

**Eastern West Virginia
Community & Technical College**

Program Review

Administrative Support Technology, Certificate in Applied Science

Fall 2017

Approved by Assessment: 6/12/2018

Approved by LOT: 6/19/2018

Approved by Cabinet: 7/10/2018

Approved by Board of Governors: 9/19/18

Eastern West Virginia Community and Technical College

Program Review

Name and degree level of program:

Certificate in Applied Science degree in Administrative Support Technology.

Program Overview

The Administrative Support Technology (AST), Certificate in Applied Science (CAS) was developed in 2009 to serve the needs of employers in Eastern's district. This certificate was created by incorporating existing courses from General Education, Business Operations Support, and Business Management curriculums. The AST Certificate provides an opportunity for students to improve their office technology skills. It allows them to achieve greater specialization in the field of office administration. So far twenty students graduated from the program, nineteen of them in the past five years.

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. The Certificate program currently utilizes four adjunct faculty for all the core and elective courses. In fall 2012, the college hired a full-time faculty in Business Management. This faculty member teaches 25% of the AST related courses.

Eastern has offered its certificate in Administrative Support Technology for the past nine years. From fall of 2010 to spring 2013, the program had only one graduate. However, during this evaluation cycle the number of graduates has increased from one to nineteen. This increase was the result of the faculty being proactive in encouraging AAS students in Administrative Support Technology to apply for the certificate. Other contributing factors to the increased number of graduates include strong student support services, high retention rates, and graduation fee waivers for the certificate. The review of the data indicates the number of graduates of the certificate program will remain at a constant rate of three students per year for the next five years.

A review of nineteen graduates of the Certificate in Applied Science in AST indicated only 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 and two students continue to work on their Associate Degrees in AST. The remaining ten students

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successfully completed their Associate Degrees. Two of the fourteen graduates of the CAS program 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%.

All required courses in the Administrative Support Technology certificate are being offered through the AAS programs in Business Management, Administrative Support Technology, Information Technology, and Accounting. As a result, the cost of running this certificate is very minimal and is fully absorbed by the AAS programs in Business Technologies.

Seventy-four percent of the graduates receiving a CAS in Administrative Support Technology continue their education for an AAS in Administrative Support Technology. The job placement of these graduates is consistent with the job placement of the AAS graduates.

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 tried the exams and two received the certification. Students who opt not to pursue industry certification note the cost of the examination (\$95 per exam) as the prohibiting factor. Courses such as Word, Excel, and Access are considered as required core courses for the AST students. It is expected more students will try MOS certification in the future.

No external review was conducted for this program. However, the NOCTI exam was administered as an external assessment of the program's efficacy. The college is using the NOCTI "Administrative Assisting" exam to assess the outcomes of this certificate. Six students who took this national exam received an average score of 75.40. The national average for this exam is 76.20 with the cut score of 47. The same NOCTI exam is used for the AAS students in Administrative Support Technology.

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

					1	2	3	4	Easter n NOCTI Avg.	NOCTI Natio nal Agv.	Outp erfor med	Under perfor med
NOCTI Outcomes						GE						
BANNE Title												
F12A	Computer Applications						x	x	71.1	78.7		-7.6
F12B	Working in an Office Environment				x				85.97	81.8	4.17	
F12C	Records Management				x				75.47	72.4		3.07
F12D	Office Procedures				x				73.13	77.3		-4.17
F12E	Accounting and Computational Skills							x	71.93	67.4	4.53	
PF12	NOCTI Administrative Assisting (Weighted Avg)								75.4	76.2		-0.8
Program Outcomes -												
1	Manage an office setting											
2	Process and receive communication (Assessed through Gen. Ed. Courses and ETS)											
3	Demonstrate effective communication and computational skills (Assessed through ETS)											
4	Design informational materials											

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The average score of the CAS students is comparable to the average score of students at national level. The NOCTI's Administrative Assisting test is usually taken by the associate degree students. More emphasis will be placed on the computer skills of this certificate program.

Course level assessment:

Thirteen program courses were assessed during this review period. Recently, the use of Blackboard Goals tool has allowed the college to assess almost all outcomes of the courses. Additionally, reducing the number of course outcomes based on the recommendation of the 2013 HLC's visiting team has streamlined the assessment process of Eastern's courses.

