

# Assessment: Program Review Updates prior to Fall 2018



## Program (BUAD) - Business Entrepreneurship Cert CL.3055

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### Program Catalog Summary:

Certificate:

SC Program: CL.3055

**PROGRAM DESCRIPTION:** Students completing this certificate will have the foundation necessary to begin building a small business.

This is a locally approved certificate. Upon satisfactory completion of the listed requirements and application for completion of the certificate to Admissions and Records, the student will receive a certificate of completion. This certificate program is not approved through the California Community College Chancellor's Office; therefore, completion of the certificate will not be listed on the student's transcript.

### PROGRAM LEARNING OUTCOMES:

Upon successful completion of this certificate, the student should be able to:

1. Present an outline of a well-structured business plan, beginning with the Title Page and ending with an Appendix. There are a total of 11 topics discussed in class.

### CERTIFICATE REQUIREMENTS:

ACCT 101 Basic Accounting I 3

BUAD 10 Introduction to Business 3

BUAD 40 Entrepreneurship and Small Business 3

BUAD 42 Financing a Small Business 3

BUAD 71 Introduction to e-Commerce 1

BUAD 120 Starting a Small Business 1

CIS 1 Computer Literacy Workshop 3

TOTAL UNITS FOR CERTIFICATE 17

### *Fall 2017*

**Prepared By:** Darren Gurney

**What improvements are needed? Please reference items from any associated program reviews as needed.:** The enrollment in the program is consistent but the number of completer's for the program was only 3. This is up from 1 completer the previous year.

**Who completed this form?:** Darren Gurney, Brad Banghart, Casey Schurig, Scott Gordon, Don Cingrani

**Participation in the report:** Area Faculty (list in the next box)

**Summarize Participation comments:** Program needs to be marketed to students in core courses and certificate needs to be regularly shared with counselors as a certificate option.

**Recommendation for Discontinuance?:** No

**Analyze Overall PLO achievement:** The PLO's are deemed met, but program completer's is an area of focus moving forward.

**What changes could be (or have been) made to improve the program?:** The program has recently went under review and the certificate/courses have been updated to reflect these changes.

**Resources needed to implement the changes noted above:** Additional marketing material.

**Labor Market Demand:** Entrepreneurship does not possess a TOP /NAICS code so tracking the demand is not applicable. The obvious data is new businesses created and started which is showing substantial growth in Shasta County.

**Duplication of training:** No

**Program effectiveness:** The program provides great opportunity for students to learn and experiment with small business ideas

in a controlled environment. We must do a better job linking course sequence to certificate completions.

**Other data indications for program improvement:** Success rates in BUAD 40/42 were relatively low at 66% and need to be improved to the 75% standard.

**Replicating community college programs north of Sacramento?:** No.

**CSU and UC Transfer impact analysis::** This program could grow into a degree and supply the local CSU with enrollment in their entrepreneurship program. It is not competition but complimentary.

**Influence on related programs and services:** Supports existing courses/programs.

**Specific additional program reflections:** This program is needed and demanded by the community and partners. The focus of the certificate needs to be better identified and promoted to our community partners.(EDC, City of Redding, SBDC, EWD, etc.)

**Other factors for consideration:** Entrepreneurship is a need of all communities not just a program.

**\*\*TO BE COMPLETED BY THE PROGRAM REVIEW COMMITTEE\*\* PRC Action::** PRC recommends the program continue with qualification

**Summary Date:** 12/05/2018

**Summary of findings:** 02.20.19 update: Review of input from faculty and counselors and lengthy discussion ensued. There was not agreement by the PRC and as such the original motion from 12.05.18 carries. However, as the modified version of this certificate includes new courses and is already in place the discontinuance is tricky. The PRC and Curriculum Committee are working together to determine when a program should be considered modified and when significant changes requires it to become a new program. This certificate is one of the reasons why this determination is needed.

Final Program Review Business Entrepreneurship Certificate CL.3055

The PRC recommends this program be discontinued. The program shows only 3 completer in 2015/16. Moreover, in an update previous to 2016, recognition for lack of market demand was discussed as follows:

“Program effectiveness: The service region is comprised of over 90% of small businesses that are comprised of less than 5 full-time employees. The course level and program student learning outcome analysis indicates that the student is acquiring the essential learning; however, the number of completions is low compared to the number of students enrolled. Further analysis with advisory committee members and industry as a whole indicates that non-completers are seeking specific skills from targeted courses or seeking specified courses within the program for transfer to a four-year institution. Research indicates the program is effective for completers regardless their occupational outcome. Continued analysis is being conducted to determine the potential of consolidating the current programs.”

Given that the current program review from 2017 indicates that marketing the program to students and business partners is needed, a similar recommendation from the preceding program review, it would appear that this program has not yet garnered needed attention from business faculty. Thus, it seems reasonable that this program is not a priority and is not a “natural demand” program, and should be discontinued at this time.

