

Santa Rosa Junior College

Program Resource Planning Process

Business 2021

1.1a Mission

Mission Statement

To provide courses, certificates and degrees which focus on education, cultural awareness and current technological skills needed to thrive in today's global business environment. Our curriculum is designed to reflect the latest trends, topics, and training needs of business. Our coursework and programs support the needs of the industrial community by preparing well-rounded graduates; students who have acquired the knowledge and skills necessary for transfer and career success in business

Vision Statement

To be recognized as an outstanding business department among California Community Colleges and a school of choice for individuals preparing for careers in business. Focusing on a student-centered learning environment, our programs strive to develop competent, capable, and productive individuals equipped with the tools needed to succeed in the business world.

1.1b Mission Alignment

The department supports the District's mission in providing students with transfer and career and technical education assuring the curriculum and classroom experience reflects current information and skill development through continuous assessment and evaluation of our courses, certificates and degrees. The department's students have the opportunity to continue their education over their lives through pathways that lead to progressively higher skill and educational levels thereby assuring the economic vitality of the business community.

1.1c Description

Majors:

Business Administration Associates of Science for Transfer

The Associate of Science in Business Administration for Transfer degree will provide students with the lower division course work to successfully prepare for upper division work. This degree is designed to provide a clear and seamless pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AS-T degree are guaranteed admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This degree was coordinated with Sonoma State University for transfer with a major in Business Administration.

Administrative Office Professional

The Administrative Office Professional major prepares the student to be a member of an organization's business team. This program encompasses the integration of 21st Century workforce skills emphasizing communication, teamwork, project management, problem-solving, and systems development. A unique aspect of the program is the internship which provides the student an opportunity to use their acquired skills in an office environment and gain experience in their profession before completing the program. Opportunities are available in private industry, non-profit organizations, and government offices. With experience and/or additional education, administrative office professionals may be promoted to management positions.

Hospitality Management Associates of Science for Transfer

The Associate in Science for Transfer in Hospitality Management is designed to provide a clear pathway to a CSU major and baccalaureate programs in Hospitality Management. The Hospitality Management major also offers a comprehensive educational approach to a career in the hospitality industry. The curriculum is designed to prepare students with both management theories and occupational job skills required to enter any segment of the industry. Students take classes specific to the industry including introduction to hospitality, introduction to the hotel industry, and hospitality law.

Human Resource Administration

The Human Resource Administration major is designed to prepare students to interpret and apply employment requirements, policies and procedures in a variety of complex human resource situations. At the completion of this major, students will be able to demonstrate competency in specific human resource administrative responsibilities including the areas of hiring, salary administration, employee relations, legal compliance, benefits administration, and records administration. Additionally, students acquire extensive training in business writing, oral presentations, and computer spreadsheets.

Paralegal Studies

The Paralegal Studies major teaches the practical applications of legal theory and advances the paralegal profession by offering a rigorous course of study that develops resourceful legal problem solvers. The program meets the educational requirements for paralegals as stated in

the California Business and Professions Code, commencing with section 6450. Paralegals perform legal work delegated and supervised by an attorney. They may draft, analyze and summarize legal documents, interview and act as liaisons with clients and witnesses, conduct legal and factual research and provide trial assistance. Paralegals may not give legal advice. Paralegals are commonly found in law firms, specializing in such areas as civil litigation, intellectual property law (patent, trademark, copyright), family law, corporate, environmental, probate, estate planning and bankruptcy. They may be employed part-time or full-time as salaried or contract paralegals.

Real Estate

The Real Estate major will provide students the opportunity to obtain entry-level positions and build their career within the area of real estate. This includes, among others, insurance, banking, financial analysis and government services. Students will complete courses that meet the education requirements for the California Bureau of Real Estate for both the Real Estate Salesperson and Real Estate Broker's license. Additionally, the Real Estate courses will provide education hours applied towards the California Bureau of Real Estate appraiser's education requirements. Students will benefit by the additional option of having a real estate major reflected on their Associate Degree.

Certificates:

Accountant Assistant Certificate (17.0 units)

The Accountant Assistant certificate program is designed for students who are currently employed in accounting to enhance existing skills and for those students who wish to enter the field of accounting without a four-year degree. Students in the Accountant Assistant certificate program complete courses in financial accounting, managerial/cost accounting, fund accounting, and taxation and prepares students for positions such as staff accountant, accounting clerk, accounts payable clerk, accounts receivable clerk, and payroll clerk. Demand for professionals at all levels in the accounting field remains strong and is projected to continue due to a shortage of employees. Demand is especially strong for individuals with good computer application skills such as Excel, Access, Word, PowerPoint, QuickBooks, and general ledger software.

Administrative Professional Discipline

Administrative Assistant Certificate (28.5 units)

Office Assistant Skills Certificate (12.0 units)

The role of office professionals has changed due to layoffs of middle managers and increased use of technology. The administrative assistant has become an integral part of the organization's team with the responsibility to exercise initiative and judgment, train coworkers, use technology to manage the workload of others, think globally, and assume responsibility without direct supervision. Opportunities are available in private industry, non-profit organizations, and government offices. Administrative support staff are required in every industry. A unique feature of the Administrative Assistant certificate program is the internship which provides an opportunity to use acquired skills in an office environment and gain experience in the profession before completing the program. These certificate programs are part of a career ladder.

Bookkeeping Discipline

The Bookkeeping program within the Business Administration Department includes two certificate programs:

Bookkeeper Certificate of Achievement (25.0 units)

Account Clerk and Payroll Skills Certificate (16.0 units)

The certificates may be completed in one to three semesters. The certificates and courses are offered so that students may begin with the smaller programs and then progress through to the longer one, if desired. Many students earn more than one certificate.

These certificate programs are designed to prepare students for work in a variety of bookkeeping positions ranging from entry-level to intermediate. The Bookkeeping Certificate is part of the career pathway used for the administrative office professional major and requires an internship which provides students an opportunity to use acquired skills in an office environment. Courses offered include instruction in basic and intermediate bookkeeping/accounting, business math, QuickBooks accounting software, keyboarding and 10-key skills. QuickBooks courses are popular with members of the general public, many of whom use it for their own small businesses. Additionally, the course attracts students who are planning to take the CPA (Certified Public Accountant) exam, as the course is listed by the California State Board of Accountancy as one that meets the educational requirements to sit for the exam. With additional education and work experience, individuals may progress from Account or Payroll Clerk, through Bookkeeper/Accountant, all the way to CPA.

During the 2018/2019 year four bookkeeping related certificates were streamlined and realigned to two more focused certificates. These certificates coincide with other certificates, such as Administrative Assistant, Office Assistant, and others. This is expected to continue the synergistic effect of both increasing enrollments in required courses, and allowing students to earn certificates in more than one sub-discipline. One hundred percent of courses level SLOs within the BBK discipline have been assessed. All Course Outlines of Record (COR) are current.

The Bookkeeping program also maintains an articulation relationship with two local high school business programs (Petaluma, and Rancho Cotati). Students at these schools may take credit-by-exam to earn credit for our first level Bookkeeping/Accounting course, BBK 50. This program was developed and is coordinated by the full-time Bookkeeping instructor/coordinator.

Business Marketing Certificate (12.0 units)

The Business Marketing certificate program prepares students for employment opportunities in sales, public relations, retailing, advertising, product management, distribution management, and direct marketing. Marketing skills are essential for all managers--across all industries. Whether the student is looking to expand a repertoire of current skills or acquire specific expertise that will assist in the pursuit of an educational or career path, a working knowledge of cutting-edge marketing techniques is essential to business success. Successful marketers create and promote products and services while building life-long relationships with their customers. Projected job growth in this region will require employees to possess new skill sets in order to be competitive: creativity, innovation, and strategic and social skills. Well-trained marketers also recognize that social responsibility, a strong ethical base, and sustainable practices will maximize profits. The Business Marketing program at SRJC is designed to prepare the student for further study and creative, challenging careers in any business environment.

Entrepreneurship Certificate (12.0 units)

The Entrepreneurship Certificate program helps individuals who are creating or building new businesses learn the essentials of business and venture initiation. Students will study management essentials and additional coursework in marketing, human resource management, accounting, and finance. Designed for entrepreneurs, small business owners, and professionals who have not formally studied business, this program emphasizes the application of classroom concepts to practical decision making in the workplace. This program can be completed in one semester of study.

Hospitality Management Certificate (16 unit):

The purpose of the Management certificate is to educate and train students to find gainful employment in the Rooms Division of a hotel as a front desk agent, concierge, night auditor, bellman, housekeeper, or reservationist. Through classroom education and training in a simulated environment, our students will gain hands-on job experience improving the likelihood of employment and increased salary placement. In addition to the skills and knowledge of working in a hotel, this program provides the student with expertise to guide tourists to the many tourist attractions including restaurants, wineries, historical sites, arts, cultural events and activities of Sonoma County.

Human Resource Administration Certificate (26.5 units)

The Human Resource Administration certificate program provides the opportunity to gain human resource administration skills necessary to effectively handle the human resource function within the organization. The certificate provides students with the knowledge to work closely with management on confidential matters such as recruitment, hiring, salary administration, legal compliance, benefits administration, and human resource recordkeeping. The Human Resource Administration Certificate now serves as the base for the SRJC Associate of Arts Degree with a Human Resource Administration Major.

Real Estate Sales Certificate (12.0 units)

Real Estate Certificate (18.0 units)

The Real Estate Sales Certificate and the Real Estate Certificate offers those interested in real estate the opportunity to complete the necessary education requirements as defined by the California Bureau of Real Estate. The series of courses satisfy the educational requirements for obtaining the State Real Estate Salesperson and Brokers Licenses. The program is endorsed and coordinated through the college's Business advisory committee which includes prominent local real estate people. Upon completion of the certificate, students will have completed the educational requirements for the California Real Estate Salesperson and Brokers Licenses. Many of the courses meet the qualifying education hour requirements for the California Bureau of Real Estate Appraisers. Courses may also apply to continuing educational requirements for practicing appraisers. It is anticipated that with the new Nationwide Mortgage Licensing System (NMLS) requirements placed into law January 1, 2010, that there will be an increased demand for all Real Estate courses within the Real Estate program as licensing may include others in the real estate business that were not required to be previously licensed.

Business Banking and Lending (22.5 units)

The Business Banking and Lending certificate launched effective spring 2019 after several years of development at the request and with guidance by industry professionals. The Certificate of Achievement qualifies students for employment as Loan Processor, Loan Analyst, Credit Analyst, Loan Underwriter, Commercial Servicing Specialist, Commercial Operations Specialist,

and related occupations in both the consumer and commercial banking and lending fields. The certificate also serves as a pathway to employment as a loan officer, with additional education/training and work experience.

1.1d Hours of Office Operation and Service by Location

The department on the Santa Rosa campus encompasses two floors in Maggini Hall and operates on an 7:00 a.m. to 3:30 p.m. schedule, Monday-Friday, except for the months of June and July when the campus closes on Friday. The Business Department is staffed by a classified AAll at 40 hours a week and student assistants working a combined 14 hours per week. Five full-time instructors and one 60% instructor.

There is one full-time instructor located at the Petaluma campus.

1.2 Program/Unit Context and Environmental Scan

The Business Department is comprised of 11 sub-disciplines currently offering a total of 16 certificates. There are currently Six majors in the department. Four of the majors are intended to be in conjunction with industry certification. Enrollments are currently limited due to reduced class offerings; however there is significant demand for transfer curriculum as well as skill based classes. There are more transfers to Sonoma State University from Business Administration than any other discipline. The department is compliant with industry requirements from the State Department of Real Estate (DRE), the Office of Real Estate Appraisers (OREA), and is in the process of cataloging the data and maintaining the requirements to apply for certification from the American Bar Association (ABA) for the Paralegal program once the program has program completers and qualifies for the application. The department has developed a new Entrepreneurship Certificate and Hospitality Management for Transfer Major, and is updating the Hospitality certificate to reflect increased demand in these areas.

