9	5.7	3	2
Spring 2017	10	6.5	4	1
Total	**236**	**154.9**	**102**	**21**

Summary of Assessment Model and Utilization for Program Improvement

Eastern's assessment plan consists of three levels: entry-level assessment (ACCUPLACER, SAT, ACT), active enrollment assessment (course and program assessment, student satisfaction surveys, etc.), and post-graduation assessment (employment satisfaction survey, alumni survey, employment and salary data, etc.). Since December 2014, AST students participated in taking the NOCTI exam. This exam delivers a variety of assessments for students studying career and technical programs at technical colleges. Administration of the IDEA Short Form Reports (i.e. course evaluation surveys) occur each semester in all course sections having enrollment of six or more students. A measure of overall program success includes using course completion rates and student tracking studies.

Based on the recommendation of the visiting HLC team in 2013, reduction of the number of Learning Outcomes for AST courses took place. This change reduced the number of outcomes from an average of 35 outcomes per course to an average of 10 outcomes. This revision served to streamline the assessment process.

In fall 2015, the College received approval to become a testing site for Microsoft Office Specialist Certification, MOS. So far, three students attempted the MOS exam with two receiving that certification. Microsoft Word, Excel and Access are required core courses for students in the AST program. There is industry certification for other AST courses such as Computerized Accounting and Medical Billing and Coding.

The college utilizes Blackboard's "Goals" feature to engage computerized assessment of courses. This method generates reports and links the course outcomes to assignments, exams, projects, and the discussion board. The use of Blackboard has simplified the assessment process for all Business Technologies courses.

Beginning in the spring 2008 semester, Eastern began administering the ETS Proficiency Profile. A.A.S. students in Administrative Support Technology have participated in this testing since 2010. Based on the test results, Eastern's graduates score within the mean score ranges noted in the ETS Comparative Scores for Associate Degree granting institutions. (See Table 1 below).

Table 1 – ETS Results Eastern Students (2011-2015): Comparison Between Eastern Test Groups and ETS Mean Scores						
	Eastern 2010 – 2011 Mean = 436.78	Eastern 2011-2012 Mean = 443.86	Eastern 2012-2013 Mean = 438.33	Eastern 2013-2014 Mean = 444.04	Eastern 2014-2015 Mean = 444.33	ETS Mean = 439.3
% above mean	47%	49%	45%	42%	45%	47%
% below mean	52%	51%	55%	58%	55%	53%

During a three a year period, ten AST graduates took the NOTCI test. These students outperformed the NOCTI's national average by 0.3 percent. (Please see Table 2 below)

Table 2 – NOCTI results

The table below shows the performance of ten AST graduates in NOCTI during a three-year period.

Administrative Support AAS Subsc	Student 1	2	3	4	5	6	7	8	9	10	Subscore / Eastern Students Performance	National Performance / Enter these numbers in Banner
BANNER C Title												
F12A Computer Applications	66	78	80	78	78	80	80	84	66	75	77	78.9
F12B Working in an Office Env	76	79	82	71	87	90	90	87	90	63	82	81.5
F12C Records Management	68	74	68	68	68	63	79	90	79	42	70	72.2
F12D Office Procedures	75	86	79	83	86	78	78	89	81	75	81	77.2
F12E Accounting and Comput	58	76	71	79	74	58	84	71	74	66	71	67.9
Average	68.6	78.6	76	75.8	78.6	73.8	82.2	84.2	78	64.2	76	76.3
PF12 NOCTI Admin Assisting	68	79	77	77	80	75	82	84	76	68	76.6	76.3

The students' performance in NOCTI's test is similar to the score of the students at the national level. Based on NOCTI's assessment, no changes to the program are needed.

Data on four Administrative Support Technology specific courses:
- Average class size: 8
- Pass rate: 82%
- Average Class GPA: 2.77
- Average Number of Withdrawals per class: 12%
- Average Number of Failing Students: 17%

Data on student placement and Graduates Profile

From the fall of 2012 through the spring of 2017, twenty-one students graduated with an AAS in AST.

Based on a review of these graduates:

- Seven graduates - No information is available

Among the remaining fourteen graduates:

- All (100%) are females
- All (100%) live in the state of West Virginia

- At least ten (74%) have additional certificate(s) and/or associate degree(s) in business, computer technology and/or accounting
- At least nine (64%) have jobs related to their field of study. However, more than five of these graduates have certificates and degrees such as AAS in Business Management and it is uncertain if the success of these graduates is the result of having an AAS degree in AST or having other degrees and certificates.
- At least one has a job not related to her field of study
- At least one is working on a bachelor's degree through WVU.
- Zero students are minority
- One graduate is trying to get into the Nursing program
- The average graduate of the program has more than seventy-five undergraduate credit hours due to working on a double or triple major. In the past, possessing additional credit hours encouraged graduates to pursue a bachelor's degree.

