

Public Information

- Student, stakeholder, and market focused results examine how well your business unit satisfies students and stakeholders key needs and expectations.
- Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.
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- Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board.
- Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete
- 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).

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)												
75% of Business (BUS) graduates will be pursuing a higher degree or be employed in-field within 90 days of graduation.	Each November, phone calls and/or emails are used to survey graduates from the previous academic year to determine employment statis.	In 2019 and 2021, 75% of the graduates were employed in-field or seeking higher education. Due to COVID 2020 information was not captured.	Even though the goal was met, the percentage was down in 2021, also no information captured fo 2020.	The department continues to provide opportunities for students through internships, mentoring programs, mock interviews, resume prep, etc. To improve job placement rates, faculty will promote strong relationships with employers.	<table border="1"> <caption>BUS Graduates Employed in Field</caption> <thead> <tr> <th>Year</th> <th>Sample Size (n)</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>18</td> <td>75%</td> </tr> <tr> <td>2020</td> <td>25</td> <td>0%</td> </tr> <tr> <td>2021</td> <td>26</td> <td>75%</td> </tr> </tbody> </table>	Year	Sample Size (n)	Percentage	2019	18	75%	2020	25	0%	2021	26	75%
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75% of Business (OAD) graduates will be pursuing a higher degree or be employed in-field within 90 days of graduation.	Each November, phone calls and/or emails are used to survey graduates from the previous academic year to determine employment statis.	In 2021 75% of the graduates were employed in-field or seeking higher education.	Even though the goal was met in 2021, the percentage was below goal in 2019, no information was collected in 2020 due to COVID. .	The department continues to provide opportunities for students through internships, mentoring programs, mock interviews, resume prep, etc. To improve job placement rates, faculty will promote strong relationships with employers.	<table border="1"> <caption>OAD Graduates Employed in Field</caption> <thead> <tr> <th>Year</th> <th>Sample Size (n)</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>18</td> <td>75%</td> </tr> <tr> <td>2020</td> <td>25</td> <td>0%</td> </tr> <tr> <td>2021</td> <td>26</td> <td>75%</td> </tr> </tbody> </table>	Year	Sample Size (n)	Percentage	2019	18	75%	2020	25	0%	2021	26	75%
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Analysis of Results																	
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).																
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Increase retention from 30% to 50% by 2021.	Retention rates as reported to Business department from Institutional Research.	59 % in 2019-2020. 51% in 2020-2021.	The goals was only met in 2019-2021. Other years were below goal.	To improve these rates, faculty contacted students with advisement to keep them on track. These efforts included email and phone calls. To promote retention during the COVID constraints, students were provided with institutional support and assistance, including laptop loans, free Wi-Fi.	<div style="text-align: center;"> BUS Fall-Spring Retention Rate </div> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>BUS Fall-Spring Retention Rate Data</caption> <thead> <tr> <th>Year</th> <th>Retention Rate (%)</th> <th>Sample Size (n)</th> </tr> </thead> <tbody> <tr> <td>2019-2020</td> <td>59</td> <td>109</td> </tr> <tr> <td>2020-2021</td> <td>51</td> <td>96</td> </tr> <tr> <td>2021-2022</td> <td>30</td> <td>138</td> </tr> </tbody> </table>	Year	Retention Rate (%)	Sample Size (n)	2019-2020	59	109	2020-2021	51	96	2021-2022	30	138
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Increase retention from 30% to 50% by 2021.	Retention rates as reported to Business department from Institutional Research.	Goal has not been met in all three years in OAD Program.	Goal has not been met in all three years in OAD Program.	To improve these rates, faculty contacted students with advisement to keep them on track. These efforts included email and phone calls. To promote retention during the COVID constraints, students were provided with institutional support and assistance, including laptop loans, free Wi-Fi.	<div style="text-align: center;"> <h3>OAD Fall-Spring Retention Rate</h3> <table border="1" style="margin: 10px auto;"> <caption>OAD Fall-Spring Retention Rate Data</caption> <thead> <tr> <th>Year</th> <th>Retention Rate (%)</th> <th>Sample Size (n)</th> </tr> </thead> <tbody> <tr> <td>2019-2020</td> <td>~28</td> <td>20</td> </tr> <tr> <td>2020-2021</td> <td>~33</td> <td>24</td> </tr> <tr> <td>2021-2022</td> <td>~15</td> <td>33</td> </tr> </tbody> </table> </div>	Year	Retention Rate (%)	Sample Size (n)	2019-2020	~28	20	2020-2021	~33	24	2021-2022	~15	33
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Increase the number of Business Dept. graduates.	Graduation Applications (Admissions Report)	Graduation numbers have increased. Graduates have remained steady for years '20 and '21.	The overall trend is a increase of Business Department graduates, but an increase in the past two years.	A student data sheet will be distributed to all new students every semester so that business advisor's can make contact with students to retain.	<table border="1" style="margin: 10px auto;"> <caption>Total BUS Grad</caption> <thead> <tr> <th>Year</th> <th>Total Graduates</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>18</td> </tr> <tr> <td>2020</td> <td>25</td> </tr> <tr> <td>2021</td> <td>26</td> </tr> </tbody> </table>	Year	Total Graduates	2019	18	2020	25	2021	26	18	25	26
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Increase the number of OAD Dept. graduates.	Graduation Applications (Admissions Report)	Graduates have decreased, from 17 to 9. A program is viable at 7 graduates.	The overall trend is a decrease of OAD Department graduates.	A student data sheet will be distributed to all new students every semester so that business advisor's can make contact with students to retain.	<p>Total OAD Grads</p> <table border="1" style="display: none;"> <caption>Total OAD Grads</caption> <thead> <tr> <th>Year</th> <th>Total OAD Grads</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>17</td> </tr> <tr> <td>2020</td> <td>9</td> </tr> <tr> <td>2021</td> <td>9</td> </tr> </tbody> </table>	Year	Total OAD Grads	2019	17	2020	9	2021	9	17	9	9
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