Currently the department has an immediate full time faculty need:

Business Transfer

Over the last decade Business Department lost eight full time faculty business instructors and have only replaced three. In the last two years three fulltime faculty have retired with no replacement, two of whom were business transfer instructors. Additionally, it is confirmed that one (1) additional full-time instructor has applied for ERI retirement in either May of Decemeber of 2019. This will bring the total department retirements in the past two years to four (4) with only 2 replacements.

The Business Transfer major and all related transfer coursework continue to be in high demand. This discipline represents a majority of the department's offerings and classes are continuously impacted. Class efficiency and instructional productivity also continue to be very strong -- among the highest in our department. With the increased need for additional online transfer

classes our department anticipates growth in this area in order to satisfy student needs. Furthermore, as more international students come to our college to study business, in addition to, the increase in Business majors at the university level, demand for business transfer courses will rise. Unfortunately, over the past 5-10 years, the Business Department has seen eight full-time faculty retirements and one faculty who is expected to retire in December 2019, with only two replacements in this specific area of expertise (accounting, law, and human relations management). This year's faculty retirement will be the full-time business transfer instructors on the Petaluma campus. Thus, both campuses would benefit from a full-time business transfer faculty member.

Globalization and technology have significantly changed the way businesses operate. It is essential students completing Business Department courses and programs are skilled and knowledgeable in both of these areas. The department will be examining curriculum to identify how best to incorporate technology and global issues throughout the curriculum and making changes as necessary.

2.1a Budget Needs

Student workers - Due to the change in minimum wage from 7.00 to 13.00hr, we would request that both the Federal Work Study (0503-2360) and Student employment (0503-2361) be augmented to maintain the current level of student assistance. Since District Student Employment funds are more versatile, augmenting that fund would be preferred.

Restore 2360 to \$7,000.00
Increase 2361 by \$5,400.00

All Federal Workstudy funds were removed from the Business Department. We could not fully staff due to construction related issues and had to give up the FWS student. This resulted in FWS funding being removed.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	08	03	\$7,000.00	Funding removed and needs to be restored/augmented. Due to construction issues we were unable to have adequate student support in 2016/2017 and all FWS funding was swept.
0002	ALL	08	02	\$5,400.00	Due to the change in minimum wage from 7.00 to 13.00hr, we would request that Student employment (0503-2361) be augmented to maintain the current level of student assistance.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AA II	40.00	12.00	The Maggini Service center not only provides support to the Business Department, but to users from all areas of the campus who use our facilities and equipment. Manage all aspects of department operations including collaboration with chair and faculty on schedule development, curriculum development and tracking; order/track graphics, supplies, budget management, transfers, and tracking; trouble-shoot office equipment problems; hire, train, supervise student employees, reception duties in a high traffic front office, home to 7 fulltime faculty and 60+ adjunct on the first two floors of Maggini. Coordinate activities, communications with all disciplines; verify textbooks orders for all course sections; PRPP input; provide orientations to new adjunct faculty; set up and take minutes at department meetings and 9 advisory committees; coordinate all aspects of year-end ceremony for graduating students; communicate with students regarding class/instructor issues and assist students with proper paperwork and process to ensure successful completion. Heavy communications daily with various full-time and adjunct faculty via email, phone, and in person.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Department Chair	20.00	10.00	Chairperson duties as identified in the AFA contract.
Program Coordinators (9)	1.70	10.00	Currently 9 faculty serve as coordinators of specific programs. Duties include program development, curriculum, outreach, advisory meetings, and student advising. Each coordinator receives 5% release time.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Assistants	8.00	10.00	The Student Clerical Asst. is an essential support staff member to the AAIL, faculty and students. The Business department is located on two floors. The Student assists AAIL in ordering and tracking textbooks, co-staffs the very busy, high traffic front reception desk; runs errands, answers basic and technical questions by phone/in-person, which allows the AA to produce schedule development, on-going curriculum development, meeting minutes, processing student forms, assisting a large staff of 60+ adjunct instructors and 7 fulltime faculty. Without the Student Assist. for 25 hours week the AAIL would achieve very little due to the disruptive nature of a very busy front office. Whenever possible, the Department does hire FWS students to help defray costs. This practice is no longer effective as our FWS funds were removed.

2.2d Adequacy and Effectiveness of Staffing

The Maggini Service Center is located on the first floor of a three story building, and is staffed by one classified AAIL, 40 hrs/wk and part-time student employees (8 hrs./wk total). The first floor of Maggini is also the entryway to the copy machine used by faculty and staff from many departments. The second floor is also frequented by conference room attendees using the internal stairwell to gain access, again via the department's front door. With entrances on both the first and second floor, having adequate student coverage is needed to ensure that student and faculty needs are met.

The Administrative Assistant is responsible for a large CE and Transfer department. The workload continues to increase, including the addition of five (5) Advisory Committees, bringing the total to nine (9). The AA is also responsible for support of PRPPs, scheduling, completion ceremony, curriculum support to include finding comps, tracking of and assisting faculty with SLO assessments.

The student population in the Business department attends both day and evening classes. Having an half-time Administrative Assisant in the late afternoon/early evening would provide support to not only our daytime students and faculty, but also our evening students and faculty. The evening student population is a large and under served demographic of our students.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	02	none	Administrative Assistant I - 50%	Classified

2.3a Current Contract Faculty Positions

Position	Description
Business Marketing	Marketing anchor instructor and coordinator Business Marketing certificate programs; currently serving as chairperson with reassign time.
Business Real Estate - 60% Pro Rata Adjunct	Real estate instructor and coordinator of real estate certificate and major; permanent 60% pro rata faculty.
Business Accounting	Accounting instructor and coordinator of the accounting programs.
Business Hospitality Management	Instructor in hospitality and transfer curriculum. Coordinates the Hospitality management program. Anchor for Petaluma
Business CTE Instructor	Business Office and business transfer courses. Coordinates Business Office Technology certificates and major.
Business Transfer Instructor	Business law and business transfer courses. Coordinates the Paralegal major.
Business Generalist	1 tenure track faculty member
Business Generalist (out for hire)	Not yet hired--in progress

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Business Administration	3.2000	47.1700	4.2800	52.5200	Currently the majority of the classes in this discipline are taught by 20+ adjunct instructors. We lost our TMC transfer coordinator due to a retirement.
Business Bookkeeping	0.0000	0.0000	1.0300	100.0000	Currently all the classes in this discipline are taught by adjunct instructors.
Business General	1.4000	45.9000	1.6600	54.4300	Currently the majority classes in this discipline are taught by adjunct instructors. Full time faculty member coordinates the certificate, SLO assessments, and curriculum for this area.
Business Management	0.6000	47.2400	0.6700	52.7600	Currently the majority of the classes in this discipline are taught by 8 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty.
Business Marketing	0.2000	18.3500	0.7300	81.6500	Majority of classes in this discipline are taught by full-time contract faculty as either contract or overload. The certificate program is coordinated by a full time faculty.
Business Office Technology	0.0000	0.0000	0.0000	0.0000	Data was only provided for fall 2020
Entrepreneurship	0.2000	24.6900	0.6100	75.3100	New and fast growing discipline coordinated and taught entirely by adjunct faculty.
Hospitality	0.4000	59.7000	0.2700	40.3000	Majority of classes in this discipline are taught by full-time contract faculty as either contract or overload and the certificate program is coordinated by a full time faculty.
Human Resources	0.0000	0.0000	0.5900	100.0000	Currently all the classes in this discipline are taught by 2 adjunct instructors. All certificate coordination, SLO assessments, curriculum, and student contact/counseling is done by PT faculty. The HR coordinator is close to retirement.
Paralegal Studies	0.2000	16.5300	1.0000	82.6400	The majority of the classes in this discipline are taught by 12 part-time faculty and the certificate program is coordinated by a full time faculty.
Real Estate	0.6000	0.5000	0.6000	50.0000	Load classed as FT, is a pro-rata faculty member, not a full-time contract faculty member.
Total Department	6.8000	37.2800	11.4400	62.7200	***Crisis situations exist in the department in the areas of evaluations, scheduling, recruitment, management, SLO assessments, curriculum, advisory committees, student contact and advising, etc ****

2.3c Faculty Within Retirement Range

There are currently five(7) full-time contract faculty. Three (3) existing faculty members will be above the age of 55. Three (3) faculty members retired in the last three (3) years-- two were replaced.

There have been fifteen (15) contract faculty retirements in the last fifteen (15) years. There have been nine (9) full-time contract retirements in the past ten (10) years.

The department has replaced only five (5) full time faculty in the last ten (10) years.

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

The Sociology discipline serves numerous JC students looking to fulfill G.E. requirements, transfer to UCs and CSUs, and those majoring in Sociology (ADT) and Social & Behavioral Sciences. We are also in the process of cross-listing a course with Ethnic Studies in order to serve students needing to meet the new Area F requirement. This will add students taking courses in the Sociology discipline. While we have stellar full-time faculty with expertise in Race & Ethnicity, Social Problems, Gender, and Relationships, we lack faculty with expertise in Sociological Research Methods and Symbolic Interactionism. We currently have just one adjunct willing to teach those classes, and he is actively looking for full-time employment elsewhere. Sociological Research Methods (Soc 5) is a core class in the Sociology major, and it is imperative we hire a full-time faculty member to teach that class while building up offerings in both research and symbolic interactionism. We would also ask that any prospective faculty members be comfortable teaching Critical Race Theory and Intersectionality, as both are woven into the fabric of all of our courses.

The Behavioral Sciences department houses three main disciplines: Sociology, Anthropology, and Psychology. Though Sociology graduates far more majors than Anthropology, Sociology has far fewer sections and faculty. At one time, Sociology had 4 full-time faculty members. In 2009, it was down to just one. Over time, it has built itself back up to 3, but a 4th full-time position is needed! For spring '22, we have 3 adjunct faculty members who are maxed out at 3 sections each and two full-timers reluctantly taking overload assignments in order to keep our sections in the schedule of classes. The most recently hired adjunct (2020) is taking time off now while another adjunct is nearing retirement and another is actively interviewing elsewhere for full-

time employment. One of our long-time adjuncts has also just retired and moved away. Recent adjunct searches have brought few qualified candidates forward. A full-time position would bring much-needed stability to the discipline and allow us to function with certainty, especially when one of our colleagues takes a sabbatical leave in the next few years.

Sociology, by its very nature, attracts students of all backgrounds, especially those who are disproportionately impacted. It is particularly attractive to those students interested in looking at issues such as stratification, race, class, and gender. While classes in other Social Science research methods and statistics often ignore such issues, a Sociologist teaches research methods by examining just those things. Sociological research methods done right can help our students to understand not only the theories and facts they are given, but also how to go about doing the work to answer their own questions. Currently, students majoring in Sociology often find themselves with no choice but to take methods classes in Psychology or Statistics classes in Math because our research methods class is not staffed every semester. This is often daunting to students and keeps some away from completing our major. By bringing in a consistent presence in research methods, grounded in Sociology, we would be able to serve more students and teach methods using the social issues students who are disproportionately impacted will be able to relate to. Moreover, faculty in our department are encouraged to write or revise all of their syllabi and course materials using a DEI lens. Our CORs are currently being revised in this way as well. Our department, and the Sociology discipline in particular, are deeply committed to changing past practices and working for equity.

Sociology is the one discipline that looks at all aspects of society and uses its theory and methods to explain the many social problems we grapple with as a society. Students trained in Sociology and sociological research methods can go into the world armed with the tools to help us better understand pandemics, racial injustice, violence, gender and sexual discrimination, wealth inequities, and a host of other issues plaguing our world today. No matter which fields our students may choose to pursue later on, if they start with a firm grounding in Sociology, their ability to see the world using their sociological imaginations will serve them and the rest of society well.

As we shift our focus statewide and district-wide to prioritizing diversity, equity, and inclusion, Sociology has become invaluable in helping people understand systemic racism, inequity and injustice. Critical Race Theory and the acknowledgment that racism is systemic is built into the fabric of our discipline. It is clear that our students understand the importance of studying Sociology as well. In recent years, the numbers in our Sociology for transfer major have grown significantly. As you can see on our data form, our degrees awarded have gone from 84 and 85 in 2018-2019 and 2019-2020 respectively to 111 in 2020-2021! The Sociology AA-T degree is now among the top 5 majors at SRJC, and we are core contributors to the largest major, Social and Behavioral Sciences. Growing Sociology at SRJC is an absolute necessity if we are to continue to serve the needs of our students.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	00	00		

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

1. Media-enhanced classroom upgrades. Rooms 2711 and 2714 need upgrading and/or computers and projectors to SRJC regulation standards.

