Institutional Goal 2: Increase Student Access
Institutional Goal 3: Improve Student Success

Name of Program: Business Administration

Mission/Purpose Statement: The mission of the Business and Accounting Department is to educate students in business decision making skills that will meet the employment needs of the communities it serves.

**Outcome # 1: Program Retention, Fall to Fall**

Baseline:	48.0%	Fall to Fall **(**Average program retention – 2012-13; 2013-14; 2014-15)	
Standard:	50.0%	Fall-to-Fall	
Target:	52.0%	Fall to Fall	

Data / Results:
Fall-to-Fall

Year	Fall Enrollment	Grads	Return	Non-Returners	Program Retention	Program Transfer	Institutional Retention
2009-2010	99	11	40	36	51.5%	12	63.6%
2010-2011	115	15	39	46	47.0%	15	60.0%
2011-2012	108	6	46	51	48.1%	5	52.8%
2012-2013	136	16	48	62	47.1%	10	54.4%
2013-2014	138	16	49	64	47.1%	9	53.6%
2014-2015	126	16	47	53	50.0%	10	57.9%
2015-2016	138	24	47	57	51.4%	10	58.7%
2016-2017	119	28	43	48	59.7%	0	59.7%
2017-2018	114	20	50	37	61.4%	7	67.5%

Sources: Curriculum Registration Progress Financial Aid Reports (CRPFA) and Entrinsik Informer Report – IE – Graduates – Acad Credentials by Term by Program Code

Fall to Fall Program and Institutional Retention, A25120
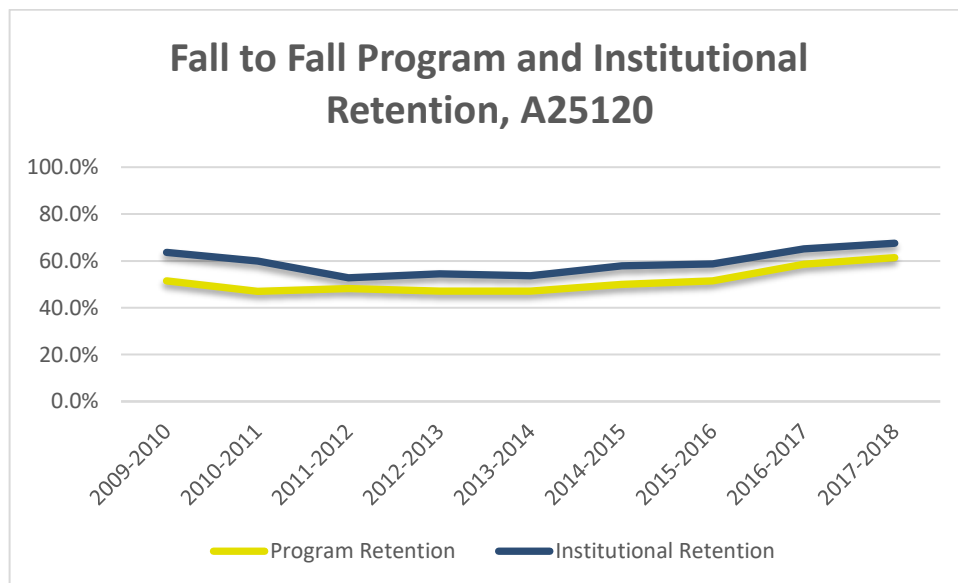
2018-2019 Strategies / Action Items:

Item #	Strategies / Action Items *(Action items identified in the 2017-18 year-end report)*	Results *(State the progress/results of the action items identified based on your method of assessment. Provide number/percent accomplished.)*
1	Use the Aviso software program to communicate with students and advisees.	The faculty of the Business Administration Department have used Aviso to communicate alerts throughout the fall and spring semesters. We also used the notes feature to communicate information to the achievement coaches regarding correspondence concerning the progress alerts.
2	Continue incorporating note taking activities and assignments in business courses.	Faculty continued assigning note taking assignments in business and accounting courses. We also encouraged students to complete these assignments in an effort to improve note-taking skills.

Provide narrative for analysis of program retention. *(Based on the data, provide a narrative of your analysis of fall to fall retention. Indicate factors that may have affected your retention. State any changes you plan to address for next year that may affect / increase your retention.)*

Within the Business Administration program, the trend line in both program and institutional retention shows a positive trend with year-to-year fluctuations. These fluctuations may indicate external retention issues, i.e. employment, family. The faculty advisors are using multiple approaches to reach out to students in an effort to retain them in our programs. We have already begin to see successes with the use of these methods.

Provide narrative for analysis of standard/target. *(As a result of the data analysis, indicate changes to the standard or target. Did you meet your standard/target? If you met your standard/target, what percentage would you like to increase your standard/target? Please provide an overall analysis of the results of your standard/target. Provide percentage of increase/decrease.)*

We did not meet the standard and target for program retention. Our program retention rate is 11.4% above the standard and 9.4% above the target. We also meet both the standard and target for institutional retention.

2019-2020 Strategies / Action Items: *(Identify new action items as a results of your review and assessment of previous year data and action item results.)*

Item #	Action Items *(Identify action items as a result of your program outcome assessment.)*	Assessment of Action Items *(State the method of assessment; how you plan to evaluate/assess the results of the action items.)*
1	Increased focused advising efforts.	Faculty will use multiple means of reaching out to students for advising and registration purposes. The faculty will also communicate alerts to low performing students and the achievement coaches assigned to our

		department. We will also take measures to make sure all certificate, diploma and degree completers are recognized.
2	Improve student email communication.	The faculty will incorporate tactics and assignments in all business and accounting courses aimed at improving student usage and responses.