The following courses have been assessed / reviewed during this review period:

Year	Semester	Sbj.	Crs. #	# of Students	Crs. Avg.	Target for Assessed Outcomes	Outperformed or Underperformed	% 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
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 we reduced to simplify assessment

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Year	Semester	Sbj.	Crs. #	# of Students	Crs. Avg.	Target for Assessed Outcomes	Outperformed or Underperformed	% of Assessed Outcomes	Action Plan / Notes
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 we reduced to simplify assessment

Sample / Summary of Assessment of General Education Courses:

Semester	Course Assessed	# of Students	Target for assessed outcomes	Result
Spring 2013	MTH 121	9	75%	25% 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% outcomes met at 75% or higher
Spring 2014	CIS 108	25	75%	97% outcomes met at 75% or above.
Spring 2013	CIS 108	17	75%	100% outcomes met at 75% or higher
Fall 2013	CIS 108	25	75%	100% outcomes met at 75% or higher
Spring 2014	CIS 108	25	75%	100% outcomes met at 75% or higher
Fall 2014	MTH 115	10	75%	50% outcomes met at 75% or higher
Fall 2015	CIS 114	9	75%	44% outcomes met at 75% or higher
Spring 2012 – Spring 2015	ENL 101	235	75%	71% outcomes met at 75% or higher

For revision of this certificate, please see plans for program improvement.

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This certificate doesn't have a full-time teaching faculty and 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.

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 program enrollment numbers as well as improve the quality of the courses and the overall program.

The number of graduates of the CAS program is expected to remain at a constant rate of four students per year for the next five years. However, the quality of the program is expected to improve as Eastern expands its course and program assessment. The quality of the program is expected to improve as other related programs become more firmly established and as the college hires more qualified instructors.

Word Processing Software (3 Cr.) and Keyboarding (3 Cr.) are two required core courses of this Certificate. There are some overlaps between the outcomes of these two courses. After talking to the instructors and advisory committee, it was recommended to offer Keyboarding as a one credit hour course and allow students to take an additional restricted elective course.

Focusing on industry certification, including MOS certification, can improve the quality of the program. Many students avoid taking MOS certifications due to the cost of the exam. The college plans to discuss the cost of the exam with the students before financial aid checks are dispersed. With the student's approval, the college would be able to deduct the cost of the exam (\$95) from the financial aid of the students.

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 availability of well qualified full-time and part-time instructors. In the past four years, several Business Technologies instructors have received certification in Quality Matters. More Business, IT and General Education instructors will become certified in the near future. The college plans to apply Quality Matters standards to online and hybrid courses.

Program assessment indicated the students would benefit if "Computer Fundamentals," which is a required General Education course, was replaced with a more rigorous and transferable course. As the result of this assessment, the college removed "Computer Fundamentals" from the curriculum and replaced it with "Introduction to Computer Applications and Concepts."

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The college adopted Cengage textbooks for more than 80% of the program courses. This fall, students can pay a flat rate of \$120 a semester to rent up to six eBooks. The AST students are aware of this service offered by Cengage known as “Cengage Unlimited.”

In fall 2012, Eastern hired a full-time business faculty who has been teaching some of the AST courses and has been helping with the assessment of the programs and courses. In the past five years, the quality of the instruction has improved as the college created a pool of well-qualified instructors.

In fall of 2014, the College administered the NOCTI exam for the first time. The exam results gave the college the opportunity to better assess the certificate outcomes.

Five-year trend data on graduates and majors enrolled:

	Headcount	FTE	Full-Time	Graduates
Fall 2012	7	5.1	5	1
Spring 2013	5	3.2	2	2
Fall 2013	4	2.2	1	2
Spring 2014	3	1.7	1	2
Fall 2014	3	1.5	1	4
Spring 2015	2	1.1	1	2
Fall 2015	1	.2	0	3
Spring 2016	0	0	0	2
Fall 2016	2	1	0	1
Spring 2017	1	.6	0	0
Total	28	16.6	11	19

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, which delivers a variety of assessments for students studying career and technical programs at technical colleges. IDEA Short Form Reports (i.e. course evaluation surveys) are administered each semester in all course sections having enrollment of six or more

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students. Course completion rates and student tracking studies are used as a measure of overall program success.

In fall 2015, the College was approved to become a testing site for Microsoft Office Specialist Certification, MOS. So far, three students attempted the MOS exam and two received the certification. Courses such as Word, Excel and Access are considered required core courses for the AST students. There are also industry certifications for other AST courses such as Computerized Accounting and Medical Billing.

During the academic years 2014-2017, five CAS graduates took the NOTCI exam. These students received the average score of 75.4 compared to NOCTI's national average of 76.2 percent.