2. Speaker upgrades - 2701. Currently there is just one set of speakers at the front of the classroom and students in the back cannot hear well. These speakers are used to access current videos and other multi-media audio clips to enhance instruction

3. Replacement desks and chairs The classrooms on the first floor (2705-2714) have 20-year-old tablet armchairs. Replacement with modern dorsal student desks or tables and chairs would provide better working space for each student, and would not decrease the number of student desks in each classroom.

4. New Carpet. Rooms 2802, 2803, 2806, 2811, 2812 are in need of new carpet.

5. New chairs for Maggini Labs. Current chairs are old and in need of repair. The majority of them are actually repurposed surplus from the Petaluma Campus. Rooms 2802, 2803, 2806, and 2812 have the greatest need

6. Screen - 2701. This tool is needed to enhance visual instruction and allow teachers to have more than one screen to display examples and relevant topics during instructions (presentation slides, chapter outline, practice problems)

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	Media upgrade 2711 and 2714	2	\$10,000.00	\$20,000.00	R. Gattinella	2711, 2714	R. Gattinella / A. Yu
0002	Santa Rosa	01	01	Replacement Chairs	50	\$800.00	\$40,000.00	K. Dalby	2803, 2806, 2812	K. Dalby/J. Adams
0003	Santa Rosa	01	01	Replacement Chairs and desks	160	\$800.00	\$128,000.00	G. Lord	2707, 2708, 2714,2802	R. Gattinella / A. Yu
0004	Santa Rosa	01	01	Speakers	1	\$0.00	\$0.00	R. Gattinella	2801, 2701	R. Gattinella
0005	Santa Rosa	04	01	Carpet - commercial grade	6	\$15,000.00	\$90,000.00	G. Lord	2802, 2803, 2806, 2811, 2812,, 2825	R. Gattinella / A. Yu
0006	Santa Rosa	01	01	Screen in front of classroom	1	\$0.00	\$2,701.00	G. Lord	2701	R. Gattinella / G. Lord

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	02	01	Stock market investment software for BAD 10-\$6000	1	\$6,000.00	\$6,000.00	Steve		
0001	ALL	01	01	IELMS Software for HR - \$1,000	1	\$1,000.00	\$1,000.00	Elenore		
0003	ALL	01	01	Lexis/Nexis subscptn. (legal research) \$1500/year	1	\$1,500.00	\$1,500.00	S.Fichera	Computer labs	S. Fichera

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	ALL	00	00	2-3 Yr	Removal of unused cabinets, work space	Maggini 1st floor hallway	\$20,000.00	Department needs the space for advising students, existing space is unused

2.5b Analysis of Existing Facilities

With the exception of the aging furniture, the existing Maggini Hall classrooms are by and large adequate.

3.1 Develop Financial Resources

We received grant money through CE (Career Education), SWP(Strong Workforce Program), and the Foundation for various projects including curriculum development, faculty training, and program revisions.

3.2 Serve our Diverse Communities

The Business department adheres to and closely follows the Human Resource Department's policies and practices in attracting a diverse and qualified employment pool.

3.3 Cultivate a Healthy Organization

The department supports the classified staff by providing release time for training.

Faculty members are encouraged to continue professional development.

3.4 Safety and Emergency Preparedness

Maggini Service Center's Administrative Assistant II is the area safety coordinator for the first floor of Maggini. She dedicates herself to creating and maintaining an environment that

achieves only the highest levels of safety, OSHA approved work conditions, and a pleasant experience for all people -- with or without disabilities.

The BPS Dean's Administrative Assistant III is the building safety coordinator and second floor safety coordinator.

3.5 Establish a Culture of Sustainability

The Business Department curriculum is primarily lecture or computer based and, as such, requires very few resources other than electricity, paper, and office supplies.

The classrooms and some offices have been equipped with energy saving devices.

We have been working to reduce our reliance on paper and will continue to do so as the IT communication systems progress. Paper recycling has been successfully instituted for several years.

4.1a Course Student Learning Outcomes Assessment

SLO Assessments

The department has an established rotation plan that will ensure all course SLOs are assessed on a regular cycle. There are over 100 courses, with less than 25% ever taught by full-time faculty. Adjuncts are offered compensation to assess course SLOs.

SLO Assessment results are discussed at department meetings, and with faculty who teach in the various programs to ensure implementation of best practices.

4.1b Program Student Learning Outcomes Assessment

All courses and programs in the department have been reviewed and updated through the curriculum process and SLOs were added to all courses.

The coordinators for each of the disciplines have responsibility for identifying and evaluating the effectiveness of their student learning outcomes for any certificates and courses that fall under those areas.

SLO program assessment plan

Dept/Nbr	Program Title	Slo # assessed	Participating Faculty	Semester to be Initiated	Semester Completed	
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Account Clerk Certificate	1,2,3,4,5,6	Withers, Redmon	f14	F14	adju
Accountant Assistant Certificate	1,2,5	Lord, Croteau	f14	F14	SLO
Administrative Assistant Certificate	2	Davis	f14	F14	
Bookkeeper Certificate	1,2,3,4,5,6	Withers	S15	S15	
Bookkeeper Assistant Certificate	1,2,3,5,6	Withers	F14	F14	
Business Marketing Certificate	1,2,3,4	Lord, Gattinella	S15	S15	
Business: Entrepreneurship Certificate	1, 2	Gattinella	S15	S15	
Business: Management Certificate	1,2,3,4	Fritschen	F14	F14	
Hospitality: Guest Services Agent Certificate	1,2,3	Yu	F14	F14	
Hospitality: Wine Tasting Service Certificate	1,3,4	Davis	F14	F14	
Human Resources Administration Certificate	1 2 3 4	Webster, Cheek	f14	F14	
Office Assistant Certificate	2	Davis	F14	F14	
Payroll Certificate	1,2,3,4	Withers, Stadnik	S15	S15	
Real Estate Certificate	3,5	Herndon	F14	F14	
Real Estate Sales Certificate	1	Herndon	F14	F14	
Retail Management Certificate	1 2 3	Fritschen	S15	S15	

