Program Outcome and Assessment(s)
2019-2020 Program Outcome (PO) Year End Reporting Form
Program Review Cycles - 2017-18

In response to SACSCOC 8.2, *"The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results …"*

Name of Program: Business Administration

Program Outcome #1: Program Retention, Fall to Fall

Baseline: 48.0 % (*Average of three years – 2012-13; 2013-14; 2014-15; fall-to-fall program retention*)
**Standard:** 49.0 % Fall to Fall *(2% increase from baseline)*
Target: 50.0 % Fall to Fall *(2% increase from standard)*

2019-2020 Action / Strategy Items:

Item #	Action / Strategy Items: *(Actions / strategies identified in the 2018-19 year-end report.)*	Results / Use of Results: *(Provide results of the action / strategy identified. Was the action / strategy successful? If not, did you want to continue this action / strategy going forward? If so, please include this action / strategy in the 2020-21 action / strategies table below.)*
1	Increased focused advising efforts.	The target retention of 50% was met. The outcome was successful. The faculty of the Business and Accounting Department has utilized multiple methods to increase focused advising efforts. The faculty sent emails to students on an individual basis concerning graduation applications of certificate, diplomas and degrees. They also used detailed tracking methods to ensure all students replied and subsequently followed through with the applications. The department faculty used multiple means of reaching out to students for advising and registration purposes to include emails, texts, phone calls and face to face meeting. The faculty took a more focused and specific approach to communicating alerts to low performing students and the achievement coaches assigned to our department with continuous follow up on student standing.
2	Improve student email communication.	The target retention of 50% was met. The outcome was successful. The faculty

	incorporated various methods and assignments in all business and accounting courses aimed at improving student usage of email accounts and responses to emails. The faculty also took the opportunity to teach professionalism to students regarding their email communication.

Year (Fall to Fall)	Program Fall Enrollment Cohort	Program Completers	Program Returners	Program Non-Completers	Program Transfers	Program Retention
Fall 2012-Fall 2013	136	16	48	62	10	47.1%
Fall 2013-Fall 2014	138	16	49	64	9	47.1%
Fall 2014-Fall 2015	126	16	47	53	10	50.0%
Fall 2015-Fall 2016	138	24	47	57	10	51.4%
Fall 2016-Fall2017	119	28	43	48	0	59.7%
Fall 2017-Fall 2018	114	20	50	37	7	61.4%
Fall 2018-Fall 2019	125	20	53	47	5	58.4%

Fall to Fall Business Administration Retention
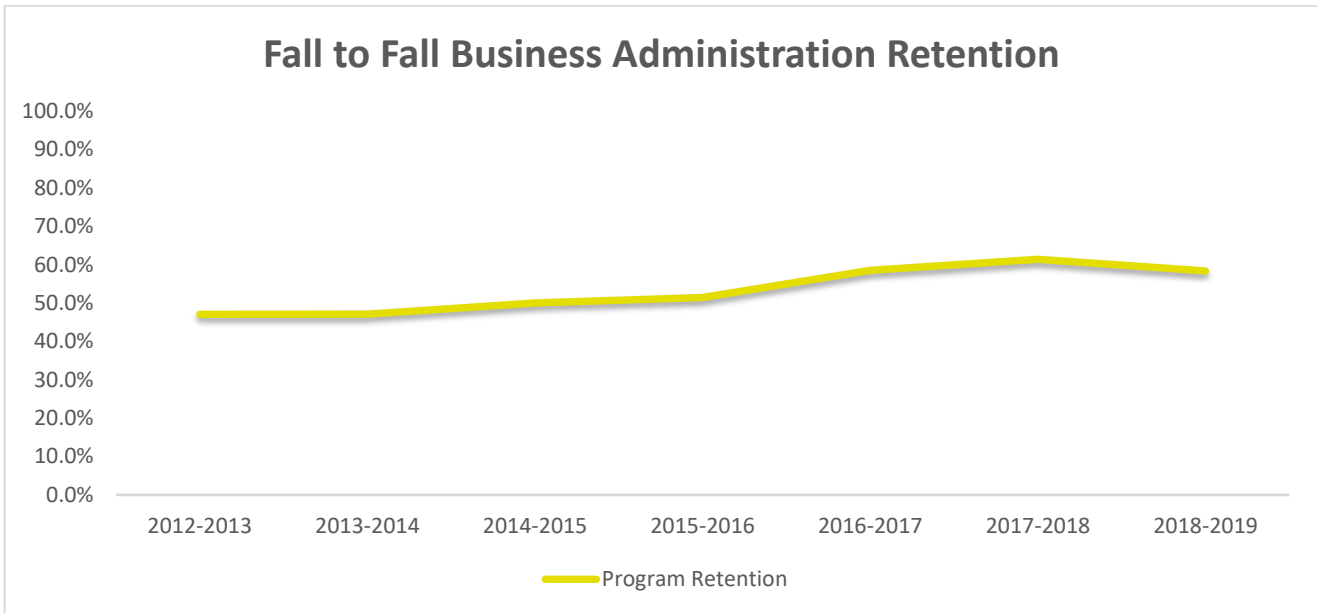
Provide narrative for analysis of program retention data *(Based on the data, provide a narrative of your analysis of fall to fall retention. Indicate factors that may have affected your retention. State any changes you plan to address for next year that may affect retention.)*

Within the Business Administration program, the trend line in the program retention shows a positive trend overall with year-to-year fluctuations. These fluctuations may indicate external retention issues, i.e. employment, family. The faculty advisors are using multiple approaches to reach out to students in an effort to retain them in our programs. We are continuing to see successes with the use of these methods to include increased focused advising through communication with students.

Provide narrative for analysis of program retention standard/target *(As a result of the data analysis, indicate changes to the standard or target. Did you meet your standard/target? If you met your standard/target, what percentage would you like to increase your standard/target?)*

We met the standard and target for program retention. Our program retention rate is 8.4% above the standard and 6.4% above the target.

2020-2021 Action / Strategy Items:
(Identify and address outcome assessments that fall below the established standard and/or target and additional recommendations resulting from the review.)

Item	Action / Strategy Items *(Identify action items as a result of your program outcome assessment.)*	Target Date *(Identify your projected target date for completion of action items.)*	Assessment of Action Items *(State the method of assessment; how you plan to evaluate/assess the results of the action items.)*
1	Increased engagement in online courses	Fall 2020-Spring 2021	Faculty will use multiple means of engaging students in online courses.
2	Provide new advisees with tips for success.	Fall 2020-Spring 2021	Faculty will extend focused advising efforts to provide a document to new advisees stating tips and suggestions for them to adopt early on to be successful in their courses.