The 5-year average success rate is 70.72% for the certificate, which is barely above the Institution-set Standard of 70%. The most recent year (2016-2017), the success rate was higher at 74.24%.

Retention rates are very strong with a five-year average of 90.19% for the classes in the certificate. Enrollments have remained consistent with a 5-year average of 25 students per section in the certificate. There has been a growth in section numbers in large part to expansion of CIS 1 course offerings. The SLO's for some classes have been mapped to the PLO's and PLO's to ISLO's. Additional mapping is required from SLO's to ISLO's and SLO's to PLO's.

Although we appreciate the program review idea that marketing the program is valid, we believe there is not sufficient demand for this certificate. Our recommendation is also based on the notion that perhaps students take a few classes and then are hired or gain promotions in existing positions. And, since the classes in this certificate also populate other degrees and certificates there seems little or no harm to students or faculty.

**Summary review date:** 02/20/2019

**Date summary sent to program faculty and/or counselors:** 01/30/2019

**Program faculty response:** From Darren Gurney on 12.18.18: Re: Program discontinuance (Entrepreneurship)

In 2017/2018 a newly offered certificate was designed to address the completion gap from previous years. A new instructor has taken ownership of the program as the previous faculty member has since retired. After further consideration of the certificate concentration, a small focus group formed to model and design a certificate that was both needs driven and geared towards gaining completers. This focus group consist of three full-time faculty members and the Deputy Sector Navigator of Small Business for the North, Far North Region. This certificate modification has received a statewide mini-grant award of \$7,500 to build and customize courses that will support the program in meeting community and industry needs.

Recognizing that the history of the certificate was a combination of existing BUAD courses that would survive with or without the entrepreneurship certificate is understandable from the current data. However, the modified certificate consists of five courses that survive only within this certificate and continue to have enrollment of 25 students or more per semester.

I would ask that the certificate continue so we may track the data on the modified certificate with the current changes

submitted along with the new course designs.

Modifications that will improve data:

- New faculty ownership of program.
- Certificate modification and approval.
- Mini-grant funding for resources and development.
- High enrollments in modified program courses.
- Focus group discussing and implementing needed changes.
- Advisory committee supports this certificate.

Thank you for your time and consideration.

Counselors input: Sue Loring "Here are my thoughts. I do see a number of students who are interested in owning their own business and they express interest in the certificate when I show it to them. However, my sense from most of them is that they have no clue what's involved in starting and managing their own business – they just like the idea of having their own business. Perhaps they take a class or two and realize it's not really for them. This is a valuable learning outcome in itself.

It seems like the business folks are aware of the completion issue and are working to address it by redesigning the certificate. I'd like to point out that the certificate requirements attached to the email and identified as 2018-2019 requirements are not the actual requirements for the 2018-2019 certificate, nor are they the requirements identified in CurricuNet as pending. CurricuNet identifies 3 classes (9 units) in the pending certificate: Buad 40, Buad 42 and Buad 55. I'm a little confused by the discrepancy.

Anyway, my tendency would be to let the modified certificate continue with qualification and to clarify which classes will be in the modified certificate.

Carolyn Borg: " I agree. I have students every semester with a goal of starting their own business, so I think there's value in this. Like Sue, I wondered about the new courses, and would think that SOC 55 would be included."

**Date summary sent to College Council:** 03/05/2019

**Date reviewed by College Council:** 03/19/2019

**College Council response or additional action:** Discussion ensued see minutes from College Council dated 03.05.19 and 03.19.19

**Superintendent/President reponse/additional action:** March 26, 2019 email from Dr. Wyse: I sat in on both the College Council discussion and the Academic Senate discussion on this issue. There was, in my opinion, a lot of thoughtful debate and questioning. I want to note that I appreciate the timing issues involved in this matter for the PRC and understand that work is being done to help prevent such timing issues in the future.

Based upon the discussions at each committee, I am not in support of discontinuing the Business Entrepreneurship Certificate CL.3055. I remain interested in seeing the next program review with updated data on this program. Thanks to all for their work, debate, questioning and discussion. I appreciate the care taken in this matter.

