

Program Outcome and Assessment(s)
2020-21 Program Outcome Assessments Year-End Reporting Form
Program Review Cycle - 2018-19

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 – Operations Management

Program Outcome #1: Program Retention, Fall to Fall

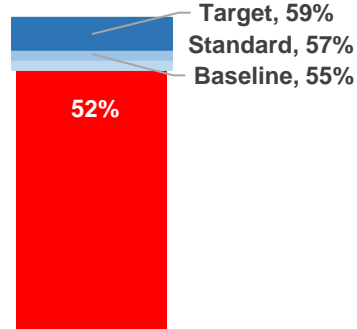
Baseline: 55 % (Average of three years – 2014-15; 2015-16; 2016-17; fall-to-fall program retention)
Standard: 57 % Fall to Fall
Target: 59 % Fall to Fall

2020-2021 Action / Strategy Items:

Item #	Action / Strategy Items: <i>(Actions / strategies identified in the 2019-20 program outcome assessment follow-up.)</i>	Results / Use of Results: <i>(Provide results of the action / strategy identified. Was the action / strategy successful? How do you know?)</i>
1	We will continue with the strategy of a description in the intro class to explain the importance of degree and certification completion going forward and continue to monitor its outcomes.	Yes, student created course plans as a class project.

Year (Fall to Fall)	Program Fall Enrollment Cohort	Program Completers	Program Retained	Program Stop Outs (non-completers)	Program Transfers	Program Retention
Fall 2017-Fall 2018	42	11	16	11	4	64.3%
Fall 2018-Fall 2019	34	5	14	15	0	55.9%
Fall 2019-Fall 2020	27	8	6	10	3	52%

In 2019-20, Business Administration / Operation Management **did not meet their baseline by 3%.**



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 make to improve retention.)*

The factors that effected this drop of 3% is due to the current pandemic. The pandemic made a big change in the industrial workforce with jobs. Students in the program had to put the program on hold to work more hours and some student quit the program because of the loss of jobs and could not afford to continue.

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? State any changes you plan to make for continuous improvement.)*

Will continue with the strategy of a description in each BA/OMT classes to explain the importance of degree and/or certification completion going forward and continue to monitor its outcomes. Will also explain the benefits of finishing the program.

2021-2022 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 <i>(Identify action items as a result of your program outcome assessment.)</i>	Target Date <i>(Identify your projected target date for completion of action items.)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Increase in recruitment and retention of students	Fall 2022	Comparison of applicants from fall to fall

Program Outcome #2: Completions (unduplicated) (Degree level, highest level of attainment)

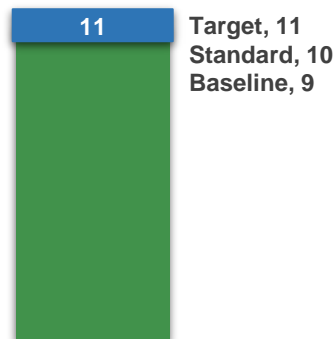
Baseline: 9 # (Average of total completers for three years – 2015-16; 2016-17; 2017-18)
Standard: 10 #
Target: 11 #

2020-2021 Action / Strategy Items:

Item #	Action / Strategy Items: (Actions / strategies identified in the 2019-20 program outcome assessment follow-up.)	Results / Use of Results: (Provide results of the action / strategy identified. Was the action / strategy successful? How do you know?)
1	We will continue to identify potential graduates with certificates and AAS degrees.	Yes reviewed grad and cert. numbers

Number of Completers (unduplicated) – Graduation Year – Summer, Fall, Spring				
Graduation Year	Associate	Diploma	Certificate	Total
2017-2018	11		1	12
2018-2019	11		5	16
2019-2020	6		5	11

In 2019-20, Business Administration / Operation Management met their baseline, standard, and target.



Provide narrative for analysis of completers (Based on the data, provide a narrative of your analysis of completions. Indicate factors that may have affected your completions. How might you increase the number of completers in your program?)

We would like to continue to strive for completers in the program with degrees and certificate by continuing to provide students with the benefits and opportunities of being a completer in the program.

Provide narrative for analysis of completion standard/target (As a result of the data analysis, indicate changes to the standard or target. Did you meet your standard/target? State any changes you plan to make for continuous improvement.)

Will continue to identify potential graduates with certificates and AAS degrees. We met our previous target and will continue to strive to meet the target in the future.

2021-2022 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 <i>(Identify action items as a result of your program outcome assessment.)</i>	Target Date <i>(Identify your projected target date for completion of action items.)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	To Identify potential grads for certificates and AAS degrees	Fall 2022	Comparison of applicants from fall to fall

Program Outcome #3: Job Placement / Employment

This assessment was recommended for deletion due to the lack of a standardized method of measurement. The Planning Council approved the deletion on September 24, 2020.

Program Outcome #4: Licensure and Certification Passing Rates (if applicable) (NCCCS Performance Measure)

Baselines were set based upon WCC's average college performance of the measure. Standards and targets were set using WCC's performance of the NCCCS Performance Measure results and are the same as those set in the WCC Strategic Plan for Institutional Effectiveness.

Baseline: N/A % (Average of three years – identify last three licensure years)
Standard: N/A %
Target: N/A %

2020-2021 Action / Strategy Items:

Item #	Action / Strategy Items: <i>(Actions / strategies identified in the 2019-20 program outcome assessment follow-up.)</i>	Results / Use of Results: <i>(Provide results of the action / strategy identified. Was the action / strategy successful? How do you know?)</i>
1	Not applicable.	

Licensure / Certification Exam – (Title of License or Exam)

NCCCS Report	Exam Year	# Tested	# Passed	% Passing	Index Score
2017	2015-16				
2018	2016-17				
2019	2017-18				
2020	2018-19				

Provide narrative for analysis of licensure / certification passing rates data *(Based on the performance measure data, provide a narrative of your analysis of licensure / certification. Are you satisfied with your program licensure or certification rates? State any changes you plan to make for continuous improvement.)*

Not applicable.

Provide narrative for analysis of licensure / certification passing rates standard/target *(Standards and targets were set using WCC's performance of the NCCCS Performance Measure results and are the same as those set in the WCC Strategic Plan for Institutional Effectiveness.)*

Not applicable.

2021-2022 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 <i>(Identify action items as a result of your program outcome assessment.)</i>	Target Date <i>(Identify your projected target date for completion of action items.)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Not applicable.		

Program Outcome #5: Third-Party Credentials (if applicable)

This assessment was recommended for deletion due to the lack of a standardized method of measurement. The Planning Council approved the deletion on September 24, 2020.

Program Outcome #6: Other Assessment (if applicable)

Analysis of other assessments. *(Have you performed other assessments to evaluate the effectiveness of your program, to include surveys, self-assessments, or other assessment instruments used to evaluate the program. If so, please explain how information collected from the(se) assessments will be used to improve the program.)*

2020-2021 Action / Strategy Items:

Item #	Action / Strategy Items: <i>(Actions / strategies identified in the 2019-20 program outcome assessment follow-up.)</i>	Results / Use of Results: <i>(Provide results of the action / strategy identified. Was the action / strategy successful? How do you know?)</i>
1	Not applicable.	

2021-2022 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 <i>(Identify action items as a result of your program outcome assessment.)</i>	Target Date <i>(Identify your projected target date for completion of action items.)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Not applicable.		