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	*BAD 54 -Micro Comp App Acct'g	N/A	N/A	N/A
Course	*BAD 64 - Computer Tax Acct'g	N/A	N/A	N/A
Course	*BAD 67- Finance Plan & Invest	N/A	N/A	N/A
Course	*BMG 105 - Ethics, Responsibi	N/A	N/A	N/A
Course	*BMG 66.1 - Decision Making	N/A	N/A	N/A
Course	*BMG 78.127 - Body Language	N/A	N/A	N/A
Course	*BMG 85.1 - Pre-Bus. Fund	N/A	N/A	N/A
Course	*BMG 85.10 - Ethical Issues S	N/A	N/A	N/A
Course	*BMG 85.12 - Sm. Bus. Entrepre	N/A	N/A	N/A
Course	*BMG 85.13 - Starting an E-Bus	N/A	N/A	N/A
Course	*BMG 85.2 - Start Small Bus.	N/A	N/A	N/A
Course	*BMG 85.3 - Bus Record & Cash	N/A	N/A	N/A
Course	*BMG 85.5 - Business Plan	N/A	N/A	N/A
Course	*BMG 85.6 - Sm Bus Promo, Ads	N/A	N/A	N/A
Course	*BMG 85.8 - Tax & Sm. Bus	N/A	N/A	N/A
Course	*BOT 156 -Legal Ofc Procedures	N/A	N/A	N/A
Course	*BOT 85.3 -Family Law Procedur	N/A	N/A	N/A
Course	*BOT 85.6 - Legal Doc Process	N/A	N/A	N/A
Course	*HOSP 52 -World Class Cust Srv	N/A	N/A	N/A
Course	*HR 74 - HR Payroll Adminis	N/A	N/A	N/A
Course	*PLS 61 - Intellectual Prop	N/A	N/A	N/A
Course	*PLS 65 - Tech in Law Pract	N/A	N/A	N/A
Course	*RE 54 - Commerical RE Apprais	N/A	N/A	N/A
Course	*RE 59 - Adv. Residential Appr	N/A	N/A	N/A
Course	BAD 1 - Financial Accounting	Fall 2011	Fall 2013	N/A
Course	BAD 10 - American Bus. Global	Fall 2013	Fall 2013	N/A
Course	BAD 18 - Legal Environment Bus	Fall 2014	Fall 2014	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BAD 2 - Managerial Accounting	Spring 2012	Fall 2013	Fall 2015
Course	BAD 52 - Human Relations	Spring 2012	Spring 2012	N/A
Course	BAD 53 - Solve Bus. Prob.	Spring 2013	Fall 2013	N/A
Course	BAD 55 - Intermed Accounting	Spring 2011	Fall 2014	N/A
Course	BAD 56 - Fund Accounting	Fall 2014	Fall 2014	N/A
Course	BAD 57 - Cost Accounting	Spring 2014	Spring 2014	N/A
Course	BAD 59 - Fed Income Tax Law	Fall 2014	Fall 2014	N/A
Course	BAD 98- Independent Study BAD	Fall 2014	Fall 2014	Spring 2015
Course	BBK 50 - Comp Bookkeeping 1	Spring 2012	Spring 2012	Fall 2012
Course	BBK 51 - Comp Bookkeeping 2	Spring 2013	Fall 2013	N/A
Course	BBK 52.1 - Payroll Record, Rpt	Fall 2014	Fall 2014	N/A
Course	BBK 53.1 - Quickbooks 1	Fall 2013	Fall 2013	N/A
Course	BBK 53.2 Quickbooks 2	Spring 2013	Spring 2013	N/A
Course	BGN 101 - Typing	Fall 2011	Spring 2012	N/A
Course	BGN 102 - Typing Skill Build	Fall 2011	Spring 2012	N/A
Course	BGN 110 - Exploring Bus. Caree	Fall 2011	Fall 2011	N/A
Course	BGN 111 - Soft Skills for Bus.	Fall 2011	Fall 2011	N/A
Course	BGN 112 Marketing Your Skill	Fall 2011	Fall 2011	N/A
Course	BGN 201 - Typing Self-Paced	Spring 2012	Spring 2012	N/A
Course	BGN 203 - Self-Paced 10-Key	Spring 2012	Spring 2012	N/A
Course	BGN 204 - Electronic Calculato	Spring 2012	Spring 2012	N/A
Course	BGN 205 - Basic Filing	Spring 2012	Spring 2012	N/A
Course	BGN 71 - Bus. English Grammar	Spring 2010	Fall 2010	N/A
Course	BGN 81 - Practical Bus. Math	Fall 2011	Spring 2012	Spring 2014
Course	BMG 100 - Entrep. Bus. Plan	Fall 2013	Fall 2013	N/A
Course	BMG 103 - Comm. for Start-ups	Fall 2013	Fall 2013	N/A
Course	BMG 104 - Innovation, Creativ	Fall 2014	Fall 2014	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BMG 50 - Intro Mgmt & Super	Spring 2014	Fall 2014	N/A
Course	BMG 52 - Written Comm in Orgs	Fall 2014	Fall 2014	N/A
Course	BMG 53 - Oral Comm in Orgs	Fall 2013	Fall 2013	N/A
Course	BMG 54 - Quantative Skills	Spring 2012	Spring 2012	Spring 2013
Course	BMG 55 - Bus. Mgmt Accounting	Spring 2014	Spring 2014	N/A
Course	BMG 61 - Skills for Managers	Fall 2013	Fall 2013	N/A
Course	BMG 62.1 - 1 on 1 Mgmt Comm	Fall 2013	Fall 2013	N/A
Course	BMG 62.4 - Managing Workgroups	Spring 2014	Fall 2014	N/A
Course	BMG 63.1 - Motivation & Empowr	Fall 2010	Fall 2012	Spring 2013
Course	BMG 63.4 - Managerial Leadersh	Spring 2014	Fall 2014	N/A
Course	BMG 66.3 - Financial Basics	Fall 2014	Fall 2014	N/A
Course	BMG 66.4 - Project Management	Fall 2014	Fall 2014	N/A
Course	BMG 67.4 - Conflict Management	Spring 2014	Fall 2014	N/A
Course	BMK 50 - Marketing	Fall 2013	Fall 2013	N/A
Course	BMK 51 - Prnciples of Selling	Fall 2013	Fall 2013	N/A
Course	BMK 54 - Advertising	Spring 2014	Spring 2014	N/A
Course	BMK 57 - Intro to PR	Spring 2014	Spring 2014	N/A
Course	BMK 59 - Consumer Behavior	Spring 2013	Spring 2013	N/A
Course	BMK 60 - Retail Merch Mgmt	Fall 2014	Fall 2014	N/A
Course	BOT 154 - Off. Procead 21st Cen	Spring 2013	Fall 2013	N/A
Course	BOT 154.1 - Writing Strategies	Spring 2013	Fall 2013	N/A
Course	BOT 770 - Business Skills Lab	Fall 2013	Fall 2013	N/A
Course	BOT 85.1 - Legal Professions	Fall 2014	Fall 2014	N/A
Course	BOT 85.4 - Civil Lit. Practic	Fall 2014	Fall 2014	N/A
Course	BOT 85.5 - Discovery Practice	Fall 2014	Fall 2014	N/A
Course	HOSP 103 - Customer Relations	Spring 2014	Spring 2014	N/A
Course	HOSP 50 - Intro Tourism So Co	Spring 2012	Spring 2012	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	HOSP 51 - Intro Customer Srvc	Spring 2012	Spring 2012	N/A
Course	HOSP 53 - Customer Services	Fall 2014	Fall 2014	N/A
Course	HOSP 54 Cust. Relations HOSP	Fall 2014	Fall 2014	N/A
Course	HOSP 63 - Hotel Operations	Fall 2013	Fall 2013	N/A
Course	HOSP 80 - Intro to Hospitality	Fall 2014	Fall 2014	Spring 2015
Course	HR 60 - HR Administration	Spring 2014	Spring 2014	N/A
Course	HR 61 HR Law	Fall 2013	Fall 2013	N/A
Course	HR 62 - HR Record Administrati	Spring 2014	Spring 2014	N/A
Course	HR 63 - HR Hiring Process	Spring 2012	Spring 2012	N/A
Course	HR 64 - HR Salary Administrati	Fall 2014	Fall 2014	N/A
Course	HR 65 - Benefits Administratio	Spring 2014	Spring 2014	N/A
Course	HR 66 - HR Current Application	Spring 2014	Spring 2014	N/A
Course	PLS 50 - Intro to Law	Fall 2013	Fall 2013	N/A
Course	PLS 51 - Legal Research	Fall 2013	Fall 2013	N/A
Course	PLS 52 - Legal Writing	Spring 2014	Spring 2014	N/A
Course	PLS 53 - Civil Proced: Pleadin	Fall 2013	Spring 2015	N/A
Course	PLS 54 - Civil Proced. Discove	Spring 2014	Spring 2015	N/A
Course	PLS 55 - Legal Ethics	Fall 2013	Spring 2015	N/A
Course	PLS 60 - Legal Calendaring	Spring 2012	Spring 2012	N/A
Course	PLS 62 - Torts	Spring 2014	Spring 2014	N/A
Course	PLS 63 - Contracts	Spring 2011	Spring 2011	N/A
Course	PLS 64 - American Jury System	Spring 2012	Spring 2012	N/A
Course	PLS 66 - Wills & Trusts	Fall 2013	Fall 2013	N/A
Course	PLS 67- Family Law	Fall 2014	Fall 2014	N/A
Course	RE 50 - Real Estate Principles	Fall 2010	Fall 2010	N/A
Course	RE 51 - Real Estate Practices	Summer 2010	Summer 2010	N/A
Course	RE 52 - Real Estate Finance	Fall 2010	Fall 2010	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	RE 53 - Residential RE Apprais	Fall 2010	Fall 2010	N/A
Course	RE 55 - Legal Aspects of RE	Spring 2014	Spring 2014	N/A
Course	RE 56 - Real Estate Economics	Fall 2010	Fall 2010	N/A
Course	RE 57 - Property Mgmt in CA	Spring 2011	Spring 2011	N/A
Course	RE 58 - Real Estate Escrow	Fall 2010	Fall 2010	N/A
Certificate/Major	Account Clerk Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Accountant Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Asst. Certifica	Fall 2014	Fall 2014	N/A
Certificate/Major	Administrative Ofc Prof	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Bookkeeper Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Business Admin for Trans	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Admin major	Fall 2014	Fall 2014	N/A
Certificate/Major	Business Marketing Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Business Mgmt Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Business:Entrepreneurship Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Hosp: Wine Tasting Services	Fall 2014	Fall 2014	N/A
Certificate/Major	Hospitality: GSA	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources	Fall 2014	Fall 2014	N/A
Certificate/Major	Human Resources Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Legal Office Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Legal Secretary Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Office Asst. Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Paralegal Studies Major	Fall 2014	Fall 2014	N/A
Certificate/Major	Payroll Certificate	Spring 2015	Spring 2015	N/A
Certificate/Major	Real Estate Certificate	Fall 2014	Fall 2014	N/A
Certificate/Major	Real Estate Certificate Sales	Fall 2014	Fall 2014	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Certificate/Major	Real Estate Major	Fall 2014	Fall 2014	N/A
Certificate/Major	Retail Management Cert	Spring 2015	Spring 2015	N/A
Certificate/Major	Tax Asst. Clerk Certificate	Spring 2015	Spring 2015	N/A

4.2a Key Courses or Services that address Institutional Outcomes

4.2b Narrative (Optional)

5.0 Performance Measures

Not Applicable

5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

When constructing the schedules for each semester, the department carefully considers the most current information regarding:

- enrollment trends
- industry data
- economic outlook reports

The department also carefully considers the following current information regarding:

- students needs
- delivery modes: day/night/location/online/face-to-face demand

Santa Rosa Junior College - Program Unit Review Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.1 Student Headcounts The number of students enrolled in each Discipline at first census (duplicated headcount).

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	276	1048	1253	308	997	1144	364	1067	1111
Business Bookkeeping	81	250	288	79	228	337	125	250	228
Business General	91	499	421	115	400	390	89	311	311
Business Management	57	293	271	74	257	270	83	254	254
Business Marketing	0	248	201	0	195	166	0	168	168
Business Office Technology	212	994	1010	183	43	826	6	459	712
Hospitality	0	109	78	0	93	100	0	82	82
Human Resources	0	166	280	0	240	249	44	234	234
Paralegal Studies	0	170	109	10	144	129	0	121	121
Real Estate	124	240	228	102	225	211	135	233	233
ALL Disciplines	841	4017	4139	871	2822	3822	846	3179	3411

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	68	233	233	44	186	147	36	160	1
Business Bookkeeping	0	19	32	0	26	19	0	22	
Business General	0	130	105	0	59	55	0	91	
Business Management	0	0	0	0	0	0	0	0	
Business Marketing	0	0	0	0	0	0	0	0	
Business Office Technology	0	0	0	0	0	0	0	0	
Hospitality	0	0	0	0	0	0	0	0	
Human Resources	0	0	0	0	0	0	0	0	
Paralegal Studies	0	0	0	0	0	0	0	0	
Real Estate	0	0	0	0	0	0	0	0	
ALL Disciplines	68	382	370	44	271	221	36	273	2

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0	15	0	0	19	0	0	0	
Business Bookkeeping	0	0	24	0	22	4	0	0	
Business General	0	0	0	0	0	0	19	0	
Business Management	0	0	0	0	0	0	0	0	
Business Marketing	0	0	0	0	0	0	0	0	
Business Office Technology	0	0	0	0	0	0	0	0	
Hospitality	0	0	114	0	45	62	0	141	
Human Resources	0	0	0	0	0	0	0	0	
Paralegal Studies	0	0	0	0	0	0	0	0	
Real Estate	0	0	0	0	0	0	0	0	
ALL Disciplines	0	15	138	0	86	66	19	141	

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	344	1296	1486	352	1202	1291	400	1227	12
Business Bookkeeping	81	269	344	79	276	360	125	272	3
Business General	91	629	526	115	459	445	108	402	3
Business Management	57	293	271	74	257	270	83	254	2
Business Marketing	0	248	201	0	195	166	0	168	1
Business Office Technology	212	994	1010	183	43	826	6	459	7
Hospitality	0	109	192	0	138	162	0	223	1
Human Resources	0	166	280	0	240	249	44	234	2
Paralegal Studies	0	170	109	10	144	129	0	121	1
Real Estate	124	240	228	102	225	211	135	233	2
ALL Disciplines	909	4414	4647	915	3179	4109	901	3593	37

5.2a Enrollment Efficiency

Enrollment efficiency numbers indicate a consistent pattern over the last four years. Efficiency is strong during the normal academic year, but does drop over the summer. The department has added sections that are more efficient, and adjusted dates/times of other sections in an attempt to better serve students.

The data provided, does have a few issues, in some cases “phantom courses” lower the percentage. Classes that were never offered, cut on proof one, still show as having zero enrollment, lowering the overall average.

***The only time the Business Department has experienced enrollment efficiency in Santa Rosa below 85% has been during the 2017 wildfires.

Petaluma efficiencies can dip below 80% for certain classes. The department is committed to strategies that will address this and increase Petaluma enrollments.

Santa Rosa Junior College - Program Unit Review Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.2a Enrollment Efficiency The percentage of seats filled in each Discipline at first census based on class limit (not room size).

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	92.8%	97.3%	89.4%	75.5%	92.6%	87.7%	91.3%	87.0%	91.1%
Business Bookkeeping	95.3%	84.7%	96.0%	92.9%	95.0%	102.1%	86.2%	83.3%	89.1%
Business General	79.1%	80.0%	81.2%	79.3%	76.2%	80.1%	74.2%	87.5%	77.1%
Business Management	95.0%	82.8%	80.0%	87.1%	84.9%	78.0%	97.6%	77.6%	91.1%
Business Marketing	0.0%	99.2%	95.7%	0.0%	90.7%	92.2%	0.0%	112.0%	108.1%
Business Office Technology	60.7%	85.0%	83.0%	46.0%	58.3%	87.4%	0.0%	11.3%	96.1%
Hospitality	0.0%	66.1%	60.0%	0.0%	93.0%	74.1%	0.0%	82.0%	97.1%
Human Resources	0.0%	79.1%	82.9%	0.0%	80.0%	84.6%	105.0%	82.0%	78.1%
Paralegal Studies	0.0%	80.0%	63.9%	43.3%	74.3%	72.9%	0.0%	78.0%	63.1%
Real Estate	112.7%	96.0%	114.0%	92.7%	90.0%	105.5%	71.1%	80.3%	112.1%
ALL Disciplines	88.0%	87.6%	86.7%	75.0%	86.3%	86.9%	85.6%	80.1%	90.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	97.1%	86.3%	75.6%	110.0%	68.9%	54.9%	90.0%	69.6%	64.1%
Business Bookkeeping	0.0%	63.3%	49.2%	0.0%	86.7%	76.0%	0.0%	73.3%	90.1%
Business General	0.0%	72.2%	70.0%	0.0%	65.6%	61.1%	0.0%	101.1%	70.1%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL Disciplines	97.1%	79.6%	70.7%	110.0%	69.5%	57.7%	90.0%	78.0%	70.1%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.0%	42.9%	0.0%	0.0%	47.5%	0.0%	0.0%	0.0%	0.0%
Business Bookkeeping	0.0%	0.0%	48.0%	0.0%	88.0%	20.0%	0.0%	0.0%	25.0%
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	0.0%	0.0%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	76.0%	0.0%	75.0%	92.5%	0.0%	60.0%	56.0%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	0.0%	42.9%	69.0%	0.0%	68.8%	75.9%	76.0%	60.0%	48.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	93.6%	93.8%	86.9%	78.6%	86.6%	82.0%	91.2%	84.3%	87.0%
Business Bookkeeping	95.3%	82.8%	82.9%	92.9%	93.6%	96.0%	86.2%	82.4%	86.0%
Business General	79.1%	78.2%	78.6%	79.3%	74.6%	77.1%	74.5%	91.0%	76.0%
Business Management	95.0%	82.8%	80.0%	87.1%	84.9%	78.0%	97.6%	77.6%	91.0%
Business Marketing	0.0%	99.2%	95.7%	0.0%	90.7%	92.2%	0.0%	112.0%	108.0%
Business Office Technology	60.7%	85.0%	83.0%	46.0%	58.3%	87.4%	0.0%	11.3%	96.0%
Hospitality	0.0%	66.1%	68.6%	0.0%	86.3%	80.2%	0.0%	66.6%	81.0%
Human Resources	0.0%	79.1%	82.9%	0.0%	80.0%	84.6%	105.0%	82.0%	78.0%
Paralegal Studies	0.0%	80.0%	63.9%	43.3%	74.3%	72.9%	0.0%	78.0%	63.0%
Real Estate	112.7%	96.0%	114.0%	92.7%	90.0%	105.5%	71.1%	80.3%	112.0%
ALL Disciplines	88.8%	86.4%	84.0%	76.4%	84.0%	83.8%	85.5%	78.7%	87.0%

