

# Peralta Community College District

## Annual Program Update Template 2010-2011

Each discipline will complete this form to update program reviews developed in 2009-2010. These will be reviewed at the college level and then forwarded to the district-wide planning and budgeting process. The information on this form is required for all resource requests – including faculty staffing requests – for the 2011-12 budget year.

<b>Overview</b>			
Date Submitted:	10.18.10	Dean:	Dr. Inger Stark
BI Download:	10/07/2010	Dept. Chair:	Rones Jones and Anna Beavers
Discipline:	BUS		
Campus:	Laney		
Mission	<p>To provide transferable courses to student seeking to earn a Bachelor of Arts degreee in business, business administration, or related business discipline.</p> <p>To provide transferable Economics courses to students seeking a Bachelors Degree or Associate degree in Business or Economics.</p> <p>To provide courses to earn a two-year Associate of Arts Degree in business administration or related business discipline.</p> <p>To provide transferable skills for students seeking training to upgrade knowledge and skills in business administration or related business discipline through certificate programs, and general business courses.</p> <p>To work in partnership with business, and government agencies in the community to help keep business programs curriculum relevant and current.</p>		

<b>Student Data</b>			
<b>A. Enrollment</b>	<b>Fall 2008</b>	<b>Fall 2009</b>	<b>Fall 2010</b>
Census Enrollment (duplicated)	2,288.0	2,318.0	1,722.0
Sections (master sections)	55.0	55.0	51.0
Total FTES	191.64	201.61	164.11
Total FTEF	11.14	10.82	9.77
FTES/FTEF	17.21	18.63	16.8

<b>B. Retention</b>			
Enrolled	1,671.0	1,773.0	N/A
Retained	1,158.0	1,309.0	N/A
% Retained	69.0	73.0	N/A
<b>C. Success</b>			
Total Graded	1,671.0	1,773.0	N/A
Success	1,004.0	1,090.0	N/A
% Success	60.0	61.0	N/A
Withdraw	513.0	464.0	N/A
% Withdraw	30.0	26.0	N/A

<b>III. Faculty Data (ZZ assignments excluded)</b>	
	<b>Fall 2010</b>
Contract FTEF	3.3
Hourly FTEF	5.51
Extra Service FTEF	0.96
Total FTEF	9.77
% Contract/Total	33.79

<b>Faculty Data Comparables F2010 (ZZ assignments excluded) (Z assignments excluded)</b>				
	<b>Alameda</b>	<b>Berkeley</b>	<b>Laney</b>	<b>Merritt</b>
Contract FTEF	2.14	0.71	3.3	1.2
Hourly FTEF	2.43	1.63	5.51	0.67
Extra Service FTEF	0.07	0.19	0.96	0.0
Total FTEF	4.63	2.52	9.77	1.87
% Contract/Total	46.12	28.03	33.78	64.27

<b>Qualitative Assessments</b>	
--------------------------------	--

**CTE and Vocational:** Community and labor market relevance. Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, licensure and job placement rates, etc.

The Business and Economics Department is striving to improve the department's productivity rate particularly with its outreach efforts. The Business Department has a working partnership with the County of Alameda offering Management and Supervision courses to County employees. As of June 2010, there have been 175 students who have completed their certificate in management and supervision. By May 2011, 45 additional students will have completed the certificate requirements. The City of Oakland and Bay Area Rapid Transit District (BART) have indicated interest in offering similar programs to their respective employees.

Representatives from the Oakland Unified School District met in May 2010 with the department to begin offering TechPrep high school course articulation transfer in the areas of small business, entrepreneurship and computer literacy.

The department has been meeting with representatives from local banks, i.e., Wells Fargo and Citibank, to enhance the Banking and Finance certificate program. As of Fall 2010, Bnk/F 54, Principles of Banking, and Bnk/F 56, Banking Management, have had full enrollments due to current demand for trained tellers and service positions.

The department has a working partnership with Give Something Back, a business products company which is also a major sponsor of the annual Laney College Business Symposiums.

As noted above, the Business Department has been in close contact and, in some cases, in partnerships with local government organizations and private industries—i.e., County of Alameda, Oakland Metropolitan Chamber of Commerce (including Oakland African-American Chamber of Commerce, Oakland Chinatown Chamber of Commerce, Korean Chamber of Commerce and the Hispanic Chamber of Commerce of Alameda County), Wells Fargo Bank, Give Something Back Corporation, Men's Warehouse, FedEx/Kinko's and East Bay Foundation.