Final recommendations approved by governing board:

It is recommended the continued offering of the program in its current format with full-time day course implementation will serve the needs of Eastern's six-county district in the best manner. This will include increasing the number of 2+2 articulation agreements and exploring the feasibility of offering the AST program as a web-based program.

Additionally:

- Promote industry certification
- Revise curriculum as recommended
- Apply Quality Matters standards to online and hybrid courses
- Utilize technology to better assess courses and program
- Facilitate the transfer of graduates to four year institutions

Appendix I

Associate in Applied Science in Administrative Support Technology

The design of this degree program is such to give students the skills to work in administrative support technology positions. Graduates of the program will be better prepared to meet the business needs of their employers and to perform the duties of administrative support professionals in a highly computerized office.

Students with little or no experience in office information technology will acquire skills and knowledge that will make them valuable to many employers. Students currently employed in office related occupations will increase professional skills. A degree in Administrative Support Technology typically prepares graduates for such occupations as office manager, administrative support professional, and entry-level positions in bookkeeping.

This program serves the students with the opportunity to specialize in either general or medical administrative support

Program Implementation: Full-time day (Students attending part-time should see advisor for recommended course sequence.)

Upon successful completion of the program, the graduate will be able to:
- Manage an office setting
- Supervise office staff
- Process and receive communication
- Coordinate events and activities
- Maintain office and business records
- Maintain office supplies and equipment
- Design informational materials
- Assist in budgeting process
- Demonstrate effective communication skills
- Utilize software programs
- Assist in entry-level bookkeeping, billing, and accounting

General Area of Emphasis:
- Demonstrate effective interpersonal relations in the work environment

- Demonstrate a basic knowledge of business organizations and procedures
- Demonstrate effective administrative skills to support office operations

Medical Area of Emphasis:
- Describe the legal, social, and ethical responsibilities within the healthcare environment
- Perform administrative medical procedures
- Apply correct medical terminology to all specialties of medicine
- Demonstrate competency in basic medical billing and coding

Program Implementation: Full-time day (Students attending part-time should see advisor for recommended course sequence.)

Recommended Course Sequence: Administrative Support Technology, Associate in Applied Science

First Year—Fall Semester			Sem. Hrs.	First Year—Spring Semester			Sem. Hrs.
Dept.		**Course Title**	**Sem. Hrs.**	**Dept.**		**Course Title**	**Sem. Hrs.**
BOS	103	Keyboarding	3	BOS	130	Records Management	1
BOS	251	Office Procedures & Techniques I	3	BUS	203	Communications in Business OR	3
				ENL	102	English Composition II	(3)
CIS	114	Introduction to Computer Applications and Concepts	3	CIS	117	Word Processing Software	3
Elective		Math Elective (MTH 115 or higher)	3	CIS	121	Database Management Software	3
ENL	101	English Composition I	3	Elective		Administrative Support Technology Area of Emphasis	3
Total Semester Hours			*15*	*Total Semester Hours*			*13*

Second Year—Fall Semester			Sem. Hrs.	Second Year—Spring Semester			Sem. Hrs.
Dept.		Course Title	Sem. Hrs.	Dept.		Course Title	Sem. Hrs.
ACC	120	Principles of Accounting I	3	ACC	240	Computerized Accounting	3
CIS	111	Introduction to Electronic Presentations	1	BOS	134	Administrative Machine Transcription	3
CIS	119	Spreadsheet Software	3	BOS	278	Business Operations Support Internship	3
Elective		Administrative Support Technology Area of Emphasis	3	Elective		Administrative Support Technology Area of Emphasis	3
Elective		Administrative Support Technology Area of Emphasis Elective	3	SSC	147	Understanding Human Diversity	3
Elective		Science Elective	3 (4)				
Total Semester Hours			*16 (17)*	*Total Semester Hours*			*15*

Administrative Support Technology Areas of Emphasis (Choose 12 credit hours from one area)

Administrative Support Technology: General Option			
Dept.		**Course Title**	**Sem. Hrs.**
ACC	**121**	Principles of Accounting II	**3**
BUS	**101**	Introduction to Business	**3**
BUS	**203**	Communications in Business	**3**
BUS	**204**	Fundamentals of E-Commerce	**3**
BUS	**206**	Business Law	**3**
CIS	**133**	Introduction to Web Design	**3**
MGT	**250**	Principles of Management	**3**
MGT	**251**	Human Resource Management	**3**
MKT	**260**	Principles of Marketing	**3**
MTH	**115**	Business Math	**3**
Administrative Support Technology: Medical Option			
Dept.		**Course Title**	**Sem. Hrs.**
AHS	**108**	Medical Terminology	**3**
BOS	**141**	Medical Diagnostic Coding	**3**
BOS	**142**	Medical Administrative Procedures	**3**
BOS	**144**	Medical Procedural Coding	**3**
MTH	**115**	Business Math	**3**