Hospitality	0.0	0.0	57.0	0.0	22.5	20.7	0.0	47.0	1
Human Resources	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Paralegal Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Real Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
ALL Disciplines	0.0	15.0	34.5	0.0	21.5	16.5	19.0	47.0	9

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	33.7	35.0	32.6	28.8	32.4	31.8	39.2	33.1	3
Business Bookkeeping	27.0	24.5	22.9	26.3	27.6	27.7	25.0	24.7	2
Business General	22.8	20.6	21.0	23.0	19.0	19.9	21.6	22.4	1
Business Management	28.5	22.6	22.7	24.7	23.5	22.8	27.7	21.7	2
Business Marketing	0.0	31.0	28.7	0.0	27.9	27.7	0.0	33.6	3
Business Office Technology	91.0	73.7	22.4	69.0	17.5	23.6	0.0	13.0	2
Hospitality	0.0	21.8	32.0	0.0	27.6	23.1	0.0	37.2	2
Human Resources	0.0	28.3	28.2	0.0	29.5	28.7	42.0	30.3	2
Paralegal Studies	0.0	22.9	19.8	13.0	21.7	22.6	0.0	23.4	2
Real Estate	41.3	40.0	45.6	34.0	37.5	42.2	27.0	33.3	4
ALL Disciplines	34.0	29.8	27.6	28.5	27.1	27.2	30.5	28.8	2

5.3 Instructional Productivity

The data below shows a general incremental increase in productivity. The disciplines that consist of primarily less than semester-length courses would seem to be underreported, raising questions about when the figures are tabulated.

We have a blend of program productivity ratios and seek to achieve efficiencies throughout all programs. The department has implemented programs to improve productivity across all areas that do not achieve acceptable ratios.

Santa Rosa Junior College - Program Unit Review Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.3 Instructional Productivity The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

Santa Rosa Campus

Business Administration		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	31.39	115.72	135.26	35.29	109.63	126.18	38.62	116.61	117.7
	FTEF	1.99	6.51	8.06	2.45	6.11	7.26	2.04	6.54	6.6
	Ratio	15.79	17.78	16.79	14.43	17.93	17.37	18.97	17.83	17.8

Business Bookkeeping		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	7.08	25.83	28.80	6.75	23.65	33.75	9.64	25.90	29.6
	FTEF	0.46	1.80	1.75	0.46	1.42	2.04	0.85	1.90	2.0
	Ratio	15.31	14.36	16.42	14.59	16.69	16.57	11.29	13.65	14.5

Business General		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	7.41	40.76	33.50	9.46	33.34	31.90	7.47	19.64	17.5
	FTEF	0.61	3.28	2.50	0.80	2.68	2.55	0.63	1.47	1.4
	Ratio	12.24	12.41	13.39	11.80	12.42	12.49	11.89	13.37	11.9

Business Management		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	2.85	19.01	17.08	3.97	15.98	17.06	4.40	16.50	18.2
	FTEF	0.20	1.62	1.47	0.27	1.33	1.50	0.27	1.42	1.1
	Ratio	14.10	11.71	11.60	14.81	12.06	11.41	16.42	11.65	15.6

Business Marketing		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	22.10	17.68	0.00	17.54	14.56	0.00	14.56	13.6
	FTEF	0.00	1.39	1.19	0.00	1.19	1.01	0.00	0.81	0.8
	Ratio	0.00	15.85	14.80	0.00	14.68	14.48	0.00	18.09	16.9

Business Office Technology		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	3.22	23.00	7.44	3.04	3.69	7.61	0.40	6.91	6.4
	FTEF	0.30	0.47	0.51	0.30	0.27	0.50	0.00	0.07	0.4
	Ratio	10.56	48.97	14.65	9.97	13.84	15.23	0.00	103.66	14.6

Hospitality		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTEF	0.00	8.11	5.63	0.00	5.90	7.75	0.00	5.25	6.1
	FTEF	0.00	0.67	0.58	0.00	0.37	0.60	0.00	0.37	0.4
	Ratio	0.00	12.11	9.68	0.00	16.04	12.88	0.00	14.26	15.1

Human Resources		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	7.20	12.01	0.00	10.17	10.59	0.90	9.94	10.3
	FTEF	0.00	0.56	0.87	0.00	0.70	0.77	0.03	0.70	0.7
	Ratio	0.00	12.75	13.75	0.00	14.55	13.81	27.00	14.21	13.3

Paralegal Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	14.99	10.57	0.43	12.04	12.43	0.00	11.48	11.4
	FTEF	0.00	1.19	1.20	0.07	1.00	1.00	0.00	0.94	1.0
	Ratio	0.00	12.57	8.81	6.49	12.00	12.43	0.00	12.26	11.4

Real Estate		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	12.40	24.00	22.80	10.20	22.50	21.18	13.50	23.30	22.9
	FTEF	0.62	1.23	1.00	0.62	1.20	1.00	1.03	1.40	1.0
	Ratio	20.09	19.44	22.80	16.53	18.75	21.19	13.13	16.69	22.5

Petaluma Campus (Includes Rohnert Park and Sonoma)

Business Administration		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	6.74	25.41	25.37	4.40	20.86	16.06	3.60	17.07	17.1
	FTEF	0.41	1.50	1.70	0.21	1.60	1.50	0.21	1.23	1.3
	Ratio	16.38	16.92	14.91	21.39	13.04	10.69	17.50	13.82	12.5

Business Bookkeeping		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	1.58	3.47	0.00	2.20	1.58	0.00	1.86	5.6
	FTEF	0.00	0.14	0.38	0.00	0.14	0.14	0.00	0.14	0.3
	Ratio	0.00	11.62	9.11	0.00	16.14	11.26	0.00	13.23	14.4

Business General		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	11.47	9.03	0.00	4.65	4.97	0.00	9.10	3.0
	FTEF	0.00	1.00	0.80	0.00	0.47	0.47	0.00	0.60	0.2
	Ratio	0.00	11.42	11.22	0.00	9.93	10.62	0.00	15.17	11.4

Business Management		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Business Marketing		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Business Office Technology		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Hospitality		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Human Resources		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Paralegal Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Real Estate		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Other Locations (Includes the PSTC, Windsor, and other locations)

Business Administration		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	1.50	0.00	0.00	2.53	0.00	0.00	0.00	0.00
	FTEF	0.00	0.20	0.00	0.00	0.27	0.00	0.00	0.00	0.00
	Ratio	0.00	7.50	0.00	0.00	9.50	0.00	0.00	0.00	0.00

Business Bookkeeping		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	2.67	0.00	0.85	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.22	0.00	0.13	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	12.00	0.00	6.34	0.00	0.00	0.00	0.00

Business General		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	9.24	0.00	0.00

Business Management		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Business Marketing		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Business Office Technology		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Hospitality		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	2.24	1.34	0.00	1.89	0.00
	FTEF	0.00	0.00	0.00	0.00	0.20	0.10	0.00	0.20	0.00
	Ratio	0.00	0.00	0.00	0.00	11.18	13.50	0.00	9.43	0.00

Human Resources		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Paralegal Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Real Estate		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

ALL Locations (Combined totals from ALL locations in the District)

Business Administration		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	38.13	142.63	160.63	39.69	133.02	142.24	42.22	133.68	134.8
	FTEF	2.40	8.21	9.76	2.65	7.98	8.76	2.24	7.78	7.9
	Ratio	15.89	17.38	16.46	14.97	16.67	16.23	18.83	17.19	16.5

Business Bookkeeping		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	7.08	27.42	34.93	6.75	26.70	35.33	9.64	27.76	35.2
	FTEF	0.46	1.94	2.36	0.46	1.69	2.18	0.85	2.04	2.4
	Ratio	15.31	14.17	14.82	14.59	15.82	16.23	11.29	13.63	14.9

Business General		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	7.41	52.23	42.53	9.46	37.99	36.88	9.37	28.74	20.6
	FTEF	0.61	4.29	3.31	0.80	3.15	3.02	0.83	2.07	1.7
	Ratio	12.24	12.18	12.87	11.80	12.05	12.20	11.24	13.89	11.9

Business Management		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.85	19.01	17.08	3.97	15.98	17.06	4.40	16.50	18.2
	FTEF	0.20	1.62	1.47	0.27	1.33	1.50	0.27	1.42	1.1
	Ratio	14.10	11.71	11.60	14.81	12.06	11.41	16.42	11.65	15.6

Business Marketing		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	22.10	17.68	0.00	17.54	14.56	0.00	14.56	13.6
	FTEF	0.00	1.39	1.19	0.00	1.19	1.01	0.00	0.81	0.8
	Ratio	0.00	15.85	14.80	0.00	14.68	14.48	0.00	18.09	16.9

Business Office Technology		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	3.22	23.00	7.44	3.04	3.69	7.61	0.40	6.91	6.4
	FTEF	0.30	0.47	0.51	0.30	0.27	0.50	0.00	0.07	0.4
	Ratio	10.56	48.97	14.65	9.97	13.84	15.23	0.00	103.66	14.6

Hospitality		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	8.11	5.63	0.00	8.15	9.09	0.00	7.14	6.1
	FTEF	0.00	0.67	0.58	0.00	0.57	0.70	0.00	0.57	0.4
	Ratio	0.00	12.11	9.68	0.00	14.32	12.97	0.00	12.56	15.1

Human Resources		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	7.20	12.01	0.00	10.17	10.59	0.90	9.94	10.1
	FTEF	0.00	0.56	0.87	0.00	0.70	0.77	0.03	0.70	0.7
	Ratio	0.00	12.75	13.75	0.00	14.55	13.81	27.00	14.21	13.3

Paralegal Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	0.00	14.99	10.57	0.43	12.04	12.43	0.00	11.48	11.4
	FTEF	0.00	1.19	1.20	0.07	1.00	1.00	0.00	0.94	1.0
	Ratio	0.00	12.57	8.81	6.49	12.00	12.43	0.00	12.26	11.4

Real Estate		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	12.40	24.00	22.80	10.20	22.50	21.18	13.50	23.30	22.5
	FTEF	0.62	1.23	1.00	0.62	1.20	1.00	1.03	1.40	1.0
	Ratio	20.09	19.44	22.80	16.53	18.75	21.19	13.13	16.69	22.5

5.4 Curriculum Currency

There are currently 100+ active courses in the Business Department. All curriculum is current.

***Note: We are experiencing a crisis in maintaining curriculum currency due to alarming ratios of FT/PT faculty.

5.5 Successful Program Completion

Each certificate program and discipline has a faculty coordinator in the department. These faculty coordinators respond to requests by students for information about various certificate programs. The primary marketing tool is the schedule of classes both online and paper copy. The listing of certificate programs offered by the department is updated as changes are made. The responsibility for keeping the information up-to-date, accurate, and consistent on the official college website, on the departmental website, and on the hard copy marketing materials in an area that should be examined by both the department and the college.

