

**Eastern West Virginia
Community & Technical College**

Program Review

Business Management, Certificate Program

September 2016

Approved by Assessment: 10/20/16

Approved by LOT: 11/28/16

Approved by Cabinet: 12/13/16

Approved by Board of Governors: 1/18/17

**Eastern West Virginia Community and Technical College
Program Review Certificate in Business Management**

Name and degree level of program:

Business Management Certificate Program.

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

Eastern has offered its certificate in Business Management for the past twelve years. From fall of 2004 to fall of 2010, the program had one graduate. However, during this evaluation cycle the number of graduates has increased from one to forty-three. This increase was the result of the College being proactive in encouraging AAS students in Business Management to apply for the certificate. Other contributing factors to the increased number of graduates include strong student support services, high retention rate, and graduation fee waivers for the certificate. The review of the data indicates that the number of graduates of the Certificate program will remain at a constant rate of eight students per year for the next five years.

The college has a strong AAS program in Business Management. The certificate program has benefitted from the strength of the AAS program.

Many of the graduates receiving a CAS in Business Management continue their education for AAS in Business Management. The job placement of these graduates is consistent with the job placement of the AAS graduates. Please see Appendix A.

The college is using the NOCTI “Administrative Services” test to assess the outcomes of this certificate. In the fall of 2015, seven students took the NOCTI test. These students received an average score of 76.5. The national average for this test is 78.2 with the cut score of 56.3. The students who are graduating with an associate degree, as opposed to certificate, usually take this test.

A review of forty-three graduates of the CAS in Business Management indicated that only eight completers of CAS program did not continue toward an Associate degree. Out of the thirty-five remaining graduates who took courses beyond CAS level, one student dropped out and five students are still working on their associate degrees in Business Management. The remaining twenty-nine students successfully completed their associate degrees. That only one out of thirty-five graduates of the CAS program dropped out of the AAS program indicates that the retention rate from the certificate level to the associate degree level in the Business Management program is at a high rate of 97%.

Plans for program improvement, including timeline;

The quality of the program will improve as Eastern plans to hire more General Education faculty in the near future. The additional faculty will also include faculty teaching in the field of Computer Information Systems. As other related AAS and Certificate programs become

more firmly established and the College meets its goal to hire additional General Education faculty including faculty in Computer Information Systems, the quality of the program will improve.

The college uses NOCTI test for assessment of this certificate. The test results indicated that the computer skills of the Business students are comparable to that of Business students at other Colleges. In the last Business Advisory Committee meeting, the committee members agreed that Business students could benefit by taking additional computer related courses. Application of this recommendation will grant the Business students the opportunity to outperform the business students of other educational institutions. This revision would take place in the 2016-2017 school year.

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

From 2004 to 2010, the focus of the Business Management program was on the AAS degree and, as a result, the CAS in Business Management had only one graduate. Forty-three students graduated with a certificate in Business Management in the past five years.

In the fall of 2014, the college used the NOCTI test results to assess the outcomes of this certificate for the first time.

In the fall of 2012, the college hired its first full-time Business faculty. Currently, the college has a surplus of qualified Business faculty as it has created a pool of trained and experienced instructors for the Business Management program.

**Five year trend data on graduates and majors enrolled:
Enrollment and Graduates from Spring 2011 to Fall 2015**

	Headcount	FTE	Full Time	Graduates
Spring 2011	3	1.4	0	0
Fall 2011	2	1.2	1	2
Spring 2012	4	2.5	1	1
Fall 2012	7	3.3	1	1
Spring 2013	5	2.3	1	4
Fall 2013	5	2.2	1	3
Spring 2014	1	0.4	0	6
Fall 2014	3	1.7	1	10
Spring 2015	4	2.3	2	7
Fall 2015	1	0.6	0	9
Total	35 (Duplicated)	17.9	8	43

Summary of assessment model and how results are used for program improvement:

Business faculty, the Division Chair, and the Assessment Committee regularly evaluate the Business courses and the Business Management program.

Prior to fall of 2013, Business students were required to take Computer Fundamentals as one of the required courses. Review of the students' performance indicated that some students could benefit if they could take a course in computer applications as a substitute for computer fundamentals. The college revised the certificate to help these students.

Based on the recommendation of the visiting HLC team, the number of Learning Outcomes for Business courses were reduced from an average of 35 outcomes per course to an average of 14 outcomes. This revision has streamlined the assessment process.

The college is using NOCTI's "Administrative Services" test to assess the outcomes of this certificate. In the fall of 2015, seven students took the NOCTI tests. These graduates received an average score of 76.5. The national average for this test is 78.2 with the cut score of 56.3.

Several of the graduates of the certificate program have received their associate degree from the college and are working on Bachelor's degree programs at other institutions.

Each semester several courses undergo an assessment process. The results of those assessments are posted on the College website for the faculty to review.

Assessment of academic achievement incorporates standardized processes to assess accomplishment of student learning and the College mission. Program assessment incorporates several levels of assessment including Entry Level, Process Level, and Long Term Level. All of the aforementioned assessment levels serve as the core of the assessment plan. Such activities include review of enrollment patterns and tracking studies. Course evaluation surveys are administered each semester in all course sections with enrollment of six or more students. Course completion rates and student tracking studies are used as measures of overall program success. Students are tracked through target courses in the program.

Data on Student Placement;

From 2004 to 2010, the Certificate in Business Management had only one graduate. During the past five years (2011 – 2015) 43 students completed the certificate program. Please see Appendix I for Data on Student Placement.

Final recommendations approved by governing board;

To serve the needs of Eastern's six-county district this is a recommendation to continue offering

the program in its current format with full-time day and part-time evening implementation. Additionally:

- Incorporate more quantitative and analytical related subjects into the program and courses to enhance students' analytical skills
- Apply Quality Matters standards to online and hybrid courses
- Apply technology to better assess the outcomes of the courses and the program

Appendix I Graduates' Profile

Based on a review of 43 students who graduated between Spring of 2011 and Fall of 2015:

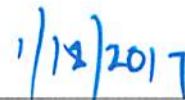
- 7 graduates - No information is available

Of the remaining 36 graduates:

- 26 students have jobs related to their field of study
- 5 have jobs not related to their field of study and are hoping to find better jobs
- At least 7 graduates are working on BA, BAS, and RBA
- 2 are minority students
- 4 are male students
- 5 students are still working on their AAS program and are expected to graduate in fall 2016 or spring 2017
- 8 didn't continue beyond a certificate program at Eastern College (two have jobs related to the field of study, one is working on RBA and four are part of 7 graduates with no information is available)



Robert Tissue, Chair, Board of Governors



Date