TABLE 7: Business Unit Performance Results (Standard 6)

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, retention rates, job placement rates, transfer rates, industry certification/licensure attainment, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units. **- Please note that data reported in this table should be business unit data and not institution-wide data.** - If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program. - For all data reported, show sample size (n=75).

Analysis of Results

Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)					
Improve retention fall-to-spring to 70%.	Retention rates as reported to the Office of Institutional Research every Spring	67% for Fall 2022 to Spring 2023	Reversing a downward trend	Will have three meetings a year instead of the current two with business students regarding continued education and completion plans	Retention of Business Program Students	Retention of Business Program Students	64%	63%	62%	67%
							2019-2020	2020-2021	2021-2022	2022-2023
Increase Student Enrollment as measured every Fall Semester to 900 majors by 2026	Institutional research provides a list with number of students who have selected A.S. Business major	Enrollment in the A.S. Business degree has increased approximately 48%	We are rebuilding after the pandemic.	This is going to be a challenge, as two of our major transfer schools have opened 2-year Associate campuses with guaranteed seamless admission into their four-year campuses. We are working to publicize our much lower tuition and our own seamless transfer programs.	Enrollment in the A.S. in Business Degree	Enrollment in the A.S. in Business Degree	807	768	854	1267
							2019-2020	2020-2021	2021-2022	2022-2023
Meet our mandated goal of getting our graduates into four-year colleges.	National Student Clearinghouse data tracks graduates	Our graduates have no trouble obtaining admission into our State's four-year colleges.	Our degree program provides solid results for students.	Our graduates do well transferring; however, we are fighting a declining overall college enrollment trend.	Graduates Transferring to Four-Year Colleges	Graduates Transferring to Four-Year Colleges	39	35	33	26
					AAS Business Administration Data					
							2019-2020	2020-2021	2021-2022	2022-2023
The Business Department will strive to increase the number of AAS in Business Admin. graduates by 3-5% from one academic year to the next during the reporting period.	Report provided by the Office of Institutional Research and Effectiveness.	This goal was exceed from AY 19-20 to AY 20-21 and from AY 20-21 to AY 21-22.	There was decline from AY 21-22 to AY 22-23 in the number of AAS graduates. There is some work to be done in this area.	Consistent and regular advising is the key to improving retention in the AAS program. Business Faculty are encouraged to discuss advising with their classes. The Business Department will host advising events during the 2023-24 academic year to increase student understanding of degree requirements.	Number of Associate Degrees Earned		n = 18	n = 24	n = 32	n = 25
							2019-2020	2020-2021	2021-2022	2022-2023
The Business Department will strive to increase the AAS in Business Admin. program enrollment by 3-5% from Fall 19 to Fall 22.	Enrollment report provided by the Office of Institutional Research and Effectiveness.	Enrollment in the AAS in Busn. Admin. has seen an overall increase of 45% from 373 in Fall 2019 to 541 in Fall 2022.	It is encouraging to see an overall trend beyond our goal in our AAS enrollment given the unpredictibility of enrollment due to the pandemic and subsequent economic recovery. The 100% online availability of our program could contribute to this significant increase during this time.	These numbers indicate a relatively strong position of our AAS program. The College has had to continually react to the changing economic environment, while the Business Department will continue to capitalize on our Advisory Board's ties to the community to better market our programs.	AAS in Business Admin. Enrollment		n = 373	n = 369	n = 422	n = 541