All certificate programs can be completed in one semester or one or two years. Some courses are offered on rotational basis because they are advanced courses or lack enrollment for each semester.

Description	Prog Type	2009 2010	2010 2011	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016	2016 2017	2017 2018	2018 2019
Business: Real Estate	AA-O	4	4	1	4	2	5	4	4	2	2
Business: Human Resource Administration	AA-O	6	7	9	18	12	11	8	17	10	2
Paralegal Studies	AA-O	0	0	12	11	15	17	10	14	8	8
Administrative Office Professional	AS-O	0	0	2	3	4	1	5	7	11	8
Business Administration (AS-T)	AS-T	0	0	0	55	104	95	131	153	165	63
Business: Entrepreneurship	Cert	8	2	1	4	8	5	19	12	7	2
Accountant Assistant	Cert	11	21	13	12	9	8	7	11	6	0
Administrative Assistant	Cert	3	5	6	5	12	9	11	7	10	1
Business: Real Estate	Cert	6	1	2	1	4	2	3	1	2	2
Business: Payroll	Cert	4	3	5	3	11	7	10	9	10	5
Office Assistant	Cert	3	9	14	9	38	15	24	13	20	9
Business: Bookkeeper	Cert	2	6	9	5	6	9	11	2	5	5
Business: Bookkeeper Assistant	Cert	8	11	10	5	6	8	9	4	7	6
Business Marketing	Cert	8	9	6	12	7	9	8	5	9	12
Account Clerk	Cert	13	10	21	5	13	17	6	11	14	10
Business: Human Resource Administration	Cert	3	3	14	13	15	15	15	14	18	1

Hospitality: Front Office Management	Cert	0	0	0	0	0	1	6	8	10	4
Business: Real Estate Sales	Cert	3	1	1	1	27	23	39	20	41	16
Inactive Certificates / Majors											
Business Administration	AA-T	56	53	84	48	40	25	24	14	5	0
Business Management	Cert	3	3	5	1	1	7	1	5	6	4
Retail Management	Cert	0	1	0	0	1	1	0	1	0	0
Legal Secretary	Cert	2	2	0	0	0	0	0	0	0	0
Client Services Specialist	Cert	0	3	2	1	1	3	0	0	0	0
Human Resource Administration	Cert	26	16	8	5	1	0	1	0	0	0
Tax Assistant Clerk	Cert	8	11	1	2	3	1	2	0	0	0
Hospitality	Cert	3	5	4	4	3	1	0	0	0	0
Legal Office Support	Cert	5	3	7	9	6	2	1	4	3	1
International Office Assistant	Cert	3	2	1	0	0	0	0	0	0	0
Legal Secretary	Cert	2	0	3	3	3	2	2	1	0	1
Administrative Support 1	Cert	3	3	4	3	1	0	0	0	0	0
Administrative Support 2	Cert	2	3	2	4	1	0	0	0	0	0
Virtual Assistant: Administrative Assistant	Cert	1	2	1	1	0	1	0	0	0	0
Virtual Assistant: Bookkeeping	Cert	1	1	1	0	0	1	0	0	0	0
Virtual Assistant: Promotional/Marketing	Cert	1	0	1	0	0	1	0	0	0	0
Hospitality: Wine Tasting Service	Cert	0	0	0	0	6	7	1	1	4	0
Hospitality: Guest Services Agent	Cert	0	0	0	0	16	9	4	2	2	0

5.6 Student Success

Retention figures for all locations combined range from a low of 57.7% to a high of 100% with an average of just over 75%. The disciplines with the lowest retention are also those with the highest percentage of online courses.

Successful course completions are slightly lower than retention by about 3% each semester in Santa Rosa while Petaluma had slightly lower successful completions along with the lower retention rates.

Grade point averages at the Santa Rosa campus range from 1.9 to 3.2 while on average the Petaluma classes have averages about 0.4 higher than Santa Rosa for a range of 2.8 to 3.1. Since many of these classes articulate with the universities including accounting and law classes, it is normal that the GPA would be a C+/B- range.

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	80.7%	77.1%	73.4%	85.2%	80.0%	78.5%	83.8%	76.2%	76.1%
Business Bookkeeping	72.8%	64.8%	75.1%	81.0%	62.4%	75.1%	77.7%	73.0%	75.1%
Business General	62.9%	77.2%	79.1%	74.3%	78.3%	74.9%	76.1%	81.0%	74.1%
Business Management	54.5%	76.9%	73.2%	48.6%	76.4%	81.6%	72.2%	74.6%	75.1%
Business Marketing	0.0%	88.0%	88.1%	0.0%	72.3%	85.6%	0.0%	90.1%	87.1%
Business Office Technology	100.0%	75.0%	91.7%	100.0%	82.2%	66.1%	100.0%	96.9%	87.1%
Hospitality	0.0%	65.7%	56.4%	0.0%	66.7%	65.0%	0.0%	66.7%	76.1%
Human Resources	0.0%	83.1%	85.3%	0.0%	89.5%	90.7%	86.0%	82.5%	87.1%
Paralegal Studies	0.0%	79.0%	78.9%	76.9%	79.9%	73.6%	0.0%	87.8%	69.1%
Real Estate	73.3%	65.6%	68.7%	80.6%	65.0%	66.0%	80.7%	69.0%	72.1%
ALL Disciplines	73.6%	76.1%	76.4%	78.4%	76.7%	77.2%	80.7%	77.6%	77.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	73.1%	74.6%	78.5%	63.6%	72.7%	62.6%	52.9%	74.7%	64.1%
Business Bookkeeping	0.0%	63.2%	67.7%	0.0%	50.0%	47.4%	0.0%	57.9%	59.1%
Business General	0.0%	71.0%	73.3%	0.0%	62.1%	61.1%	0.0%	73.6%	78.1%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	73.1%	72.8%	76.2%	63.6%	68.4%	60.9%	52.9%	73.1%	66.1%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.0%	66.7%	0.0%	0.0%	41.2%	0.0%	0.0%	0.0%	0.0%
Business Bookkeeping	0.0%	0.0%	66.7%	0.0%	45.5%	100.0%	0.0%	0.0%	100.0%
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	84.2%	0.0%	0.0%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	100.0%	0.0%	80.4%	88.7%	0.0%	95.0%	100.0%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	0.0%	66.7%	94.2%	0.0%	63.5%	89.4%	84.2%	95.0%	100.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	79.2%	76.5%	74.2%	82.5%	78.3%	76.6%	81.1%	76.0%	75.1%
Business Bookkeeping	72.8%	64.7%	73.8%	81.0%	59.9%	73.9%	77.7%	71.9%	73.1%
Business General	62.9%	75.9%	77.9%	74.3%	76.3%	73.2%	77.6%	79.3%	75.1%
Business Management	54.5%	76.9%	73.2%	48.6%	76.4%	81.6%	72.2%	74.6%	75.1%
Business Marketing	0.0%	88.0%	88.1%	0.0%	72.3%	85.6%	0.0%	90.1%	87.1%
Business Office Technology	100.0%	75.0%	91.7%	100.0%	82.2%	66.1%	100.0%	96.9%	87.1%
Hospitality	0.0%	65.7%	82.3%	0.0%	71.2%	74.1%	0.0%	85.2%	82.1%
Human Resources	0.0%	83.1%	85.3%	0.0%	89.5%	90.7%	86.0%	82.5%	87.1%
Paralegal Studies	0.0%	79.0%	78.9%	76.9%	79.9%	73.6%	0.0%	87.8%	69.1%
Real Estate	73.3%	65.6%	68.7%	80.6%	65.0%	66.0%	80.7%	69.0%	72.1%
ALL Disciplines	73.5%	75.7%	77.0%	77.5%	75.6%	76.4%	79.7%	78.0%	76.1%

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	77.8%	72.4%	70.7%	80.5%	75.8%	74.0%	81.8%	72.1%	74.1%
Business Bookkeeping	69.1%	60.3%	71.6%	79.7%	59.7%	72.2%	76.0%	68.9%	73.1%
Business General	58.4%	74.1%	77.9%	71.7%	76.6%	73.1%	73.9%	78.0%	70.0%
Business Management	54.5%	75.9%	72.1%	47.3%	74.0%	79.3%	70.9%	73.8%	73.1%
Business Marketing	0.0%	83.1%	85.6%	0.0%	70.3%	80.2%	0.0%	88.3%	87.1%
Business Office Technology	100.0%	75.0%	90.2%	100.0%	82.2%	63.9%	100.0%	96.9%	86.1%
Hospitality	0.0%	64.8%	55.1%	0.0%	64.5%	63.0%	0.0%	66.7%	76.1%
Human Resources	0.0%	77.9%	84.2%	0.0%	87.3%	89.9%	83.7%	82.1%	86.1%
Paralegal Studies	0.0%	76.0%	72.5%	61.5%	77.8%	71.3%	0.0%	82.6%	66.1%
Real Estate	73.3%	64.8%	67.8%	78.6%	63.7%	65.6%	78.5%	64.6%	70.0%
ALL Disciplines	71.2%	72.6%	74.2%	75.0%	73.9%	74.2%	78.8%	74.4%	75.1%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	70.1%	72.4%	77.3%	61.4%	64.7%	61.9%	47.1%	74.0%	61.1%
Business Bookkeeping	0.0%	63.2%	64.5%	0.0%	45.8%	47.4%	0.0%	57.9%	57.1%
Business General	0.0%	70.2%	71.4%	0.0%	62.1%	57.4%	0.0%	69.2%	78.1%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	70.1%	71.2%	74.5%	61.4%	62.5%	59.5%	47.1%	71.2%	63.1%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.0%	66.7%	0.0%	0.0%	41.2%	0.0%	0.0%	0.0%	0.0%
Business Bookkeeping	0.0%	0.0%	58.3%	0.0%	45.5%	100.0%	0.0%	0.0%	100.0%
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	84.2%	0.0%	0.0%
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Marketing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Business Office Technology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hospitality	0.0%	0.0%	100.0%	0.0%	80.4%	85.5%	0.0%	94.3%	100.0%
Human Resources	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Paralegal Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL Disciplines	0.0%	66.7%	92.8%	0.0%	63.5%	86.4%	84.2%	94.3%	100.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	76.3%	72.4%	71.8%	78.1%	73.6%	72.6%	78.8%	72.3%	72.1%
Business Bookkeeping	69.1%	60.5%	70.1%	79.7%	57.4%	71.1%	76.0%	68.1%	71.1%
Business General	58.4%	73.3%	76.6%	71.7%	74.7%	71.2%	75.7%	76.0%	71.0%
Business Management	54.5%	75.9%	72.1%	47.3%	74.0%	79.3%	70.9%	73.8%	73.1%
Business Marketing	0.0%	83.1%	85.6%	0.0%	70.3%	80.2%	0.0%	88.3%	87.1%
Business Office Technology	100.0%	75.0%	90.2%	100.0%	82.2%	63.9%	100.0%	96.9%	86.1%
Hospitality	0.0%	64.8%	81.8%	0.0%	69.8%	71.6%	0.0%	84.7%	82.1%
Human Resources	0.0%	77.9%	84.2%	0.0%	87.3%	89.9%	83.7%	82.1%	86.1%
Paralegal Studies	0.0%	76.0%	72.5%	61.5%	77.8%	71.3%	0.0%	82.6%	66.1%
Real Estate	73.3%	64.8%	67.8%	78.6%	63.7%	65.6%	78.5%	64.6%	70.0%
ALL Disciplines	71.1%	72.4%	74.9%	74.2%	72.7%	73.5%	77.7%	75.1%	74.1%

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.6c Grade Point Average The average GPA in each Discipline (UnitsTotal / GradePoints).

