

**PHILLIPS COMMUNITY COLLEGE INSTRUCTION
DIVISION SUMMARY REPORT**

Division of Business and Information Systems

December 2019

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 social and civic responsibility, technology utilization, analytical and critical thinking, communication, and cultural awareness through assessment of students and academic programs.
- Stresses the development of skills for life-long learning.

**Specific Initiatives and Strategies
In 2018-2019 Strategic Plan
And Level of Accomplishment**

Priority Initiative in 2018-2019 Strategic Plan	Status
Submit the ACBSP Reaffirmation Report in the online portal and prepare for site visit.	Submitted reaffirmation report through the online portal in July 2019; Conducted site visit in October 2019; waiting for self-study report from ACBSP.
Submit NSF Grant proposal in October 2018; Notification of Award in May 2019 Arkansas Delta Information Systems Cyber (DISC) Technician Education Initiative	Awarded grant in May 2019 to be funded in July 2019 for 3 year grant cycle; Will begin planning phase of the grant for implementation of the project and activities.
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 Annual Conference – Houston, TX • STEM Tech Conference • 3CS - Community College Cyber Security Summit • Arkansas Computer Science in Education Leadership Summit • Women in Cyber Security Conference

	<ul style="list-style-type: none"> • Cengage Webinar – The Next Generation Office 209/365 • Mentor Connect Workshop – NSF Grant • Phi Theta Kappa Convention • SAM Video Tutorial on Blackboard training • Geospatial Training • HiTec Annual Conference
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 16 hours for MBA degree
Evaluate program/division outcomes and assessment results.	<p>Ongoing. Achieved a division outcome of 82.5% in 2018-19. No change from last year. Faculty will continue to analyze assessment results and develop action plans to improve outcomes and student retention.</p> <p>To meet the growing industry demand, the Accounting Certificate of Proficiency was added to the Business Management degree.</p>
Promote Student Retention/Success.	<p>Ongoing. Achieved a division student retention rate of 87.4 percent in 2018-19 which is a 2.0 percent decrease from previous year. Faculty will evaluate teaching strategies and share “best practices” to improve student success and 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>
Updated Strategic Plan.	<p>Revised Strategic Plan to reflect the PCCUA Strategic Plan; Faculty collaborated to identify goals, measurements, and action plans.</p>
Participate in Recruitment Activities.	<p>Ongoing. Participated in the following recruitment activities in 2018-19:</p> <p>High School Recruitment with Barton, Marvell, KIPP, Central, Desoto, and Marvell Academy PCCUA College Fair DeWitt Career Fair Career & Technical Center College Fairs</p>
Conduct Advisory Committee Meetings.	<p>Met with area business and industry representatives at the Pillow Thompson House on May 9, 2019. 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. Reorganized division webpage for links on Student Highlights.</p>

SUMMATION OF 2018-2019 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 Video Conferencing with Zoom for 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 2018-2019 CLASSROOM ASSESSMENT ACTIVITIES

Assessment is an ongoing process that involves all division faculty. Assessment has been occurring in the Business Division for 20 years and is continually being evaluated and improved. Most recently, the division evaluated and revised all Student Learning Outcomes per each course. As Curriculum Map was prepared to ensure all competencies were being met then revised the comprehensive assessment spreadsheet to include revisions to course assessments. Revisions were a result of changes in curriculum, addition/deletions to courses, new certificates/programs, and updates to activities/assignments used for assessment. Faculty collaboration provides consistency in course assessment and ensures that all faculty (full and part time) are submitting assessment results each semester.

Summary of Assessment Process: The revised 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 Chair 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 2018-19). 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 2018/19 were:

- Added the Certificate of Proficiency for Accounting to the A.A.S. Business Management degree
- Revised to Student Learning Outcomes and the Assessment Results Action Plans for each course to document revised assessment measurement tools, criteria, and action plans.
- Revised Comprehensive Assessment Report to reflect changes.
- Prepared a Division Curriculum Map to show College Core Competencies were met.
- Collaboration of faculty to share “best practices” and discuss assessment results to identify areas of strength and opportunities for improvement.

SUMMATION OF 2018-2019 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 Carl Perkins, equipment and classroom technology devices was purchased to aid instructors in teaching and provide students with additional “hands-on” opportunities to practice classroom instruction in a “real world” simulation environment. As part of the UA Fayetteville – NSF Geospatial grant, upgrades were provided for Lab A117 (Helena) and C110 (Stuttgart). These upgrades included new 27” monitors and additional 8GB RAM for 20 stations in each lab. Through a remodel and relocation of the division offices, A110 was expanded to accommodate 24 student stations that also included new tables and 4 new stations. In Lab A107, 24 student computers were purchased for this lab along with new tables for the room. As part of the new testing center, a free-standing administrator computer station was purchased for students to register when taking a certification exam.

