

Assessment, Improvement, Measurement (AIM) Report: 03/12/2015

Reporting Years: 2011-2016

Program: Business, Marketing, and Management

Coordinator(s): David Magee, Karman Wheeler, Jenny Jones, Virginia Fairchild

Program Quality and Student Success

External awards or other recognitions of students, faculty, and/or program.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Students					
Faculty					
Program (include accreditation if applicable)					

Average actual time and credits to degree completion.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
General Education Credit Hours					
Technical Credit Hours					
Total Credit Hours					
Number of Graduates	41 AAS (2010-11)	42 AAS (2011-12)	31 AAS (2012-13)	29 AAS (2013-14)	
Average Actual Time to Degree	4.43 years	4.9 years	4.53 years	4.17 years	
Average Actual Credits to Degree	84.9	87.6	85.2	90	

Employer and student satisfaction.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Employer Satisfaction Survey Results		100% (3/3)	no data	100% (8/8)	
Graduate/student satisfaction		94% (16/17) 2010-11 grad surveys	100% (28/28) 2011-12 grad survey	100% (22/22)	
Advisory Board/Employer Recommendations for Improvement					

Job placement data for program graduates.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Number of graduates		13 surveyed (2010-11)	28 surveyed (2011-12)	23 surveyed (2012-13)	

		grads)	grads)	grads)	
Number of graduates gaining employment		9	25 employed;18 in field	21 employed; 14 in field	
Percentage of graduates gaining employment		69%	89%; 64% in field.	91%; 61% in field	
KY Unemployment Insurance job data		UI = 83%	UI = 77%	77.1% (n=35)	

Pass rates on licensure/certification exams (if applicable).

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Total # graduates attempting			6 (2013 Real Est Sales test)		
Total # passing on first attempt			3		
Total # passing after multiple attempts			1		
Pass rate of all attempting			67%		

Productivity and Funding

Student measures.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Enrollment (Academic Year)	823 (2010-11)	1,140 (2011-12)	1,090 (2012-13)	995 (2013-14)	
Fall Enrollment		626 (Fall 2011)	777 (Fall 2012)	710 (Fall 2013)	
Credentials Conferred	41 AAS (2010-11)	41 AD (2011-12)	31 AD (2012-13)	29 AAS; 3 certs (2013-14)	
Credit hour production	7,791 (2010-11)	8,562 (2011-12)	7,596 (2012-13)	6,318	

Student credit hour per instructional faculty FTE.

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Student credit hour per instructional faculty FTE.	572.9 (2010-11)	663.7 (2011-12)	654.8 (2012-13)	585 (2013-14)	

Extramural funding.

Source of Funding	2011-2012
No funding sources	
Source of Funding	2012-2013

No funding sources

Source of Funding	2013-2014
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No funding sources

Source of Funding	2014-2015
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No funding sources

Source of Funding	2015-2016
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No funding sources

Comments (2012-2013)

Roles	Comments
Coordinator	
1. Strengths of the Program	
2. Items Requiring Continued Attention	
3. Document and provide evidence indicating how last year's program review resulted in improvements in the program.	
Assistant Dean	The BMM Program has two new co-coordinators whom are enthusiastic and seasoned leaders. The BMM faculty should strive to grow their advisory committee significantly. We need to show that industry has a vested interest and need for the BMM program. There is more interest in Real Estate classes online. We look forward to more Real Estate classes as an online option.
Dean	Assistant Dean comments are right on target for the BMM programs.
Vice President	I am pleased leadership has emerged within the BMM program; such leadership is needed to assist with the move to the Newtown Campus. This program continues to have an extremely strong ratio of full-time equivalent students to full-time-equivalent faculty of 30.5.