Santa Rosa Campus

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	2.76	2.64	2.51	2.81	2.87	2.82	2.86	2.60	2.75
Business Bookkeeping	2.57	2.34	2.69	2.82	2.47	2.89	2.92	2.77	2.75
Business General	2.10	2.70	2.87	2.45	3.00	2.77	2.55	3.09	2.75
Business Management	2.54	3.05	2.86	2.03	2.82	3.03	3.03	3.33	3.00
Business Marketing	0.00	3.11	3.22	0.00	2.85	3.16	0.00	3.18	3.00
Business Office Technology	4.00	3.58	3.36	4.00	3.03	3.26	4.00	3.91	3.00
Hospitality	0.00	2.73	2.30	0.00	2.35	2.63	0.00	2.42	3.00
Human Resources	0.00	2.94	2.97	0.00	3.03	3.00	3.24	3.19	3.00
Paralegal Studies	0.00	2.71	2.86	2.60	3.02	2.93	0.00	2.92	2.00
Real Estate	2.45	2.30	2.44	2.57	2.19	2.44	2.74	2.24	2.00
ALL Disciplines	2.61	2.70	2.68	2.70	2.80	2.84	2.84	2.75	2.75

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	2.53	2.93	2.92	2.43	2.38	2.47	1.96	3.03	2.00
Business Bookkeeping	0.00	2.71	2.51	0.00	2.18	1.00	0.00	2.45	2.00
Business General	0.00	2.77	2.95	0.00	3.67	2.35	0.00	2.73	3.00
Business Management	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business Office Technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Human Resources	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Paralegal Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Real Estate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	2.53	2.88	2.90	2.43	2.53	2.38	1.96	2.90	2.00

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	0.00	1.80	0.00	0.00	2.18	0.00	0.00	0.00	0.00
Business Bookkeeping	0.00	0.00	2.32	0.00	1.00	2.25	0.00	0.00	2.00
Business General	0.00	0.00	0.00	0.00	0.00	0.00	3.50	0.00	0.00
Business Management	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business Office Technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hospitality	0.00	0.00	3.50	0.00	2.55	3.43	0.00	3.29	3.00
Human Resources	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Paralegal Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Real Estate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ALL Disciplines	0.00	1.80	3.11	0.00	2.08	3.31	3.50	3.29	3.00

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Business Administration	2.72	2.68	2.58	2.77	2.78	2.78	2.79	2.65	2.75
Business Bookkeeping	2.57	2.35	2.64	2.82	2.34	2.82	2.92	2.76	2.75
Business General	2.10	2.72	2.89	2.45	3.06	2.71	2.77	2.98	2.75
Business Management	2.54	3.05	2.86	2.03	2.82	3.03	3.03	3.33	3.00
Business Marketing	0.00	3.11	3.22	0.00	2.85	3.16	0.00	3.18	3.00
Business Office Technology	4.00	3.58	3.36	4.00	3.03	3.26	4.00	3.91	3.00
Hospitality	0.00	2.73	2.83	0.00	2.41	2.90	0.00	2.88	3.00
Human Resources	0.00	2.94	2.97	0.00	3.03	3.00	3.24	3.19	3.00
Paralegal Studies	0.00	2.71	2.86	2.60	3.02	2.93	0.00	2.92	2.00
Real Estate	2.45	2.30	2.44	2.57	2.19	2.44	2.74	2.24	2.00
ALL Disciplines	2.60	2.72	2.71	2.69	2.76	2.82	2.82	2.78	2.75

5.7 Student Access

Business:

This discipline has almost 9% less white students and slightly higher Hispanic students than the District. The percentage of Hispanic students in the discipline has increased from 14.1% in 2011-2012 to 26.8% in 2012-2013; in that same year, 5.9% of students are Asian, 2.9% are black, and 3.8% are other non-white. Even though the percentage of Asian students decreased in the most recent years due to an increase of 303 Hispanic students which caused an increase from 17.1% to 26.8%.

Business Office Support:

As expected, the predominant ethnic groups served are white and Hispanic. White was the majority category in all except the BOT discipline where Hispanic was the greater percentage. The overall average of the 10 disciplines was 81.5 percent.

Hospitality:

This program has 2.4% more white students at 58.3% than the average for Business Administration at 55.9% in 2013-2014. There are 18.7% students who are Hispanic. However, the number of Native Americans, Pacific Islanders, Filipinos, and Other non-whites is greater than the Business Administration department. In 2013-2014 there were 18.7% Hispanics, 2.2% Native Americans, 1.4% Pacific Islanders, 1.4% Filipinos, and 5.0% Other Non-White.

Human Resources:

This discipline has a 29.3% Hispanic population exceeding the percentage for the District and the region and has higher percentages of Asian and black students as well; white students decreased to 48.0% which is far below the percentage for the District and region. The number of Hispanic students doubled from 2011-2012 when enrollment was 60 to 112 from page 2012-2013.

Real Estate:

Program has a growing Hispanic population. This could be a direct result of how disproportionately this growth was negatively affected by the housing crises.

Business Office Support:

Of the 11 disciplines, only one area—Marketing—was male dominant. One discipline—Business Administration—was evenly divided. The other eight disciplines were female dominant with most by a large margin.

	White	310	59.0%	249	49.0%	233	49.9%
	Asian	26	5.0%	26	5.1%	21	4.5%
	Black	19	3.6%	16	3.1%	7	1.5%
	Hispanic	128	24.4%	144	28.3%	157	33.6%
	Native American	4	0.8%	2	0.4%	1	0.2%
	Pacific Islander	1	0.2%	7	1.4%	3	0.6%
	Filipino	6	1.1%	5	1.0%	2	0.4%
	Other Non-White	31	5.9%	23	4.5%	24	5.1%
	Decline to state	0	0.0%	36	7.1%	19	4.1%
	ALL Ethnicities	525	100.0%	508	100.0%	467	100.0%

Business Marketing	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	236	55.8%	160	51.0%	123	40.7%
	Asian	28	6.6%	15	4.8%	15	5.0%
	Black	8	1.9%	10	3.2%	12	4.0%
	Hispanic	96	22.7%	101	32.2%	107	35.4%
	Native American	3	0.7%	0	0.0%	0	0.0%
	Pacific Islander	2	0.5%	2	0.6%	4	1.3%
	Filipino	2	0.5%	4	1.3%	7	2.3%
	Other Non-White	39	9.2%	11	3.5%	18	6.0%
	Decline to state	9	2.1%	11	3.5%	16	5.3%
	ALL Ethnicities	423	100.0%	314	100.0%	302	100.0%

Business Office Technology	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	893	40.6%	415	39.8%	447	38.2%
	Asian	121	5.5%	61	5.8%	73	6.2%
	Black	96	4.4%	32	3.1%	46	3.9%
	Hispanic	917	41.7%	432	41.4%	483	41.3%
	Native American	19	0.9%	7	0.7%	4	0.3%
	Pacific Islander	6	0.3%	0	0.0%	3	0.3%
	Filipino	19	0.9%	13	1.2%	13	1.1%
	Other Non-White	108	4.9%	46	4.4%	41	3.5%
	Decline to state	19	0.9%	37	3.5%	60	5.1%
	ALL Ethnicities	2198	100.0%	1043	100.0%	1170	100.0%

Hospitality	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	122	45.7%	133	50.2%	159	48.9%
	Asian	8	3.0%	14	5.3%	13	4.0%
	Black	5	1.9%	5	1.9%	6	1.8%
	Hispanic	91	34.1%	85	32.1%	111	34.2%
	Native American	2	0.7%	3	1.1%	3	0.9%
	Pacific Islander	7	2.6%	0	0.0%	3	0.9%
	Filipino	4	1.5%	2	0.8%	5	1.5%
	Other Non-White	23	8.6%	16	6.0%	17	5.2%
	Decline to state	5	1.9%	7	2.6%	8	2.5%
	ALL Ethnicities	267	100.0%	265	100.0%	325	100.0%

Human Resources	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	241	58.6%	221	47.2%	235	50.4%
	Asian	5	1.2%	5	1.1%	19	4.1%
	Black	17	4.1%	8	1.7%	2	0.4%
	Hispanic	127	30.9%	154	32.9%	177	38.0%
	Native American	1	0.2%	0	0.0%	0	0.0%
	Pacific Islander	0	0.0%	6	1.3%	0	0.0%
	Filipino	13	3.2%	2	0.4%	1	0.2%
	Other Non-White	7	1.7%	52	11.1%	17	3.6%
	Decline to state	0	0.0%	20	4.3%	15	3.2%
	ALL Ethnicities	411	100.0%	468	100.0%	466	100.0%

Paralegal Studies	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent
	White	139	57.7%	137	56.6%	107	52.2%
	Asian	13	5.4%	3	1.2%	3	1.5%
	Black	14	5.8%	9	3.7%	5	2.4%
	Hispanic	53	22.0%	65	26.9%	75	36.6%
	Native American	0	0.0%	0	0.0%	0	0.0%
	Pacific Islander	0	0.0%	0	0.0%	0	0.0%
	Filipino	0	0.0%	0	0.0%	1	0.5%

	Other Non-White	22	9.1%	20	8.3%	6	2.9%
	Decline to state	0	0.0%	8	3.3%	8	3.9%
	ALL Ethnicities	241	100.0%	242	100.0%	205	100.0%

Real Estate	Ethnicity	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	White	324	62.3%	254	55.2%	286	54.9%	254
	Asian	22	4.2%	19	4.1%	19	3.6%	19
	Black	12	2.3%	20	4.3%	11	2.1%	11
	Hispanic	108	20.8%	114	24.8%	135	25.9%	135
	Native American	1	0.2%	3	0.7%	4	0.8%	4
	Pacific Islander	3	0.6%	1	0.2%	1	0.2%	1
	Filipino	4	0.8%	2	0.4%	1	0.2%	1
	Other Non-White	29	5.6%	23	5.0%	28	5.4%	28
	Decline to state	17	3.3%	24	5.2%	36	6.9%	36
	ALL Ethnicities	520	100.0%	460	100.0%	521	100.0%	521

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.7b Students Served - by Gender The number of students in each Discipline at first census broken down by gender (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Business Administration	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	1369	51.4%	1287	52.5%	1344	54.6%	1344	54.6%
	Female	1263	47.4%	1134	46.2%	1073	43.6%	1073	43.6%
	Unknown	32	1.2%	32	1.3%	43	1.7%	43	1.7%
	ALL Genders	2664	100.0%	2453	100.0%	2460	100.0%	2460	100.0%

Business Bookkeeping	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	106	18.2%	129	21.5%	117	18.8%	117	18.8%
	Female	472	80.8%	448	74.7%	492	79.1%	492	79.1%
	Unknown	6	1.0%	23	3.8%	13	2.1%	13	2.1%
	ALL Genders	584	100.0%	600	100.0%	622	100.0%	622	100.0%

Business General	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	235	21.1%	224	25.3%	179	24.2%	179	24.2%
	Female	870	78.0%	651	73.5%	550	74.3%	550	74.3%
	Unknown	10	0.9%	11	1.2%	11	1.5%	11	1.5%
	ALL Genders	1115	100.0%	886	100.0%	740	100.0%	740	100.0%

Business Management	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	220	41.9%	206	40.6%	166	35.5%	166	35.5%
	Female	303	57.7%	296	58.3%	295	63.2%	295	63.2%
	Unknown	2	0.4%	6	1.2%	6	1.3%	6	1.3%
	ALL Genders	525	100.0%	508	100.0%	467	100.0%	467	100.0%

Business Marketing	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	244	57.7%	171	54.5%	166	55.0%	166	55.0%
	Female	173	40.9%	132	42.0%	130	43.0%	130	43.0%
	Unknown	6	1.4%	11	3.5%	6	2.0%	6	2.0%
	ALL Genders	423	100.0%	314	100.0%	302	100.0%	302	100.0%

Business Office Technology	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	781	35.5%	371	35.6%	458	39.1%	458	39.1%
	Female	1387	63.1%	645	61.8%	690	59.0%	690	59.0%
	Unknown	30	1.4%	27	2.6%	22	1.9%	22	1.9%
	ALL Genders	2198	100.0%	1043	100.0%	1170	100.0%	1170	100.0%