Fall 2017 Program Review  
Course Statistics

Course Name	Academic Year					
	2012-13	2013-14	2014-15	2015-16	2016-17	
ACCT-101	# of Sections	10	7	9	8	7
	Enrollment	255	222	228	196	220
	FTES	27.1	23.5	21.8	19.5	22.9
	FTEF	1.75	1.70	1.69	1.21	1.69
	WSCH	914	815	785	699	857
	Avg Enrl/Section	26	32	25	25	31
	Avg FTES FTEF	14.02	13.74	11.96	14.67	13.55
	Avg WSCH FTEF	479	479	436	535	507
	BUAD-10	# of Sections	20	21	20	19
Enrollment		662	653	627	640	667
FTES		56.6	62.1	57.8	59.9	64.0
FTEF		3.20	3.60	3.20	3.15	3.33
WSCH		1,719	1,876	1,752	1,817	1,915
Avg Enrl/Section		33	31	31	34	32
Avg FTES FTEF		17.25	16.68	16.66	17.56	17.09
Avg WSCH FTEF		524	505	508	536	522
BUAD-40		# of Sections			1	1
	Enrollment			44	46	42
	FTES			3.6	4.1	4.0
	FTEF			0.20	0.20	0.20
	WSCH			111	127	123
	Avg Enrl/Section			44	46	42
	Avg FTES FTEF			18.00	20.50	20.00
	Avg WSCH FTEF			555	635	615
	BUAD-42	# of Sections	1	1	1	1
Enrollment		40	42	29	37	40
FTES		3.4	3.5	2.3	3.0	3.2
FTEF		0.20	0.20	0.20	0.20	0.20
WSCH		105	108	71	93	99
Avg Enrl/Section		40	42	29	37	40
Avg FTES FTEF		17.00	17.50	11.50	15.00	16.00
Avg WSCH FTEF		525	540	355	465	495
BUAD-71		# of Sections	1	1	1	1
	Enrollment	35	34	35	36	34
	FTES	1.1	1.0	1.1	1.2	1.0
	FTEF	0.07	0.07	0.07	0.07	0.07
	WSCH	34	32	34	37	32
	Avg Enrl/Section	35	34	35	36	34
	Avg FTES FTEF	16.49	15.44	16.49	17.99	15.44
	Avg WSCH FTEF	510	480	510	555	480
	BUAD-120	# of Sections	2	3	3	3
Enrollment		78	92	94	94	91
FTES		2.2	2.9	2.9	2.9	2.8
FTEF		0.13	0.13	0.13	0.13	0.13
WSCH		69	88	86	83	81

## Fall 2017 Program Review

### Course Statistics

	Avg Enrl/Section	39	31	31	31	30
	Avg FTES FTEF	16.79	15.74	14.99	15.52	14.54
	Avg WSCH FTEF	517	487	465	480	450
CIS-1	# of Sections	32	37	40	54	52
	Enrollment	987	1,090	1,121	1,346	1,410
	FTES	99.7	118.3	109.4	136.6	143.1
	FTEF	6.78	8.95	8.23	8.23	8.47
	WSCH	3,335	4,074	4,087	4,935	5,133
	Avg Enrl/Section	31	29	28	25	27
	Avg FTES FTEF	14.69	13.18	12.05	12.50	12.73
	Avg WSCH FTEF	493	456	464	483	500
Grand Total	# of Sections	66	70	75	87	86
	Enrollment	1,763	1,815	1,859	2,036	2,105
	FTES	190.1	211.3	199.0	227.2	241.0
	FTEF	12.13	14.66	13.72	13.19	14.09
	WSCH	6,176	6,993	6,926	7,791	8,240
	Avg Enrl/Section	27	26	25	23	24
	Avg FTES FTEF	15.50	14.37	13.48	14.40	14.24
	Avg WSCH FTEF	502	474	473	505	506

**Fall 2017 Program Review  
Success and Retention**

			Academic Year				
Course Name	Title		2012-13	2013-14	2014-15	2015-16	2016-17
ACCT-101	Basic Accounting I	Success	64.73%	57.29%	59.28%	66.10%	66.35%
		Retention	83.93%	78.89%	82.99%	89.27%	86.06%
BUAD-10	Introduction to Business	Success	73.29%	71.43%	64.14%	64.72%	72.37%
		Retention	88.87%	90.69%	89.66%	89.27%	90.99%
BUAD-40	Entrepreneurship & Small Bus	Success			42.11%	78.05%	67.50%
		Retention			78.95%	92.68%	85.00%
BUAD-42	Financing a Small Business	Success	78.79%	85.71%	64.00%	67.74%	66.67%
		Retention	81.82%	94.29%	84.00%	83.87%	93.94%
BUAD-71	Introduction to E-Commerce	Success	79.31%	74.19%	87.50%	86.11%	90.91%
		Retention	82.76%	77.42%	96.88%	97.22%	93.94%
BUAD-120	Starting a Small Business	Success	69.35%	67.39%	68.60%	58.82%	76.25%
		Retention	85.48%	92.39%	88.37%	88.24%	93.75%
CIS-1	Computer Literacy Workshop	Success	75.67%	68.15%	69.53%	74.40%	76.11%
		Retention	92.08%	91.91%	90.43%	91.88%	92.13%
Grand Total		Success	73.47%	68.46%	66.60%	70.85%	74.24%
		Retention	89.50%	90.07%	89.19%	90.86%	91.31%

Fall 2017 Program Review  
Program Awards

Award Type	Program Type - TOP61	2015-16
Certificate requiring 6 to < 18 semester units	Small Business and Entrepreneurship-050640	3
Grand Total		3