On October 9, 2009, the Business Department held its Sixth Annual Business Conference on the Laney campus. The event was again a success with students actively participating in the Questions and Answers sessions and during panel discussions. The program was sponsored by the Business department with the full and active support of its advisory council which included Jacquelyn Edwards (City of Oakland), Arnold Fong (Lakeside Pharmacy), Boku Kodama (Urban Voice), Michael Lange (Actor/Producer), Darien Louie (East Bay Foundation), Kim Glosson, Jong Lee (Jong Lee & Associates), Elsie Lum (County of Alameda), Janet Sapenter (Personnel/Human Resources), and Octobere Vance (State of California, Employment Development Department). Contributing participants also included Give Something Back, Men's Warehouse, Bay Area Rapid Transit (BART), Clorox, Port of Oakland, San Jose Earthquakes, Laney College Bookstore, the Peralta Foundation, the Peralta Small Business Development Center, International Trade, SBA, FedEx/Kinko's Aardvark Laser Engraving, Peralta TV, Urban Voice, Oakland Metropolitan Chamber of Commerce, Oakland Chinatown Chamber of Commerce, Oakland African-American

	<p>Chamber of Commerce, the Hispanic Chamber of Commerce of Alameda County, Korean Chamber of Commerce and the City of Oakland. In July 2010, the Business department Advisory Board recommended to withhold the 2010 presentation of the annual event due to budgeting constrains. The future presentation of the event will be reviewed by the Advisory Board in December 2010.</p> <p>Student internship positions have been established for several of the Business students over the past several semesters in the areas of Accounting, Banking &amp; Finance.</p> <p>There is an increasing demand for individuals with Office Technology skills and knowledge by industry. A review of McIntyre's data portrays the need of individuals in the many occupational areas listed to be able to produce reports, analyses, and communicate in a variety of patterns utilizing current software and business skills—the major focus of Office Technology offerings. Fred Jones, the California Business Education Association (CBEA) Advocate, indicates that “Governor Arnold Schwarzenegger (in March 2007 at the California Technology Education) articulated the need to reinvest and reinvigorate CTE”...that “roughly 3 times as many B.A./B.S. holders are enrolling in a Community College to earn a more marketable skill/degree as Associate degree holders are transferring up to a 4-year institution.” [CBEA Bulletin, Spring 2007]</p> <p>In August 2010 the Economics Departments of all four colleges in Peralta, held a disciple meeting to discuss concrete needs and program development for the area. It was agreed in the meeting, that research will be coducted on increase class hours based upon other colleges and universities.</p>
<p><b>Transfer and Basic Skills:</b> Describe how your course offerings address transfer, basic skills, and program completion.</p>	<p>Currently, the Business Department offers curriculum patterns in accounting, banking and finance, business administration, business information systems, economics, entrepreneurship, management and supervision, marketing and sales, and retail management. The department offers business occupational work experience courses in the Accounting, Banking and Finance, Business Information Systems and Business Administration. The Business Department's Cooperative Education programs allow students to apply classroom learning theory and practices in their current workplace environment.</p> <p>The Business &amp; Economics Department offers two transferable economics courses: ECON 1 – Macro Economics and ECON 2 – Micro Economics. Both courses are required for business majors seeking an Associate degree in any of the above-mentioned business disciplines. Also, both courses are transferable to four-year institutions.</p>

<b>Strategic Planning Goals</b>	
<p>Check all that apply.</p> <p>Advance Student Access, Success &amp; Equity  Engage our Communities &amp; Partners  Build Programs of Distinction  Create a Culture of Innovation &amp; Collaboration  Develop Resources to Advance &amp; Sustain Mission</p>	<p>Describe how goal applies to your program.</p> <p>Continue providing quality and excellence in all transferable courses that prepare students for the rigors of a four year institution by working with faculty that are current in the areas they teach</p> <p>Continue to increase the Business Department partnerships with local business community, government agencies, and non-profit organizations</p> <p>Increase student access to education through long distance learning, and weekend education programs</p> <p>Work with other departments to bring business skills to students in other majors, such as arts, culinary arts, etc.</p> <p>Collaborate with the Business Departments of our sister's campuses to help bring consistency in all our programs</p>

<b>College Strategic Plan Relevance</b>
<p>Check all that apply</p> <p>New program under development  Program that is integral to your college's overall strategy  Program that is essential for transfer  Program that serves a community niche  Programs where student enrollment or success has been demonstrably affected by extraordinary external factors, such as barriers due to housing, employment, childcare etc.  Other</p>

<b>Action Plan</b>
--------------------

Please describe your plan for responding to the above data. Consider curriculum, pedagogy/instructional, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same discipline at other Peralta colleges.