NOCTI Score at Certificate Level:

Administrative Support CAS Subscores		Fall 2014	Fall 2014	Spring 2015	Spring 2015	Spring 2016	Fall 2016		Eastern's Avg.	National Avg.
BANNER Code	Title									
F13A	Computer Applications	71.9	57.8	79.7	73.4	79.7	64.1		71.10	78.7
F13B	Working in an Office Envirc	92.1	81.6	94.7	81.6	84.2	81.6		85.97	81.8
F13C	Records Management	79	52.6	89.5	73.7	79	79		75.47	72.4
F13D	Office Procedures	68.3	55.6	88.9	80.6	83.3	86.1		77.13	77.3
F13E	Accounting and Computati	55.3	55.3	71	84.2	89.5	76.3		71.93	67.4
Average										
PF 13 NOCTI Amin Assisting		70.8	61	83.6	78.5	83.1	75.4		75.40	76.2

Eastern uses the NOCTI's "Administrative Assisting" exam for both the Certificate and Associate Degree in AST.

Certificate students who scored an average of 75.4% on the NOCTI's "Administrative Assisting" exam scored 1.2% higher (76.6) upon completion of their Associate degrees.

NOCTI Score at the Associate Degree Level:

Administrative Support AAS Subscores												Subscore / Eastern Students Performance	National Performance / Enter these numbers in Banner
BANNER Code	Title	Graduate 1	2	3	4	5	6	7	8	9	10		
F12A	Computer Applications	66	78	80	78	78	80	80	84	66	75	77	78.9
F12B	Working in an Office Envirc	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 Computa	58	76	71	79	74	58	84	71	74	66	71	67.9
PF12 (Weighted)	NOCTI Admin Assisting	68	79	77	77	80	75	82	84	76	68	76.6	76.3
Yellow 2015													
Green 2016													
Blue 2017													

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Graduates Profile:

Based on a review of nineteen students who graduated between fall 2012 and spring 2017

- Four graduates - No information is available

Among the remaining fifteen graduates:

- At least 12 (80%) have jobs related to their field of study or are still working on an Associate or Bachelor's degree.
- At least eleven (73%) have other degrees / certificates.
- Two graduates are working on RBA and one graduate is working on a Multidisciplinary Bachelor's degree at WVU.
- At least two have jobs not related to their field of study.
- One graduate completed a Bachelor's degree through WVU and is working on a Master's degree.
- One graduate has been accepted to the Nursing program
- One is minority.
- All (100%) are females.
- All (100%) live in the state of West Virginia and one works in Winchester, VA.

Final recommendations approved by governing board.

To better serve the needs of Eastern's six-county district, it is recommended the program will continue to be offered in its current format with full-time day course implementation. It is also recommend to increase the number of articulation agreements and to explore 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 associate and bachelor's degree programs
- Add more emphasis on computer skills of the students

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Appendix I

Administrative Support Technology

ONETonline.org

SOC Code: 43-6014

Certificate in Applied Science

30 Semester Hours

Upon successful completion of the Administrative Technology Support Certificate in Applied Science, the graduate will be able to:

- Manage an office setting
- Process and receive communication
- Demonstrate effective communication and computational skills
- Design informational materials

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

Recommended Course Sequence -- Administrative Support Technology, Certificate in Applied Science

First Year—Fall Semester				First Year—Spring Semester			
Dept.		Course Title	Sem. Hrs.	Dept.		Course Title	Sem. Hrs.
BOS	103	Keyboarding	3	CIS	117	Word Processing Software	3
BOS	251	Office Procedures & Techniques I	3	CIS	119	Spreadsheet Software OR	3
CIS	114	Introduction to Computer Applications and Concepts	3	CIS	121	Database Management Software	(3)
ENL	101	English Composition I	3	Elective		Mathematics Elective (MTH 115 or higher)	3
Elective		Administrative Support Technology: Technical Core Elective	3	Elective		Administrative Support Technology: Technical Core Elective	3
				Elective		Administrative Support Technology: Technical Core Elective	3
Total Semester Hours			15	Total Semester Hours			15

Administrative Support Technology: Technical Core Electives (Select 9 credit hours)

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Dept.		Course Title	Sem. Hrs.
ACC	120	Principles of Accounting I	3
ACC	121	Principles of Accounting II	3
ACC	240	Computerized Accounting	3
AHS	108	Medical Terminology	3
BOS	130	Records Management	1
BOS	134	Administrative Machine Transcription	3
BOS	141	Medical Diagnostic Coding	3
BOS	142	Medical Administrative Procedures	3
BOS	144	Medical Procedural Coding	3
BOS	278	Office Technology Internship	3
BUS	101	Intro to Business	3
BUS	203	Communications in Business	3
BUS	204	Fundamentals of E-Commerce	3
BUS	206	Business Law	3
CIS	111	Introduction to Electronic Presentations	1
CIS	119	Spreadsheet Software	3
CIS	121	Database Management Software	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

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