Comments (2013-2014)

Roles	Comments
Coordinator	
1. Strengths of the Program	This program has 5 fulltime faculty with a combined teaching experience at BCTC of over 100 years. Prior to becoming faculty, each of these individuals also had a number of years of business experience which is used to support teaching concepts in the classroom. Each of these faculty continue to maintain professional connections in business.
2. Items Requiring Continued Attention	The current trend that has students taking more online classes means that there are fewer students in the traditional classroom. This means that holding classes in the evening and at satellite campuses may no longer be practical. This trend will need to be monitored and actions taken to adjust accordingly. The fact that the newest faculty

	member in this program has been at BCTC for over 15 years means that there have not been any new influences other than those that existing faculty have sought out. At least 1 new fulltime faculty member would help bring new perspectives and energy to the program.
3. Document and provide evidence indicating how last year's program review resulted in improvements in the program.	Four new advisory board members were able to attend the Fall 2013 advisory committee meeting in October 2013. This fresh perspective both confirmed actions taken as a result of previous advisory committee meetings and provided direction for upcoming changes to the program. The program is moving to make more courses available online so that students in every track are able to complete the degree online. Real Estate is now completely online. Marketing and Retailing has begun offering hybrid courses as a bridge to online. Equine Management is working through Equine Studies to create online courses.
Assistant Dean	The longevity of the tenured faculty is indeed a strength of the BMM program as is their willingness to meet student needs in the online learning environment. Bringing in new faculty would not only bring in fresh ideas and enthusiasm but would also help with advising needs and provide stability for students. This year is a year of change as we embrace the Business Administration curriculum and integrate BMM into the program. The change is methodical and entailed, with give and take from both sides, but will result in more options for the students and a stronger overall program in the system. I applaud the faculty for looking to meet industry needs by starting the process of merging BMM with the existing KCTCS Business Administration program.
Dean	Assistant Dean and faculty to be applauded for seeking and approval of the Business Administrative curriculum that puts the faculty and program on equal footing with the other KCTCS college Business area. Real estate needs to increase student numbers. College may have to use Program Health at a higher level to see if need continues.
Vice President	I agree with Assistant Dean and Dean comments. The move to the state's curriculum is providing new program options. A challenge for this program continues to be appropriate advising of students who should be directed to the AS degree instead of the AAS degree.

Comments (2014-2015)

Roles	Comments
Coordinator	
1. Strengths of the Program	The primary strength of the Business Management program continues to be its faculty. The experience of the 5 fulltime faculty is a major asset. This program is also fortunate to have several part time faculty with considerable experience both in teaching and in business. These faculty have demonstrated a willingness to adapt to changing conditions in order to best meet the needs of our students.
2. Items Requiring Continued Attention	The overall drop in enrollment at BCTC combined with the trend toward taking online classes has impaired the ability to offer a full range of classes in a traditional classroom setting. While all parts of the program have been affected, it had impacted the Real Estate track and Marketing/Retailing track most significantly. It has become impractical to offer classroom sections for either of these areas. This drop in enrollment has also affected the ability to add new faculty to the program. The newest fulltime faculty member has been with BCTC over 15 years. Whenever one of the existing faculty decide to retire, a strong effort needs to be made to ensure that the replacement is much younger in order to bring new energy to the program.
3. Document and provide evidence indicating how last year's program review resulted in improvements in the program.	The process of merging BMM with BAS is almost complete and should be implemented in Fall 2015. This has the significant benefit of adding access to several tracks and certificates that were not available in BMM. One side-effect of this merge will be that the program is not as transferable as the BMM program currently is. However, the advisory committee considered this a necessary step to position the program for growth into the future. We should be able to begin seeing positive results from this merge in the 2015-2016 academic year.

Assistant Dean	The BMM faculty, led by the efforts of the program coordinators, Dave Magee and Virginia Fairchild, are to be commended on following through with the completion of successful integration of the BMM program into the statewide Business Administration Systems program, which will go into effect at Bluegrass in fall, 2015. The BAS program will allow us to expand and offer new options to meet local employment needs, including Human Resources, Accounting, and Logistics. While enrollment across the college continues to decline, enrollment in technical programs at the Newtown campus has held steady or increased, including the BMM program. Efforts will continue in pursuing funding for a new full-time faculty position for this program.
Dean	I concur with all comments and suggestions.
Vice President	I agree with the Assistant Dean and Dean comments. The migration from BMM to BAS curricula affords the college several new program options, which hold great promise. Nicely done!