Program Review Final Report

for

Business Administration

Submitted to

Dr. Eric McKeithan, President (and serving as interim Vice President of Instruction)

by

Program Review Committee Chair:
Robert Philpott, Dean of Vocational/Technical Education

Program Review Team:
Cheryl Fetterman, Lead Instructor Business Administration
Kim Lawing, Vice President of Institutional Effectiveness
Pat Hogan, Business Department Chair
Patsy Lackey, Administrative Assistant Institutional Effectiveness
Ed Higgins, Public Service Department Chair
Denise Hightower, Lead Instructor Medical Transcription
Matthew Thomas, Career and Job Placement Specialist

Signatures:

Lead Instructor: 

Instructional Dean: 

[Signatures]
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Wednesday, April 22, 2009, 9:00 a.m.

I. List of Team Members

Cheryl Fetterman, Lead Instructor Business Administration
Robert Philpott, Dean of Vocational/Technical Education
Kim Lawing, Vice President of Institutional Effectiveness
Pat Hogan, Business Department Chair
Patsy Lackey, Administrative Assistant Institutional Effectiveness
Ed Higgins, Public Service Department Chair
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II. Analysis of Results:

A. Strengths

Instructors are enthusiastic, professional and knowledgeable and involved in numerous professional development activities to stay current in the field.

Equipment and software are up-to-date and are on a three-year upgrade cycle. This keeps the program current with employment trends.

On the Graduating Student Opinion Survey, 96% of respondents indicated they were satisfied with the quality of the program.

On the Currently Enrolled Student Survey, 94% of students responding indicated they are satisfied with the quality of instruction and the overall program.

B. Weaknesses

Weak economy may affect program enrollment.

Poor participation by the Advisory Committee.

C. Opportunities

Most of the program objectives in Strategic Planning on Line (SPOL) should be student learning outcomes. Assessments for the objectives should be made by individuals other than the instructor responsible for the outcome.

Establish communication with businesses that are expanding in this community (Verizon, Progress Energy) to make them more aware of the program and its benefits to
the business community and to cultivate relationships for possible additions to the Advisory Committee.

Explore the possibility of offering more specialization within the curriculum to improve employment opportunities for graduates.

Threats

Even though enrollment is strong it is declining each year. This could be because businesses are seeking employees with a more specific area of expertise rather than a broad knowledge base.

The program is on a three-year upgrade cycle for lab equipment. Budget constraints could prevent the purchase of new, updated equipment for the program for the next upgrade cycle.

III. Committee Recommendations

The team recommended that the college:

Continue program with the following recommendations.

Seek additional Advisory Committee members for a more involved membership.

Monitor program enrollment and continue recruitment efforts so that enrollment does not continue to decrease.

Reach out to expanding businesses in the community to make them more aware of the program and its benefits to the business community.

Instructors are commended for their professionalism, leadership and participation in professional development activities to stay current in their field.

Review again in five years.