

Maine Community College System
Five Year Program Review

College: Central Maine Community College
CIP: 52.0201

Program: Business Administration & Management
Credentials: Associate in Applied Science (AAS)

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Date: January 2024

Period of Review: AY 2018/2019-2022/2023

Program Overview:

1) **Program description** *(from the most recent college catalog):*

The Business Administration and Management program provides students the opportunity to earn a Certificate, an Associate in Applied Science degree or an Associate in Science degree. The program of study includes activities found in a modern business or industrial organization including accounting, marketing, customer relations and strategic planning. The program is designed to prepare individuals with a wide variety of management and supervisory skills while providing broad exposure to general business practices. Sales personnel, office administrators, managers and professionals require this mix of general knowledge and specific expertise to successfully compete in the world of business. The program is also designed to provide a strong foundation of skills and advanced technical capability while allowing students to keep their current jobs. In some instances, particularly for students planning to transfer to a 4-year accredited business school, it is in the student's best interest to be in the Business Transfer program rather than the Business program. Students will experience some business courses while also completing required core courses for their baccalaureate degree. An advising worksheet that outlays the General Studies curriculum for a student whose goal is to transfer to an accredited business school is available in the Learning & Advising Center and from the Business Department.

2) **Program Learning Outcomes: all program learning outcomes are expected to be assessed within the five-year cycle. Please attach an Assessment Data and Reflection Template for each program learning outcome. Explain how the department used the assessment results to improve teaching, learning, and the curriculum.**

List the program learning outcomes:	Method of assessment: list the courses and activities/assignments used to assess the learning outcomes
<ol style="list-style-type: none">1. Utilize effective management and supervisory skills needed for working in the business environment.2. Organize teams, groups and individuals in business situations.3. Utilize technology to analyze business problems and construct appropriate solutions.4. Diagnose marketing and management related issues and plan future actions.5. Incorporate appropriate business terminology into effective communication (reading, writing and graphics).	

3) **Credentials Awarded within the IPEDS year, i.e. July 1-June 30:**

Credentials Awarded					
Credential	AY1819	AY1920	AY2021	AY2122	AY2223
AAS	29	41	39	33	48
Certificate	13	2	4	4	--

4) **Program Graduates Employed:**

	AAS	Certificate
Number of Completers with any Wage Data	124	31
% of Completers with any Wage Data	83%	70%
# of Completers with First Year Earnings	80	26
Median First Year Earnings	\$33,414	\$43,585

5) **Partnerships, collaborations, associations and memberships**

a) **Advisory Meeting Dates and Attendance (past 3 years)**

<i>Date(s) of Meeting</i>	<i># of college attendees</i>	<i># of Non-college attendees</i>
11/18/20	1	5
11/4/21	1	3
11/2/22	1	2

b) **Program external accreditation, associations, and memberships (if applicable):**

6) **Other Indicators of student success, direct and/or indirect, which may include:**

	AY1819	AY1920	AY2021	AY2122	AY2223
Licensure/certification pass rates (if applicable)	n/a	n/a	n/a	n/a	n/a
Program Advisory Committee Member Survey (on scale of 1-5 averaged):	--	--	--	--	--
Program Curriculum	--	--	--	--	5
Technical currency of the program	--	--	--	--	5
Preparation of program graduates for work in the field	--	--	--	--	4.8
Communication from program administration/faculty	--	--	--	--	4.8
Overall quality of the program	--	--	--	--	5
Other (please specify):	--	--	--	--	3.8

7) Student demographics:

Admissions					
AAS	AY1819	AY1920	AY2021	AY2122	AY2223
Fall Applications	186	225	295	253	343
% chg in Fall Applicants from PY	--	21%	31%	-14%	36%
Enrolled (Yield)	59	78	58	69	114
% chg in Enrolled from PY	--	32%	-26%	19%	65%
Certificate					
Fall Applications	50	33	16	40	22
% chg in Fall Applicants from PY	--	-34%	-52%	150%	-45%
Enrolled (Yield)	18	13	4	6	4
% chg in Enrolled from PY	--	-28%	-69%	50%	-33%

Student Enrollment ¹					
AAS	AY1819	AY1920	AY2021	AY2122	AY2223
Unduplicated Headcount Enrolled in Program	190	200	207	223	275
% chg in Headcount from PY	--	5%	4%	8%	23%
Enrolled Credit Hours	1,915	2,063	1,999	2,144	2,852
% chg in Credit hours from PY	--	8%	-3%	7%	33%
FTE	128	138	133	143	190
% chg in FTE from PY	--	8%	-4%	8%	33%
Certificate					
Unduplicated Headcount Enrolled in Program	21	14	12	13	5
% chg in Headcount from PY	--	-33%	-14%	8%	-62%
Enrolled Credit Hours	193	118	89	90	27
% chg in Credit hours from PY	--	-39%	-25%	1%	-70%
FTE	13	8	6	6	2
% chg in FTE from PY	--	-38%	-25%	1%	-67%

