

Assessment: Program Review Updates prior to Fall 2018



Program (BUAD) - Retail Management Cert CT.3351

Program Catalog Summary:

Certificate:

SC Program: CT.3351

PROGRAM DESCRIPTION: This program is designed to enable students to find entry-level positions in the retail selling areas as sales personnel.

This certificate is approved through the California Community College Chancellor's Office. Upon satisfactory completion of the listed requirements and filing an application for graduation with Admissions and Records, the student's transcript will reflect completion of this certificate.

PROGRAM LEARNING OUTCOMES:

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

1. Express the accounting equation; identify and perform the processes of the accounting cycle; and prepare and interpret the basic financial statements for service and merchandising organizations in accordance with generally accepted accounting principles.
2. Recognize, acknowledge and apply the functions and responsibilities of retail management.
3. Develop and apply a business retailing strategy leading to a business plan.

GAINFUL EMPLOYMENT INFORMATION: For information about our graduation rates, the median debt of students who completed this certificate, and other important information, please visit our website at http://www.shastacollege.edu/bait_buad_gainful_employment/.

REQUIREMENTS FOR CERTIFICATE:

ACCT 101 Basic Accounting I 3

BUAD 10 Introduction to Business 3

BUAD 45 Human Relations on the Job 3

BUAD 66 Business Communications 3

BUAD 71 Introduction to e-Commerce 1

BUAD 76 Sales 3

BUAD 80 Principles of Customer Service 3

BUAD 94 Business Worksite Learning 1

BUAD 106 Business Mathematics 3

BUAD 176 Principles of Retailing 3

CIS 1 Computer Literacy Workshop 3

TOTAL UNITS FOR CERTIFICATE: 29

Fall 2017

Prepared By: John Cicero

What improvements are needed? Please reference items from any associated program reviews as needed.: None at this time.

Who completed this form?: John Cicero

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

Summarize Participation comments: While there has been discussion on how to increase participation in the program, no specific recommendations have been forwarded at this time.

Recommendation for Discontinuance?: N/A

Analyze Overall PLO achievement: It has been difficult to access PLO achievement at this time.

What changes could be (or have been) made to improve the program?: None

Resources needed to implement the changes noted above: N/A

Labor Market Demand: While the labor market in our service area would indicate high demand for retailing, the number of students completing the certificate has been minimal. On the other hand, completion of the specific courses in the program has been reasonably high. The assumption is students take one or two classes and enter or re-enter the job market.

Duplication of training: None

Program effectiveness: The completion rates have been extremely low. However, the demand for retailing in our service area is high. Perhaps, it is a marketing issue and the ability to offer the program fully online in the future.

Other data indications for program improvement: None

Replicating community college programs north of Sacramento?: None

CSU and UC Transfer impact analysis:: This is not a transfer certificate.

Influence on related programs and services: None

Specific additional program reflections: None (the following information was originally placed under the findings box for program review committee) While the Retail Certificate has had few completers, retail is a significant industry in our service area. The individual courses have shown good enrollment suggesting students take one or two classes and enter the work force.

Other factors for consideration: Again, would recommend a fully online possibility for this program.

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

Summary Date: 11/11/2017

Summary of findings: 12.05.18 After review of new information provided by discipline faculty that the certificate has been significantly revamped and is now called "retail management" and has chancellor's office approval and support of other organizations, the PRC recommends...the revised certificate move forward with qualification and will be reviewed again in 2 years. At that time substantial growth in certificates earned should be noted. Our original analysis based on information at the time in this program review was to discontinue. That analysis is below for historical purposes.

10.24.18 The PRC recommends this program be discontinued. The program shows only 1 completer in 2015/16. The 5-year average success rate is 70.73% 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 74.18%. However, BUAD 76 (Sales) has not been offered since 2013/14. Retention rates are very strong with a five-year average of 89.42% for the classes in the certificate. Enrollments have remained consistent with a 5-year average of 18.6 students per section in the certificate. The number of sections has grown 10.81% increasing from 111 in 2013/14 to 123 in year 2016/17. Overall enrollments have grown 13.85% from 2051 in 2013/14 to 2335 in 2016/17. The SLO's for most classes have been mapped to the PLO's and ISLO's. Sales and CIS have not been mapped to the PLO's. Business Worksite Learning has not been mapped to the ISLO's.