Include overall plans/goals and specific action steps.

The department is planning to develop several fee base, short term courses with plans to offer them starting Fall 2011. Some of these courses are: Financial Literacy, Bookkeeping Certificate Program, and Bookkeeping Exam Review.

In the Spring 2009, the department offered a new accounting course entitled Business 18-Governmental and Non-Profit Accounting which was successful and will be offered again in Spring 2010 with plans to offer the course once a year.

- The department is currently in discussions with Tax-Aid, a nonprofit organization, in conjunction with the IRS to offer free income tax assistance/preparation for Laney students and individuals within the Laney service area during the 2010 tax season. The program will be a community service project with student volunteers trained by the IRS and Tax-Aid.

### Needs

Please describe and prioritize any **faculty, classified, and student assistant** needs.

The Business Department is in need of 2 full-time faculty, and the Economics Department needs 1 full time faculty. In the last 2 years the Business department has lost three full-time faculty, two in Office Technology, and one in Business Administration due to retirement.

Please describe and prioritize any **equipment, material, and supply** needs.

Supplies, such as toner are immediately needed for the computer labs. Additionally, a HP 1000 sheets Multifunction Finisher and a HP LaserJet printer is needed in F252 lab.

Please describe and prioritize any **facilities** needs.

F-202 needs the ceiling panels to be set in place. At this time, the panels are open, releasing dust in the classroom and making the air unsafe.

The air ventilation ducts need to be cleaned and inspected for health safety standards.

Airconditioning system is needed for all classrooms and labs.

The department needs an accounting lab for accounting students. A few years ago F-201 was dedicated for that purpose, because of a temporary need, the room was converted to a regular classroom. The Accounting program at Laney College is very well attended program with full enrollment of 50 or more students per class. There are five to seven different classes offered every semester some, such as Financial and Managerial Accounting with three to four sections each.

Course SLOs and Assessment	
	<b>Fall 2010</b>
Number of active courses in your discipline	<ul style="list-style-type: none"> <li>• Business = 52</li> <li>• Bkng/Finance = 0</li> <li>• M/SVN = 2</li> <li>• Economics = 2</li> </ul>

Number with SLOs	<ul style="list-style-type: none"> <li>• Business = 32</li> <li>• Bkng/Finance = 0</li> <li>• M/SVN = 2</li> <li>• Economics = 2</li> </ul> <p>The Business Department is currently working on recording all completed SLO's and assesments methods in Taskstream.</p> <p>The Business department is working on completing all SLO's for its active courses by Spring 2011</p>
% SLOs/Active Courses	<ul style="list-style-type: none"> <li>• Business = 100%</li> <li>• Bkng/Finance = 100%</li> <li>• M/SVN = 100%</li> <li>• Economics = 2</li> </ul>
Number of courses with SLOs that have been assessed	<ul style="list-style-type: none"> <li>• Business = 2</li> <li>• Bkng/Finance = 0</li> <li>• M/SVN = 0</li> <li>• Economics = 0</li> </ul>
% Assessed/SLOs	<ul style="list-style-type: none"> <li>• Business = 1%</li> <li>• Bkng/Finance = 0</li> <li>• M/SVN = 0</li> </ul>
Describe types of assessment methods you are using	
Tests and essay questions, lab assignments, and case studies	
Describe results of your SLO assessment progress	
The Business and Economics department plan for assesing all classes are: Fall 2010 30%, Spring 2011, completion of 40%, and Fall 2011 30%.	

<b>Program Learning Outcomes and Assessment</b>	
	<b>Fall 2010</b>
Number of degrees and certificates in your discipline	Degress = 4 Certificates = 8

Number with Program Learning Outcomes	No program or certificate outcomes have been developed
Number assessed	No program or certificate assessments have been developed
% Assessed	
Describe assessment methods you are using	
Describe results of assessment  The plan for the development of SLO and assessment for all Degrees and Certificates is: 20% for Spring 2011, 80% for Fall 2011.	