

Assessment: Program Review Updates prior to Fall 2018

Program (BUAD) - Customer Service Academy Cert CL.3133

Program Catalog Summary:

Certificate:

SC Program: CL.3133

PROGRAM DESCRIPTION: The Customer Service Academy will equip you with the ability to manage or improve many workplace issues that, if addressed, will lead to improved business productivity. The topics range from conflict resolution to team building to communicating with people (both employees and customers). This is a short list of the ten (10) topics included in the academy. You can register for one or all of the academy topics, depending on the challenging issues you face either personally or professionally. Each course topic requires 9 hours of study and awards .5 units of elective academic credit.

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. List ways in which to communicate more effectively to both internal and external customers.
2. Recognize conflict styles and manage conflict situations utilizing conflict resolution skills.
3. List ways to maintain/change your attitude in order to provide superior customer service.
4. Embrace change within organizations and apply skills to cope with change.
5. Self-assess individual attitude, stress, communication style, personality style and apply skills to work with team members who possess different styles.

REQUIREMENTS FOR CERTIFICATE:

BUAD 81 Stress Management in the Workplace .5

BUAD 82 Managing Organizational Change .5

BUAD 83 Conflict Resolution .5

BUAD 84 Attitude in the Workplace .5

BUAD 85 Customer Service in the Workplace .5

BUAD 86 Decision Making and Problem Solving .5

BUAD 87 Team Building .5

BUAD 88 Communicating with People .5

BUAD 89 Time Management .5

BUAD 90 Values and Ethics .5

TOTAL UNITS FOR CERTIFICATE 5

Fall 2017

Prepared By: John Cicero

What improvements are needed? Please reference items from any associated program reviews as needed.: The half unit courses have been reviewed by BUAD faculty. The courses need to: (1) be combined where possible into one unit courses; and (2) the numbering needs to be at the 100 level rather than transfer level.

Who completed this form?: John Cicero

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

Summarize Participation comments: See improvements.

Recommendation for Discontinuance?: N/A

Analyze Overall PLO achievement: Could not adequately access PLO achievement for the ten half unit classes.

What changes could be (or have been) made to improve the program?: See improvements

Resources needed to implement the changes noted above: No additional resources needed.

Labor Market Demand: Soft skills (which the half unit classes represent) are always mentioned by advisory committees as lacking. While the courses/certificate itself shows little labor market demand, the content of the courses is important for meeting a significant shortcoming in the market place.

Duplication of training: There is a three unit customer service course at the transfer level. However, the populations taking that course versus the half unit courses are distinctly different.

Program effectiveness: There have been minimal completing rates for the certificate (five completers in 2011-2012). However it is projected that there will be a minimum of fourteen completers in 2017-2018. The individuals completing the program are primarily from PACE students. These course give that population experience at the college level that they might not otherwise be exposed to.

Other data indications for program improvement: Other data has been gleaned though discussion among faculty and other agencies within the college.

Replicating community college programs north of Sacramento?: The Customer Service Academy may be available in different formats throughout California Community Colleges.

CSU and UC Transfer impact analysis:: None

Influence on related programs and services: None

Specific additional program reflections: The half unit classes are particularly significant for basic skills.

Other factors for consideration: None at this time.

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

Summary Date: 02/20/2019

Summary of findings: The PRC recommends this program be continued with qualification. The program shows only 1 completer in 2011/12. The BUAD faculty show a different number of completers and were hopeful for growth. According to the Program Review document produced by the BUAD faculty, "There have been minimal completing rates for the certificate (five completers in 2011-2012). However it is projected that there will be a minimum of fourteen completers in 2017-2018. The individuals completing the program are primarily from PACE students. These course give that population experience at the college level that they might not otherwise be exposed to." It appears the courses have been offered sporadically until 2016/17 and according to 2017/18 Tableau Data, there were 7 completers in 2017/18. Thus, although they did not meet the projected 14 completers, progress was made.

The Program Review argues the labor market demand: "Soft skills (which the half unit classes represent) are always mentioned by advisory committees as lacking. While the courses/certificate itself shows little labor market demand, the content of the courses is important for meeting a significant shortcoming in the market place."

The 4-year average success rate is 76.58 % for the classes listed in the certificate series, which is above the Institution-set Standard of 70%. Retention rates are very strong with a -year average of 99.04 % for the classes in the certificate.

Enrollments have not been consistent due to the vast differences in sections scheduled per year. In the grid below (note: the grid doesn't show up in this program) 2012/13 showed two sections and in 2016/17 there were 18 sections and apparently the first term that the entire certificate sequence was offered.

The SLO's have been mapped to the PLO's and ISLO's and PLO's to ISLO's.

The PRC recommends the following:

- Increase the number of enrollments per section.
- BUAD faculty review their own program review and determine the direction of the program. They list improvement: "The half unit courses have been reviewed by BUAD faculty. The courses need to: (1) be combined where possible into one unit courses; and (2) the numbering needs to be at the 100 level rather than transfer level." And yet state: "Specific additional program reflections: The half unit classes are particularly significant for basic skills."
- Marketing: Work with PACE to promote the program if that is the intended population. Differentiate this program from 21st Century Skills.
- What impact does BUAD 85 Customer Service in the Workplace have on enrollments in BUAD 80, a 3 unit Customer Service Principles course?
- Improve PLO outcomes data processes beyond this response: "Analyze Overall PLO achievement: Could not adequately access PLO achievement for the ten half unit classes."