According to the US Bureau of Labor Statistics Occupational Outlook Handbook, Retail Sales jobs are expected to grow at a slower than average rate with only 2% growth for year 2016-26. Further, according to the same cite, there is no degree or certificate requirement for entry level positions in retail sales. Thus, while we appreciate the program review idea that marketing the program and changing it into a fully online series might hold some merit, 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.

NOTE: We understand that currently the department is working to replace this certificate with a retail management certificate that removes BUAD 76 and earns a national certification.

Summary review date: 11/11/2017

Program faculty response: Counseling: 10.26.18 from Carolyn Borg: I support the discontinuance of this certificate. Although I did see some students interested, they were unable to complete when BUAD 176 Principles of Retailing wasn't available. The more significant issue for me is that a certificate is not required for entry-level positions. Most are trained on the job.

As you note, there is a new Retail Management Certificate – it was approved at the 10-8-18 Curriculum meeting. From the minutes, it looks like the Retailing certificate is NOT being discontinued, but is being revised.

John Cicero, faculty on 11.27.18 (additional insight came from Darren Gurney): We would request that the Retailing Certificate not be dropped. The department has revised the certificate and it is going to the Curriculum Committee.

This link is the updated cert: http://www.curricunet.com/shasta/reports/program_report.cfm?programs_id=278

Justification: We were a partner of the WAFC (Western Association of Food Chains) for many years. Their curriculum changed

and we are adding/removing courses to bring our program back into alignment with the WAFRC Retail Management curriculum.

Program Description: The Retail Management Certificate is an accredited business program that will give you the skills you need to get started or advance your career in the retail industry. The certificate has been recognized as a part of the White House's Upskill Initiative, and by leading organizations and foundations, including the ACT Foundation and the U.S. Department of Labor.

This certificate is approved through the California Community College Chancellor's Office. Upon satisfactory completion of the listed requirements and filing an application for graduation with Admissions and Records, the student's transcript will reflect completion of this certificate.

Management Degree and Retail Management Certificate Overlap:

ACCT 101

BUAD 41 or BUAD 91 is how it's listed in the Management Degree

BUAD 41 and BUAD 91 are required in the Management Cert

BUAD 45

BUAD 66

BUAD 76 or BUAD 77 is how it's listed in the Management Degree

BUAD 77 is required in the Management Cert

BUAD 106

BUAD 176 and CIS 1 are in the Management Cert but not listed in the Management Degree

Please let me know if you need any additional information.

Date summary sent to College Council: 01/07/2019

Date reviewed by College Council: 02/05/2019

College Council response or additional action: Receipt acknowledged.

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-45		# of Sections	10	12	10	10
	Enrollment	215	216	173	156	223
	FTES	19.7	20.0	15.1	13.9	21.6
	FTEF	1.37	1.40	1.40	1.40	1.97
	WSCH	595	600	452	421	659
	Avg Enrl/Section	22	18	17	16	19
	Avg FTES FTEF	12.31	11.29	9.36	9.14	10.10
	Avg WSCH FTEF	371	341	280	277	309
	BUAD-66	# of Sections	9	5	8	8
Enrollment		209	176	198	187	160
FTES		18.0	16.1	18.6	17.2	14.8
FTEF		1.20	1.00	1.20	1.14	1.20
WSCH		548	491	566	524	454
Avg Enrl/Section		23	35	25	23	20
Avg FTES FTEF		13.42	16.10	14.33	14.00	11.42
Avg WSCH FTEF		409	491	437	427	351
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-76	# of Sections	1	1		
Enrollment		21	18			
FTES		1.9	1.7			
FTEF		0.20	0.20			
WSCH		57	51			

