

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION
DIVISION SUMMARY REPORT**

Division of Business and Information Systems

November 2018

DIVISION MISSION STATEMENT

In support of the college mission, the purpose of the Division of Business and Information Systems is to provide quality educational programs consistent with the needs of the community. To accomplish this, the Division:

- Provides career programs to equip students with job skills and competencies needed to secure employment.
- Offers a program of study designed for students who plan to transfer to a four-year college or university to pursue a baccalaureate degree in a business discipline.
- Provides businesses and the working professional opportunities to upgrade existing business skills.
- Encourages effective communication, cultural awareness, social and civic responsibility, analytical and critical thinking, and technology utilization through assessment of students and academic programs.
- Stresses the development of skills for life-long learning.

**Specific Initiatives and Strategies
In 2017-2018 Strategic Plan
And Level Of Accomplishment**

Priority Initiative in 2017-2018 Strategic Plan	Status
Submit the Accreditation Council for Business Schools and Programs (ACBSP) Quality Assurance Report.	Submitted report through the online portal in September 2017; Received approval in March 2018 with notification for Self-Study and Reaffirmation due in July 2019.
Research and prepare a grant proposal for National Science Foundation (NSF-ATE). Work with Mentor Connect to submit proposal for the Arkansas Delta Information Systems and Cyber Initiative.	Attended two workshops and participated in multiple webinars to prepare proposal. Grant proposal due October 2018.
Conduct computer workshops to meet industry and community training needs.	Offered various computer workshop for community and industry. Provided professional development activities and workshops for college.
Provide professional development opportunities for faculty and staff.	Participated in the following professional development activities: <ul style="list-style-type: none"> • Arkansas Community College Annual Conference • UA Online Summer Workshop • ACBSP Accreditation Training – Nashville, TN • STEM Tech Conference • 3CS - Community College Cyber Security Summit • Arkansas Computer Science in Education Leadership Summit • SEED – Security Education Training – Portland, OR • Mentor Connect – National Science Foundation Grant

	<ul style="list-style-type: none"> • Women in Cyber Security Conference • Interface Arkansas Conference • Disabilities Workshop • Positive Communication Workshop • Phi Theta Kappa Convention • SAM Instructor Training for Keyboarding • Electronic Health Records Webinar
Receive Continuing Education for faculty and staff	<p>Earned industry certifications and additional Graduate hours</p> <ul style="list-style-type: none"> • Cloud+ Certification • CASP (Advanced Security Practitioner Certification) • CISSP (Certified Information Systems Security Professional – completed CEU’s to renew license • Graduate Hours: completed 14 hours for MBA degree
Evaluate program/division outcomes and assessment results.	<p>Ongoing. Achieved a division outcome of 83 percent in 2017-18. This was a 2 percent increase from previous year. Faculty continue to analyze assessment results and develop action plans to improve outcomes and student retention.</p> <p>To meet the growing industry demand, the Programming/Coding Certificate of Proficiency was added to the Information Systems degree.</p>
Promote Student Retention/Success.	<p>Ongoing. Achieved a division student retention rate of 89.4 percent in 2017-18 which is a 1.3 percent increase from previous year. Faculty continue to implement teaching strategies to ensure student success and improve student retention.</p>
Provide three-year rotation schedule of all business courses.	<p>Ongoing. Updated the three-year rotation schedule for all three campuses and distributed to advisors/faculty.</p>
Update Strategic Plan.	<p>Ongoing.</p>
Participate in Recruitment Activities.	<p>Ongoing. Participated in the following recruitment activities in 2017-18:</p> <ul style="list-style-type: none"> High School Recruitment with Barton, Marvell, KIPP, Central, Desoto, and Marvell Academy PCCUA College Fair DeWitt Career Fair Career & Technical Center College Fairs
Conduct Advisory Committee Meetings.	<p>Met with area business and industry representatives at the Pillow Thompson House on May 1, 2018. Minutes of the meeting on file in Dean’s office.</p>
Maintain Division Web Page.	<p>Ongoing. Update website with current assessment data and other division information.</p>

SUMMATION OF 2017-2018 PLANNING ACTIVITIES

Evidence of planning by the Division of Business and Information Systems is documented by the following:

1. Accreditation Council of Business Schools and Programs (ACBSP) Reaffirmation of Accreditation
2. Annual ACBSP Quality Assurance Report
3. Assessment Outcomes/Action Plans
(Submitted by faculty to Department Chair for each course taught each semester)
4. Annual Division Assessment Report
5. Annual Faculty Evaluation/Portfolio Reviews
6. Course Learning Objectives and Student Learning Outcomes Updated in Syllabi
7. Division Strategic Plan
8. Division Meetings and Minutes
9. Instruction and Curriculum Committee Minutes
10. Biannual Advisory Committee Meetings and Minutes
11. Annual Recruitment Activities
12. Annual Budget
13. Grant Submissions: Carl Perkins and National Science Foundation
14. Email and True Conferencing faculty and division discussions
15. College Committees (Faculty and Department Chair serve on many key college committees and several serve as chairs).
16. Three-year Projection of Course Offerings