¹ = students within the program in the fall of the academic year

Student Success					
AAS					
Cohort Year	AY1819	AY1920	AY2021	AY2122	AY2223
Cohort Enrollment	127	128	123	133	188
Retained to the next semester	68%	64%	63%	72%	63%
Retained to the next year	50%	49%	49%	50%	36%
100% of program time	14%	12%	9%	14%	
150% of program time	31%	23%	26%		
200% of program time	36%	27%			
Transfer Rate (non-graduates) ²	15%	16%			
Transfer Rate (graduates)	9%	7%			
Enrolled in Another Program ²	2%	2%			
Graduated from Another Program ²	7%	5%			
Certificate					
Cohort Enrollment	17	11	7	9	4
Retained to the next semester	71%	91%	71%	56%	25%
Retained to the next year	24%	36%	43%	33%	0%
100% of program time	13%	9%	29%	11%	
150% of program time	12%	27%	29%	11%	
200% of program time	18%	27%	29	11	
Transfer Rate (non-graduates) ²	18%	18%	29	33	
Transfer Rate (graduates)	0%	9%	0	0	
Enrolled in Another Program ²	0%	6%	--	--	
Graduated from Another Program ²	0%	9%	9	0	

². Determined at the maximum graduation point in this table, i.e. 200%

- 8) **Strengths, challenges, and planned steps for continuous improvement: In your summary assessment you should reference sections of this review that informs the plan.**

Program Strengths:

During the calendar year 2021-22, we underwent substantial updates to our Accounting, Business Administration and Management, and Business Transfer degrees. The implementation of these refreshed programs commenced in the calendar year 2022-23, marked by a comprehensive overhaul involving the addition of numerous courses and the removal of outdated ones.

Among the new courses integrated into our curriculum are:

- ACC 120 Financial Accounting
- ACC 122 Managerial Accounting
- ACC 244 Accounting Software Applications
- ACC 254 Federal Taxation
- ACC 258 Nonprofit Accounting (a unique offering in the state of Maine)
- BUS 118 Introduction to Management
- BUS 165 Nonprofit Business Administration
- BUS 170 Nonprofit Grant Writing and Revenue
- BUS 185 Personal Finance
- BUS 190 The Remote Workplace
- BUS 280 Entrepreneurship
- BUS 286 Social Media Marketing
- BUS 298 Business Capstone

Additional Pathways in Business Degree:

We expanded the Business (BUS) degree by introducing new pathways, including Nonprofit Business Administration, HR Management, Banking and Finance, Entrepreneurship and Small Business, and General Business, aiming to cater to diverse student interests and career aspirations.

Integration of ACC and BUS Programs:

Recognizing the synergy between Accounting (ACC) and Business (BUS) programs, we strategically designated them as closed programs. For instance, ACC 120 and ACC 122 were incorporated into BUS, enriching the business curriculum with six transferable credits. Additionally, in the ACC program, BUS 298 was introduced to facilitate a joint capstone experience, fostering a deeper understanding of collaboration between ACC and BUS students.

Initiatives to Enhance Community Outreach and Visibility:

- Introduction of the Business Leader speaker series.
- Hosting the CMHRM meeting on campus.
- Updating the membership of the business advisory group.
- Ongoing efforts to establish a robust social media presence for the business department.
- Implementation of a plan involving monthly radio interviews with WIGY Breakfast Club, featuring both business students and faculty.

- Ongoing presence at LA Metro Events
- We will have a Global Classroom going to London in the Spring of 2025

Faculty Strengthening and Growth:

- Welcoming a new full-time faculty position starting in the fall of 2022.
- Recognizing both full-time and adjunct faculty as vital assets and the backbone of our department.

Enrollment Growth:

Acknowledging with pride that our enrollments are experiencing a significant and impressive increase.

Challenges:**Requirement for Additional Full-Time Faculty:**

There is a pressing need for an increase in full-time faculty to manage both the expanding class load and the demands of advising. Augmenting our full-time faculty would enhance our capacity to deliver quality education and provide comprehensive guidance to students.

Utilization of Adjunct Faculty and LAC Staff for Advising:

In response to the immediate advising needs this year, we effectively engaged three adjunct faculty and LAC staff, demonstrating a strategic approach that effectively addressed short-term demands, showcasing our adaptability in resource utilization. However, to meet the current and future levels of students, we recognize the imperative need for additional full-time faculty.

Necessity for Updating Marketing Materials and College Catalog:

A crucial step forward involves the timely update of our marketing materials and the college catalog. This revision is imperative for accurately representing our programs, attracting prospective students, and ensuring that current students have access to the most up-to-date information about our offerings.

Planned steps for continuous improvement:

In Spring 2024, we plan to request approval for a new full-time instructor. Additionally, we have initiated the process of revising the course catalog, with the intention of sharing the updated version with academy programs in the Fall of 2024.

Five-year Assessment Plan for Student Learning Outcomes

Business Administration & Management

February 2024

Name of Program or General Education Domain

Date

Learning goal:

Student learning outcomes:	Academic year during which assessment will occur	Source(s) and type of assessment artifact(s) that will be collected (e.g.: embedded questioning, capstone assignments, standardized testing, performance observation, portfolio reviews, etc.)	Method(s) to be used for assessing artifact(s)	Assessment Goal (targets/criteria) for direct measure	Assessment Outcome (<i>Number of Students Achieving an "acceptable" or better</i>)	Assessment Goal was:		
						Met	Not Met	Pending Review

Most significant assessment findings? (Pedagogical, instructional, curricular changes). Please report on actions taken and on ongoing assessment plans.