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Course Statistics

	Avg Enrl/Section	21	18		
	Avg FTES FTEF	9.50	8.50		
	Avg WSCH FTEF	285	255		
BUAD-80	# of Sections	3	8	3	7
	Enrollment	113	147	100	112
	FTES	10.4	13.3	8.8	10.1
	FTEF	0.60	1.00	0.60	0.80
	WSCH	321	406	272	310
	Avg Enrl/Section	38	18	33	16
	Avg FTES FTEF	17.33	12.40	14.67	11.13
	Avg WSCH FTEF	535	379	453	343
BUAD-94	# of Sections	16	16	14	12
	Enrollment	22	26	39	23
	FTES	3.2	4.0	3.9	2.4
	FTEF	0.00	0.00	0.00	0.00
	WSCH	407	515	506	314
	Avg Enrl/Section	1	2	3	2
	Avg FTES FTEF				
	Avg WSCH FTEF				
BUAD-106	# of Sections	8	5	3	4
	Enrollment	187	122	98	93
	FTES	17.5	11.5	9.0	8.8
	FTEF	1.20	1.00	0.60	0.80
	WSCH	534	351	275	268
	Avg Enrl/Section	23	24	33	23
	Avg FTES FTEF	14.25	11.50	15.00	11.00
	Avg WSCH FTEF	435	351	458	335
BUAD-176	# of Sections	1	1	1	1
	Enrollment	34	34	25	20
	FTES	2.6	3.0	2.0	1.7
	FTEF	0.20	0.20	0.20	0.20
	WSCH	80	93	62	52
	Avg Enrl/Section	34	34	25	20
	Avg FTES FTEF	13.00	15.00	10.00	8.50
	Avg WSCH FTEF	400	465	310	260
CIS-1	# of Sections	32	37	40	54
	Enrollment	987	1,090	1,121	1,346
	FTES	99.7	118.3	109.4	136.6
	FTEF	6.78	8.95	8.23	8.23
	WSCH	3,335	4,074	4,087	4,935
	Avg Enrl/Section	31	29	28	25
	Avg FTES FTEF	14.69	13.18	12.05	12.50
	Avg WSCH FTEF	493	456	464	483
Grand Total	# of Sections	111	114	109	124
	Enrollment	2,051	2,113	2,096	2,253
	FTES	257.7	274.6	247.6	271.3
	FTEF	16.56	19.12	17.19	16.99

Fall 2017 Program Review

Course Statistics

WSCH	8,544	9,304	8,791	9,377	9,841
Avg Enrl/Section	18	19	19	18	19
Avg FTES FTEF	14.85	13.82	13.17	13.36	13.06
Avg WSCH FTEF	474	448	450	458	453

**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-45	Human Relations on the Job	Success	69.54%	75.38%	75.82%	80.42%	82.49%
		Retention	86.80%	89.45%	88.89%	95.10%	94.47%
BUAD-66	Business Communications	Success	69.71%	66.06%	64.36%	61.11%	57.62%
		Retention	82.86%	84.24%	82.45%	76.11%	78.15%
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-76	Sales	Success	89.47%	58.82%			
		Retention	94.74%	76.47%			
BUAD-80	Principles of Customer Service	Success	84.31%	71.64%	73.86%	75.25%	79.13%
		Retention	96.08%	88.81%	90.91%	91.09%	93.91%
BUAD-94	Business Worksite Learning	Success	92.00%	92.59%	80.95%	79.17%	78.26%
		Retention	100.00%	96.30%	83.33%	83.33%	91.30%
BUAD-106	Business Mathematics	Success	70.00%	60.17%	44.44%	64.84%	72.73%
		Retention	84.71%	83.05%	81.11%	79.12%	90.91%
BUAD-176	Principles of Retailing	Success		54.84%	40.91%	58.82%	50.00%
		Retention		77.42%	90.91%	100.00%	92.86%
	Retail Management	Success	57.69%				
		Retention	92.31%				
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	73.27%	68.45%	66.80%	70.97%	74.18%
		Retention	89.13%	88.94%	88.56%	89.87%	90.95%

Fall 2017 Program Review
Program Awards

Award Type	Program Type - TOP61	2015-16
Certificate requiring 30 to < 60 semester units	Retail Store Operations and Management-050650	1
Grand Total		1