SUMMATION OF 2017-2018 CLASSROOM ASSESSMENT ACTIVITIES

Assessment is an ongoing process. Assessment has been occurring in the Business Division for 19 years and is continually being evaluated and improved. The current Assessment Plan includes a variety of assessment indicators and incorporates the five college-wide core competencies (STACC). The assessment process/loop includes the following steps: 1) determine what needs to be assessed, 2) select tools to measure results, 3) establish criteria to determine if concerns exist or if change is needed, 4) administer assessment tools, 5) evaluate results, and 6) develop and implement methods for improvement. Faculty submit to the Division Dean an Assessment Results/Action Plan report each semester of all courses validating outcomes results and plans to address unmet competencies. These individual reports are combined into one report which illustrates the achieved percentage outcomes for the five core competencies for the capstone course and each degree program. Refer to Page 5 for an example of this report (Program and Division Averages for 2017-18). To look at an example of program outcomes, please refer to Page 6—AA in Business Administration Program and Division Summary Sheet. All business degrees follow the same format.

IMPROVEMENTS AND MODIFICATIONS AS A RESULT OF ASSESSMENT

The assessment of students' academic achievement and program effectiveness is an ongoing process. Each semester faculty analyze assessment results and develop action plans to improve student learning at the course, program, and division level. Based on assessment results, teaching strategies are implemented to enhance student learning. In addition, curriculum updates/modifications are made to ensure program relevancy and to meet the needs of area business and industry. Improvements and modifications implemented during 2017/18 were the Certificate of Proficiency for Programming/Coding that was added to the A.A.S. Information Systems Technology degree.

SUMMATION OF 2017-2018 BUDGET ACTIVITIES IN REGARD TO PURCHASES (EQUIPMENT, LEARNING AIDS, ETC.) AND ABILITY TO MEET INSTRUCTIONAL NEEDS

Through grants and the institutional budget, the Division has been able to provide quality classroom instruction. Adequate supplies and equipment are available to meet instructional needs for labs and classrooms. Through the STEM grant, a new PowerEdge R530 server with accessories was purchased and installed in A117. This will be for classroom demonstration to allow information systems technology students “hands-on” experience to prepare them for the workforce. Two classroom cameras were purchased for DeWitt (B101) and Stuttgart (C110) to accommodate the increased use of Video Conferencing and sending classes between campuses. Carl Perkins funds were used to purchase an instructor station and an external DVD drive for A110. A new laptop and docking station were purchased for the Information Systems Technology instructor to allow flexibility for teaching on multiple campuses.

INITIATIVES & STRATEGIES TO INCLUDE IN THE 2017-2018 STRATEGIC PLAN

1. Submit Reaffirmation of Accreditation 2018-19 Self-Study to the Accreditation Council of Collegiate Business Schools and Programs (ACBSP). Due July 2019 with site visit in October 2019.
2. Monitor and recruit for the Information Systems Technology program with emphasis on the two new Certificates of Proficiency (Programming/Coding and Cyber Security) to ensure productivity and viability.
3. Mentor qualified instructors to teach in the Information Systems Technology program.
4. Submit Assessment Results/Action Plans for each course taught each semester to Department Chair.
5. Evaluate course level and program assessment for continual improvement of student learning and success. Compare trended data to determine strengths and weaknesses.
6. Update three-year rotation schedules of business course offerings as adjustments are needed.
7. Update Strategic Plan.
8. Ensure that all student learning outcomes and assessment methods/criteria are included in syllabi by all full-time and adjunct faculty.
9. Provide a supportive environment for faculty that includes training and development opportunities.
10. Maintain division web page.
11. Maintain Student Success Learning Centers to maximize student success.
12. Update textbooks, software programs, and other sources of information and technology to provide students with state of the art instruction.
13. Develop, assess, and maintain relevant curriculum that meets student, business, and community needs.
14. Promote student recruitment and retention.
15. Conduct Advisory Committees meetings to seek input for course/program improvement and desired performance standards to meet workplace expectations.
16. Identify and implement best practices to encourage student engagement in the learning process.
17. Expand intern partnerships with business and industry.
18. Provide and support innovative technologies and instructional methodologies in the classroom.
19. Foster a learning environment characterized by an accessible faculty and a high degree of faculty and student interaction.
20. Establish important linkages with alumni, Business Advisory Committee, employers and other professionals in business and education.