INITIATIVES & STRATEGIES TO INCLUDE IN THE 2019-2020 STRATEGIC PLAN

1. Receive Reaffirmation of Accreditation to the Accreditation Council of Collegiate Business Schools and Programs (ACBSP) based on the 2018-19 Self-Study and Site Visit. Award will be accepted at the ACBSP Annual Conference in June 2020.
2. Begin planning and implementing activities for the NSF grant – Arkansas Delta Information System Cyber (DISC) Technician Initiative
3. 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.
4. Mentor qualified instructors to teach in the Information Systems Technology program.
5. Submit Assessment Results/Action Plans for each course taught each semester to Department Chair.
6. Evaluate course level and program assessment for continual improvement of student learning and success. Compare trended data to determine strengths and weaknesses.
7. Develop a mentoring program between full and part time faculty to promote consistency in curriculum, share teaching techniques, and review assessment measurements, results, and action plans.
8. Update three-year rotation schedules of business course offerings as adjustments are needed.
9. Evaluate courses/programs to seek flexible scheduling options such as hybrid and online.
10. Update Strategic Plan.
11. Ensure that all student learning outcomes and assessment methods/criteria are included in syllabi by all full-time and adjunct faculty.
12. Provide a supportive environment for faculty that includes training and development opportunities.
13. Maintain division web page.
14. Maintain Student Success Learning Centers to maximize student success.
15. Update textbooks, software programs, and other sources of information and technology to provide students with state of the art instruction.
16. Develop, assess, and maintain relevant curriculum that meets student, business, and community needs.
17. Promote student recruitment and retention.
18. Conduct Advisory Committees meetings to seek input for course/program improvement and desired performance standards to meet workplace expectations.
19. Identify and implement best practices to encourage student engagement in the learning process.
20. Expand intern partnerships with business and industry.
21. Provide and support innovative technologies and instructional methodologies in the classroom.
22. Foster a learning environment characterized by an accessible faculty and a high degree of faculty and student interaction.
23. 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 2018 - Spring 2019**

Business Administration	Spring 2018	Fall 2018	Spring 2019
Student Retention Rate	90.3%	86.5%	84.2%
Social and Civic Responsibility	81%	80%	79%
Technology Utilization	90%	80%	77%
Analytical and Critical Thinking	85%	74%	79%
Communication	80%	80%	67%
Cultural Awareness	68%	80%	60%
Program Average	81%	79%	72%

Business Management	Spring 2018	Fall 2018	Spring 2019
Student Retention Rate	91.8%	88.3%	85.7%
Social and Civic Responsibility	85%	87%	83%
Technology Utilization	88%	88%	87%
Analytical and Critical Thinking	86%	87%	83%
Communication	85%	86%	82%
Cultural Awareness	92%	92%	93%
Program Average	87%	88%	85%

Information Systems	Spring 2018	Fall 2018	Spring 2019
Student Retention Rate	90.8%	89.0%	85.2%
Social and Civic Responsibility	97%	80%	92%
Technology Utilization	90%	86%	85%
Analytical and Critical Thinking	90%	83%	77%
Communication	82%	78%	74%
Cultural Awareness	84%	88%	70%
Program Average	88%	83%	80%

Office Technology	Spring 2018	Fall 2018	Spring 2019
Student Retention Rate	90.5%	84.7%	87.6%
Social and Civic Responsibility	90%	86%	99%
Technology Utilization	89%	87%	88%
Analytical and Critical Thinking	95%	79%	96%
Communication	89%	83%	91%
Cultural Awareness	92%	82%	85%
Program Average	91%	83%	92%

Division Core Competencies	Spring 2018	Internships	Fall 2018	Internships	Spring 2019	Internships
Student Retention Rate	90.7%	100%	88.2%	100%	86.6%	100%
Social and Civic Responsibility	88%	100%	81%	94%	88%	100%
Technology Utilization	89%	100%	86%	94%	84%	100%
Analytical and Critical Thinking	89%	100%	82%	94%	84%	100%
Communication	84%	100%	80%	94%	79%	100%
Cultural Awareness	84%	100%	86%	94%	77%	100%
Division Average	87%	100%	83%	94%	82%	100%

Division of Business – AA Business Administration Program
Program Outcome and Core Competencies - Assessment Results/Action Plan
Semester Averages: Spring 2019

Overall Program Outcome	Assessment Method/Measurement	Semester Results			Action Plan
		Sp 18	Fall 18	Sp 19	
Upon successful completion of this program, students will be able to: demonstrate knowledge and skills based on program goals that prepare students 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.	81%	79%	72%	Based on revised SLO's, faculty will discuss teaching strategies and identify areas of improvement.
Division Outcome	85% of all business students will achieve the core competencies by scoring 70% or higher on the required course assessment methods.	87%	83%	82%	Faculty revised SLO's and goals for each program. Evaluate changes for modifications to assessment.
Student Retention Rates (Program)		90.3%	86.5%	84.2%	Continue Retention Strategies

PCCUA and Division Core Competency	Division Core Competency and Goals	Program Goals Upon completion of this program, students will be able to:	Student Learning Outcome – Courses Assessed		Assessment Method/Measurement	Semester Results			Action Plan
						Sp 18	Fall 18	Sp 19	
Social and Civic Responsibility	Demonstrate legal/ethical behavior that is appropriate for the business professional in today's society.	Apply the legal and ethical issues in business situations. Demonstrate business professional work ethic, attitude, and values as they relate to the business environment.	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.	81%	80%	79%	Faculty have shared teaching strategies along with developing additional units to ensure student learning and core competencies are met.
Technology Utilization	Demonstrate the ability to use computer technology.	Demonstrate use of software and technology skills needed to perform in business environments.	CT 113		75% of students will score 70% or higher on the Technology Utilization student learning outcomes for selected courses.	90%	80%	77%	No Action Needed
Analytical and Critical Thinking	Develop a critical thinking approach in applying theory to application.	Analyze business, statistical, and economic transactions to prepare financial reports used for decision making in the business environments.	BAN 213 BAN 223 BAN 233 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.	85%	74%	79%	Strategies continued to improve critical thinking skills and help students better understand problem solving skills.
Communication	Communicate effectively in an oral or written manner in the business environment.	Demonstrate effective communication skills in a business professional 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.	80%	80%	67%	Students were weaker students. Implement more tutoring sessions and classroom activities for reinforcement of concepts.
Cultural Awareness	Acknowledge diverse groups of individuals possessing different beliefs, values, attitudes, and customs.	Demonstrate ability to interact in a professional manner with diverse groups.	BAN 263		75% of students will score 70% or higher on the Cultural Awareness student learning outcomes for selected courses.	68%	80%	60%	See comment above.