Summary review date: 02/20/2019

Date summary sent to program faculty and/or counselors: 02/25/2019

Program faculty response: Counselors: Sue Loring I like the PRC committee's recommendations and have nothing to add.
Carolyn Borg: I support the recommendation.
It would be great to find a way to offer the courses on a rolling basis here in Tehama, but I'm afraid we couldn't meet the minimum enrollment of 20.

No faculty comments

Date summary sent to College Council: 03/27/2019

Date reviewed by College Council: 04/02/2019

Fall 2017 Program Review
Course Statistics

Course Name	Academic Year				
	2012-13	2013-14	2015-16	2016-17	
BUAD-81	# of Sections	1.0		1.0	
	Enrollment	13.0		25.0	
	FTES	0.2		0.4	
	FTEF	0.03		0.03	
	WSCH	6.0		11.0	
	Avg Enrl/Section	13		25	
	Avg FTES FTEF	6.01		11.11	
	Avg WSCH FTEF	180.2		330.3	
BUAD-84	# of Sections		6.0	3.0	
	Enrollment		90.0	73.0	
	FTES		1.4	0.9	
	FTEF		0.20	0.03	
	WSCH		44.0	23.0	
	Avg Enrl/Section		15	24	
	Avg FTES FTEF		7.21	9.91	
	Avg WSCH FTEF		220.2	300.3	
BUAD-85	# of Sections		5.0	3.0	
	Enrollment		72.0	62.0	
	FTES		1.2	1.0	
	FTEF		0.17	0.10	
	WSCH		38.0	29.0	
	Avg Enrl/Section		14	21	
	Avg FTES FTEF		7.27	9.61	
	Avg WSCH FTEF		228.2	290.3	
BUAD-86	# of Sections			3.0	
	Enrollment			77.0	
	FTES			1.1	
	FTEF			0.03	
	WSCH			26.0	
	Avg Enrl/Section			26	
	Avg FTES FTEF			14.11	
	Avg WSCH FTEF			420.4	
BUAD-87	# of Sections		5.0	2.0	
	Enrollment		78.0	38.0	
	FTES		1.3	0.7	
	FTEF		0.17	0.00	
	WSCH		41.0	12.0	
	Avg Enrl/Section		16	19	
	Avg FTES FTEF		7.99		
	Avg WSCH FTEF		246.2		
BUAD-88	# of Sections		5.0	1.0	1.0
	Enrollment		80.0	17.0	19.0
	FTES		1.3	0.2	0.3
	FTEF		0.17	0.03	0.03
	WSCH		38.0	7.0	9.0

Fall 2017 Program Review
Course Statistics

	Avg Enrl/Section		16	17	19
	Avg FTES FTEF		7.51	6.91	9.01
	Avg WSCH FTEF		228.2	210.2	270.3
BUAD-89	# of Sections	1.0		1.0	3.0
	Enrollment	13.0		21.0	57.0
	FTES	0.2		0.3	1.1
	FTEF	0.03		0.03	0.03
	WSCH	6.0		10.0	24.0
	Avg Enrl/Section	13		21	19
	Avg FTES FTEF	6.01		9.01	12.01
	Avg WSCH FTEF	180.2		300.3	360.4
BUAD-90	# of Sections				2.0
	Enrollment				39.0
	FTES				0.7
	FTEF				0.00
	WSCH				13.0
	Avg Enrl/Section				20
	Avg FTES FTEF				
	Avg WSCH FTEF				
Grand Total	# of Sections	2.0	21.0	2.0	18.0
	Enrollment	17.0	125.0	24.0	128.0
	FTES	0.4	5.2	0.6	6.0
	FTEF	0.07	0.69	0.07	0.26
	WSCH	12.0	161.0	17.0	147.0
	Avg Enrl/Section	9	6	12	7
	Avg FTES FTEF	6.01	7.48	7.96	10.62
	Avg WSCH FTEF	180.2	230.2	255.3	319.1

Fall 2017 Program Review
Success and Retention

Course Name	Title		Academic Year			
			2012-13	2013-14	2015-16	2016-17
BUAD-81	Stress Management/Workplace	Success	92.31%			92.31%
		Retention	92.31%			96.15%
BUAD-84	Attitude in the Workplace	Success		75.00%		91.89%
		Retention		95.65%		100.00%
BUAD-85	Customer Service/Workplace	Success		57.33%		90.32%
		Retention		88.00%		100.00%
BUAD-86	Decision Making/Problem Solv	Success				72.29%
		Retention				98.80%
BUAD-87	Team Building	Success		54.76%		92.86%
		Retention		88.10%		100.00%
BUAD-88	Communicating With People	Success		76.25%	64.29%	70.00%
		Retention		98.75%	100.00%	100.00%
BUAD-89	Time Management	Success	100.00%		54.55%	90.32%
		Retention	100.00%		100.00%	98.39%
BUAD-90	Values and Ethics	Success				83.72%
		Retention				100.00%
Grand Total		Success	96.15%	66.16%	58.33%	85.68%
		Retention	96.15%	92.75%	100.00%	99.27%

Fall 2017 Program Review
Program Awards

Award Type	Program Type - TOP6	2011-12
Certificate requiring 6 to < 18 semester units	Customer Service-051800	6
Grand Total	Total	6