**Division of Business and Information Systems
Core Competencies - Program and Division Averages
Spring 2017 - Spring 2018**

Business Administration	Spring 2017	Fall 2017	Spring 2018
Student Retention Rate	85.6%	83.2%	90.3%
Social and Civic Responsibility	64%	73%	81%
Technology Utilization	76%	71%	90%
Analytical and Critical Thinking	83%	64%	85%
Communication	82%	79%	80%
Cultural Awareness	76%	88%	68%
Program Average	76%	75%	81%

Business Management	Spring 2017	Fall 2017	Spring 2018
Student Retention Rate	85.9%	84.0%	91.8%
Social and Civic Responsibility	76%	79%	85%
Technology Utilization	82%	86%	88%
Analytical and Critical Thinking	81%	70%	86%
Communication	88%	86%	85%
Cultural Awareness	88%	72%	92%
Program Average	83%	78%	87%

Information Systems	Spring 2017	Fall 2017	Spring 2018
Student Retention Rate	88.8%	84.8%	90.8%
Social and Civic Responsibility	76%	80%	97%
Technology Utilization	83%	82%	90%
Analytical and Critical Thinking	59%	75%	90%
Communication	85%	79%	82%
Cultural Awareness	76%	57%	84%
Program Average	76%	75%	88%

Office Technology	Spring 2017	Fall 2017	Spring 2018
Student Retention Rate	87.0%	84.7%	90.5%
Social and Civic Responsibility	69%	86%	90%
Technology Utilization	84%	87%	89%
Analytical and Critical Thinking	72%	79%	95%
Communication	83%	83%	89%
Cultural Awareness	72%	82%	92%
Program Average	76%	83%	91%

Division Core Competencies	Spring 2017	Internships	Fall 2017	Internships	Spring 2018	Internships
Student Retention Rate	87.1%	100%	88.2%	100%	90.7%	100%
Social and Civic Responsibility	71%	84%	80%	100%	88%	100%
Technology Utilization	81%	84%	82%	100%	89%	100%
Analytical and Critical Thinking	74%	84%	72%	100%	89%	100%
Communication	85%	84%	82%	100%	84%	100%
Cultural Awareness	78%	84%	75%	100%	84%	100%
Division Average	78%	84%	78%	100%	87%	100%

Division of Business – AA Business Administration Program
Program Outcome and Core Competencies - Assessment Results/Action Plan
Semester: Spring 2018

Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		Sp 17	Fall 17	Sp 18	
To provide high quality business courses/programs to prepare graduates who plan to transfer to a four-year institution to earn a Baccalaureate Degree in a business discipline.	85% of all AA Business Administration students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	76%	75%	81%	Continue teaching strategies to ensure core competencies are met within the program. Evaluate overall assessment plan and make modifications as needed.
Division Outcome	85% of all business students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	78%	78%	87%	Faculty will continue collaboration efforts to share “Best Practices” and enhance student learning across the Curriculum.
Student Retention Rates (Program)		85.6%	83.2%	90.3%	Continue Retention Strategies

Upon completion of this program, students will be able to:

PCCUA Core Competency	Division Core Competency	Program Goals	Student Learning Outcome – Courses Assessed		Assessment Method/Measurement	Semester Results			Action Plan
						Sp 17	Fall 17	Sp 18	
Social and Civic Responsibility	Demonstrate legal/ethical behavior that is appropriate for the business professional in today’s society.	Understand and be able to apply the legal, ethical, political, and/or environmental concepts appropriate for the business environment.	BAN 223 BAN 233 BAN 263	ES 213 ES 223	75% of students will score 70% or higher on the Social and Civic Responsibility student learning outcomes for selected courses.	64%	73%	81%	Faculty have shared teaching strategies along with developing additional units to ensure student learning and core competencies are met.
		Demonstrate work ethic, attitude, and professional values including grooming habits and etiquette that are appropriate for the business professional.							
Technology Utilization	Demonstrate the ability to use computer technology.	Demonstrate word processing, spreadsheets, databases, PowerPoint, operating systems, email, Internet, and other technology skills needed to perform in the business environment.	CT 113		75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	76%	71%	90%	No Action Needed
Analytical and Critical Thinking	Develop a critical thinking approach in applying theory to application.	Analyze, interpret, and evaluate data necessary to solve problems and support business decisions.	BAN 213 BAN 223 BAN 233 BAN 283	BMGT 283 ES 213 ES 223 CT 113	75% of students will score 70% or higher on the Analytical and Critical Thinking student learning outcomes for selected courses.	83%	64%	85%	Strategies continued to improve critical thinking skills and help students better understand problem solving skills.
Communication	Students will be able to communicate effectively in an oral or written manner in a business environment.	Demonstrate listening, verbal, electronic, and/or presentation skills, essential for conducting business in a professional and appropriate manner.	BAN 233 BAN 263	ES 213 ES 223	75% of students will score 70% or higher on the Communication student learning outcomes for selected courses.	82%	79%	80%	Incorporate classroom activities to build communication and presentation skills.
Cultural Awareness	Acknowledge diverse groups of individuals possessing different beliefs, values, attitudes, and customs.	Interact with diverse groups of people in the business environment.	BAN 263		75% of students will score 70% or higher on the Cultural Awareness student learning outcomes for selected courses.	76%	88%	68%	Conduct classroom projects and group activities to promote student interaction and diversity.