TABLE 7: Business Unit Performance Results (Standard 6)

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, retention rates, job placement rates, transfer rates, industry certification/licensure attainment, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units.
	- Please note that data reported in this table should be business unit data and not institution-wide data.
	- If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program.
	- For all data reported, show sample size (n=75).

			Analysis of Results		
Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	**What is your measurement instrument or process? (indicate length of cycle)**	**Current Results: What are your current results?**	**Analysis of Results: What did you learn from your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Business programs will have a student retention rate of 70 percent or higher.	Business faculty submits retention rates each semester to division dean in the Assessment Results/Action Plans. These rates are then compiled and averaged for all four business programs.	Four years of trend data exceeded benchmark of 70 percent. Division Retention Rates are strong with 89.2% in 2020, 87.4% in 2021, 89.8% in 2022 and 85.1% in 2023	The Division continues to maintain a stronger retention rate which exceeds the benchmark. Retention rates are also monitored by each program and reported with Program Outcomes.	Will continue to track student retention each semester by course, program and division. Faculty continue to monitor retention rates for each business program and report data with Program Outcomes. Faculty will also continue to develop teaching strategies that improve student retention. Will share "best practices" in order to utilize activities and resources that have proven effective across the disciplines.	

Division of Business and Information Systems Retention Rates Fall 2019-Spring 2023

	Business Administration	Business Management	Medical Office Technology	Information Systems Technology	Division
2019-20	88.10%	88.30%	89.10%	88.20%	89.20%
2020-21	83.20%	85.30%	86.40%	85.40%	87.40%
2021-22	88.60%	88.60%	89.80%	89.30%	89.80%
2022-23	86.50%	83.60%	84.10%	84.80%	85.10%

			Analysis of Results		
Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	**What is your measurement instrument or process? (indicate length of cycle)**	**Current Results: What are your current results?**	**Analysis of Results: What did you learn from your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Increase the number of graduates in Business Programs by 5%.	Graduation totals are provided by the Office of Institutional Research and the Registrar's Office.	Over the last five years, the number of business (AA and AAS) graduates has fluctuated. Graduate totals fell below the benchmark in 2020, 2021, and 2023. In 2022, there was an 11.5% increase from 26 to 29 graduates. 2019 = 34 2020 = 26 2021 = 26 2022 = 29 2023 = 26	2019 was the highest reporting year but this was before COVID. Graduates totals declined in 2020 but maintained the total in 2021. Due to COVID, the college reported an overall decline in graduate totals. From 2021 to 2022, graduate totals increased but decreased the next year in 2023. The Division has maintained graduate totals despite the many challenges and obstacles faced during COVID/ remote instruction and trying to help students with resources academically and technology to be successful.	Faculty have revised and developed teaching strategies to help students with technology which includes tutoring resources, Zoom sessions, and demonstration videos. Faculty and advisors are working with students to identify areas of need and helping them with resources to continue in the program.	
Increase enrollment for business programs by 5%.	Enrollment reports are provided by the Office of Institutional Research and the Registrar's Office	The enrollment in each business programs has fluctuated during the reported years but the overall enrollment for business programs dropped during the COVID pandemic but has continued to increase in 2021-22 and 2022-23. Total Business Programs Enrollment is: 2019-20 = 139 2020-21 = 113 2021-22 = 120 2022-23 = 150	After the decline in enrollment during 2020-21, business program enrollment increased 6.2% in 2021-22 and saw a 25% increase in 2022-23. Part of this increase was due to the NSF grant for the Information Systems Technology program. Recruitment focused on this program.	Will work with the college marketing and resources department for more recruitment opportunities and increased social media postings; will develop informational flyers with specific details about the business programs to use as recruitment tools Advisors will make sure students are properly coded in the system to ensure accuracy of the reported data.	

			Analysis of Results		
Performance Measure: **What is your performance measure? What is your goal?** **(The goal should be measurable.)**	**What is your measurement instrument or process?** **(indicate length of cycle)**	**Current Results:** **What are your current results?**	**Analysis of Results:** **What did you learn from your results?**	**Action Taken or Improvement Made:** **What did you improve or what is your next step?**	**Provide a graph or table of resulting trends** **(3-5 data points preferred)**
Business faculty will maintain a faculty mean of 2.5 or higher on a three-point scale on community service activities.	Faculty portfolios, submitted annually, list community service.	Five years of trend data exceeded benchmark.	Scores reflect a very civic and community-oriented business faculty who scored a mean of 3.00. Used institutional average as a benchmark comparison as compared to the institutional average of 2.46.	Will continue to track faculty involvement in community service activities through portfolio documentation.	 **Community Service Activities Faculty Portfolio Mean Average** 		2020	2021	2022
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Institution	2.60	2.19	2.42
Business	3.00	3.00	3.00	 3-point scale: 3-exceptional; 1-needs improvement
Business Division will strive to generate at least 20 percent of the institution's total student semester credit hours (SSCH).	PCCUA Enrollment Statistics	Although the benchmark of 20 percent was not met, trend data indicates that the Business Division generates the most SSCH's, other than Arts and Science. In 2022-23, Applied Technology moved ahead of the Business Division due to a large increase in the CDL Truck Driving Program. It is a one semester program with a total of 17 credit hours.	Currently, the Division is not reaching the benchmark and is re-evaluating recruitment activities.	Social media will be utilized to highlight business programs and activities. In addition, pamphlets outlining business programs are being distributed at restaurants, banks, and other local places. Division faculty are participating in several college and career fairs at local high schools.	 **Annualized SSCH by Division** |	2018-19	2019-20	2020-21	2021-22	2022-23
Allied Health	12%	10%	12%	11%	12%
Business	16%	15%	15%	14%	16%
Developmental Education	3%	3%	2%	2%	2%
Arts & Science	57%	57%	56%	57%	51%
Applied Technology	13%	15%	15%	15%	19%	
Business Division will generate 25 percent of the total institution graduation rate.	Office of Institutional Research	Benchmark was met in 2019, 2021, and 2022 but the Division fell below the benchmark in 2020 and 2023.	Even with decreasing enrollment, the division has maintained a strong graduation rate. With decreasing enrollment, meeting the benchmark of 25 percent is becoming more of a challenge. Retention and recruitment strategies are of utmost importance.	Faculty members recognize the importance of student recruitment and retention to reverse the effects of declining enrollment. The Division will continue to develop new retention and recruitment strategies.	 Percentage of Business Graduates Compared to Institution