Hospitality	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	109	40.8%	101	38.1%	137	42.2%	137	42.2%
	Female	146	54.7%	162	61.1%	184	56.6%	184	56.6%
	Unknown	12	4.5%	2	0.8%	4	1.2%	4	1.2%
	ALL Genders	267	100.0%	265	100.0%	325	100.0%	325	100.0%

Human Resources	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	51	12.4%	56	12.0%	62	13.3%	62	13.3%
	Female	350	85.2%	399	85.3%	388	83.3%	388	83.3%
	Unknown	10	2.4%	13	2.8%	16	3.4%	16	3.4%
	ALL Genders	411	100.0%	468	100.0%	466	100.0%	466	100.0%

Paralegal Studies	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	47	19.5%	45	18.6%	38	18.5%	38	18.5%

	Female	192	79.7%	192	79.3%	161	78.5%	
	Unknown	2	0.8%	5	2.1%	6	2.9%	
	ALL Genders	241	100.0%	242	100.0%	205	100.0%	

Real Estate	Gender	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	Male	205	39.4%	198	43.0%	229	44.0%	205
	Female	304	58.5%	253	55.0%	281	53.9%	270
	Unknown	11	2.1%	9	2.0%	11	2.1%	15
	ALL Genders	520	100.0%	460	100.0%	521	100.0%	490

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (plus current FY Summer and Fall)

5.7c Students Served - by Age The number of students in each Discipline at first census broken down by age (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Business Administration	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	263	9.9%	258	10.5%	237	9.6%		
	19 and 20	743	27.9%	770	31.4%	817	33.2%		
	21 thru 25	829	31.1%	755	30.8%	745	30.3%		
	26 thru 30	334	12.5%	252	10.3%	244	9.9%		
	31 thru 35	163	6.1%	144	5.9%	152	6.2%		
	36 thru 40	91	3.4%	101	4.1%	99	4.0%		
	41 thru 45	80	3.0%	50	2.0%	67	2.7%		
	46 thru 50	79	3.0%	63	2.6%	53	2.2%		
	51 thru 60	71	2.7%	49	2.0%	39	1.6%		
	61 plus	11	0.4%	11	0.4%	7	0.3%		
	ALL Ages	2664	100.0%	2453	100.0%	2460	100.0%		

Business Bookkeeping	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	12	2.1%	23	3.8%	20	3.2%		
	19 and 20	30	5.1%	32	5.3%	23	3.7%		
	21 thru 25	103	17.6%	105	17.5%	103	16.6%		
	26 thru 30	97	16.6%	83	13.8%	143	23.0%		
	31 thru 35	70	12.0%	82	13.7%	77	12.4%		
	36 thru 40	50	8.6%	53	8.8%	61	9.8%		
	41 thru 45	55	9.4%	63	10.5%	50	8.0%		
	46 thru 50	54	9.2%	59	9.8%	54	8.7%		
	51 thru 60	90	15.4%	76	12.7%	70	11.3%		
	61 plus	23	3.9%	24	4.0%	21	3.4%		
	ALL Ages	584	100.0%	600	100.0%	622	100.0%		

Business General	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	68	6.1%	43	4.9%	36	4.9%		
	19 and 20	127	11.4%	89	10.0%	50	6.8%		
	21 thru 25	319	28.6%	221	24.9%	150	20.3%		
	26 thru 30	160	14.3%	167	18.8%	162	21.9%		
	31 thru 35	104	9.3%	100	11.3%	87	11.8%		
	36 thru 40	83	7.4%	56	6.3%	74	10.0%		
	41 thru 45	71	6.4%	51	5.8%	66	8.9%		
	46 thru 50	72	6.5%	70	7.9%	50	6.8%		
	51 thru 60	96	8.6%	78	8.8%	61	8.2%		
	61 plus	15	1.3%	11	1.2%	4	0.5%		
	ALL Ages	1115	100.0%	886	100.0%	740	100.0%		

Business Management	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	18	3.4%	18	3.5%	12	2.6%		
	19 and 20	54	10.3%	60	11.8%	53	11.3%		
	21 thru 25	159	30.3%	142	28.0%	112	24.0%		
	26 thru 30	95	18.1%	91	17.9%	68	14.6%		
	31 thru 35	46	8.8%	59	11.6%	53	11.3%		
	36 thru 40	30	5.7%	32	6.3%	39	8.4%		
	41 thru 45	43	8.2%	44	8.7%	58	12.4%		
	46 thru 50	33	6.3%	33	6.5%	27	5.8%		
	51 thru 60	36	6.9%	22	4.3%	35	7.5%		
	61 plus	11	2.1%	7	1.4%	10	2.1%		
	ALL Ages	525	100.0%	508	100.0%	467	100.0%		

Business Marketing	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	44	10.4%	38	12.1%	49	16.2%		
	19 and 20	126	29.8%	88	28.0%	90	29.8%		

	21 thru 25	162	38.3%	101	32.2%	92	30.5%	
	26 thru 30	41	9.7%	35	11.1%	24	7.9%	
	31 thru 35	14	3.3%	12	3.8%	12	4.0%	
	36 thru 40	3	0.7%	10	3.2%	5	1.7%	
	41 thru 45	13	3.1%	8	2.5%	9	3.0%	
	46 thru 50	7	1.7%	4	1.3%	10	3.3%	
	51 thru 60	11	2.6%	16	5.1%	7	2.3%	
	61 plus	2	0.5%	2	0.6%	4	1.3%	
	ALL Ages	423	100.0%	314	100.0%	302	100.0%	

Business Office Technology	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	0 thru 18	150	6.8%	62	5.9%	83	7.1%	
	19 and 20	303	13.8%	167	16.0%	174	14.9%	
	21 thru 25	523	23.8%	243	23.3%	263	22.5%	
	26 thru 30	320	14.6%	161	15.4%	189	16.2%	
	31 thru 35	200	9.1%	85	8.1%	109	9.3%	
	36 thru 40	133	6.1%	64	6.1%	93	7.9%	
	41 thru 45	150	6.8%	66	6.3%	73	6.2%	
	46 thru 50	121	5.5%	67	6.4%	67	5.7%	
	51 thru 60	213	9.7%	82	7.9%	73	6.2%	
	61 plus	85	3.9%	46	4.4%	46	3.9%	
	ALL Ages	2198	100.0%	1043	100.0%	1170	100.0%	

Hospitality	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	0 thru 18	126	47.2%	68	25.7%	156	48.0%	
	19 and 20	37	13.9%	57	21.5%	45	13.8%	
	21 thru 25	48	18.0%	65	24.5%	51	15.7%	
	26 thru 30	13	4.9%	19	7.2%	21	6.5%	
	31 thru 35	6	2.2%	4	1.5%	6	1.8%	
	36 thru 40	11	4.1%	7	2.6%	13	4.0%	
	41 thru 45	12	4.5%	8	3.0%	12	3.7%	
	46 thru 50	3	1.1%	8	3.0%	10	3.1%	
	51 thru 60	8	3.0%	15	5.7%	8	2.5%	
	61 plus	3	1.1%	14	5.3%	3	0.9%	
	ALL Ages	267	100.0%	265	100.0%	325	100.0%	

Human Resources	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	0 thru 18	0	0.0%	3	0.6%	0	0.0%	
	19 and 20	8	1.9%	33	7.1%	7	1.5%	
	21 thru 25	46	11.2%	56	12.0%	142	30.5%	
	26 thru 30	105	25.5%	105	22.4%	71	15.2%	
	31 thru 35	81	19.7%	41	8.8%	60	12.9%	
	36 thru 40	41	10.0%	75	16.0%	55	11.8%	
	41 thru 45	49	11.9%	65	13.9%	33	7.1%	
	46 thru 50	49	11.9%	39	8.3%	46	9.9%	
	51 thru 60	31	7.5%	44	9.4%	49	10.5%	
	61 plus	1	0.2%	7	1.5%	3	0.6%	
	ALL Ages	411	100.0%	468	100.0%	466	100.0%	

Paralegal Studies	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	0 thru 18	3	1.2%	11	4.5%	7	3.4%	
	19 and 20	25	10.4%	21	8.7%	24	11.7%	
	21 thru 25	46	19.1%	43	17.8%	55	26.8%	
	26 thru 30	43	17.8%	32	13.2%	29	14.1%	
	31 thru 35	40	16.6%	38	15.7%	17	8.3%	
	36 thru 40	31	12.9%	11	4.5%	20	9.8%	
	41 thru 45	9	3.7%	29	12.0%	20	9.8%	
	46 thru 50	14	5.8%	17	7.0%	9	4.4%	
	51 thru 60	25	10.4%	33	13.6%	19	9.3%	
	61 plus	5	2.1%	7	2.9%	5	2.4%	
	ALL Ages	241	100.0%	242	100.0%	205	100.0%	

Real Estate	Age Range	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19
	0 thru 18	17	3.3%	14	3.0%	26	5.0%	
	19 and 20	47	9.0%	50	10.9%	39	7.5%	
	21 thru 25	126	24.2%	83	18.0%	129	24.8%	
	26 thru 30	80	15.4%	108	23.5%	103	19.8%	

	31 thru 35	71	13.7%	48	10.4%	56	10.7%
	36 thru 40	47	9.0%	37	8.0%	39	7.5%
	41 thru 45	26	5.0%	43	9.3%	40	7.7%
	46 thru 50	36	6.9%	30	6.5%	20	3.8%
	51 thru 60	54	10.4%	32	7.0%	60	11.5%
	61 plus	16	3.1%	15	3.3%	9	1.7%
	ALL Ages	520	100.0%	460	100.0%	521	100.0%

5.8 Curriculum Offered Within Reasonable Time Frame

All lower division courses required for university transfer or an AA in Business Administration are offered each semester at both the Santa Rosa and Petaluma campuses.

In Santa Rosa, these courses are offered in multiple day sections, evening sections, online, and a rotation of Friday, Saturday, and hybrid sections.

A student seeking a certificate can complete all program requirements and electives in either one or two years depending on the certificate. For the larger unit programs, such as Real Estate and Accounting, some advanced courses are in a predictable rotation pattern.

All foundation certificate courses are offered each semester during the day and/or evening in Santa Rosa. Fewer are offered in Petaluma. Advanced courses are currently being offered in rotation due to budget considerations.

5.9a Curriculum Responsiveness

The Business Department has fully complied with the State requirement that every general education course that transfers to a CSU or UC campus must include objectives (content) related to gender, global perspectives, and American cultural diversity.

The Business Department has advisory committees for nine (9) discipline areas since the focus of those areas are different. Each of these advisory committees meets at least once a semester, and major curriculum changes are submitted to the committee for review and approval. More FT faculty are needed to increase the diversity and breadth of the advisory committee membership. More outreach is needed.

Accounting/Bookkeeping Advisory Committee focuses on the areas of accounting, enrolled agent, bookkeeping, and payroll. The committee is composed of industry representatives and major employment partners from certificate areas as well as representation from local high schools.

Banking Advisory Committee focuses on the areas of banking and lending. The committee is composed of industry representatives and major employment partners from certificate areas.

Business Advisory Committee focuses on the areas of accounting, human resources, management, marketing, and real estate. The committee is composed of industry representatives and major employment partners from certificate areas as well as the Business and Economics department chair from Sonoma State University.

Business Office Support Advisory Committee focuses on the office professional staff which includes administrative assistants, bookkeepers, and legal secretaries. Members of this committee include representatives from temporary employment agencies, members of the legal secretary profession, bookkeepers, virtual assistants, and former students. Committee members volunteer to conduct mock interviews for students in the certificate programs, assist on the BOT scholarship committee, and be speakers in classes.

Paralegal Studies Advisory Committee focuses on the paralegal professional. The department plans to apply for American Bar Association approval after the major has been in existence a few years and there are graduates of the program. ABA approval requires a separate advisory committee for the program. This committee is comprised of paralegals, attorneys, and judges, with at least 15 of the members attending each meeting. This academic year the committee created a strategic plan to assist the department in accomplishing its goals and is setting up subcommittees to implement those goals.

Hospitality Advisory Committee focuses on the hospitality industry that generates 16,910 jobs and translates into \$1.47 billion dollars being spent in Sonoma County annually. The committee is composed of representatives and major employment partners of our hotel industry, wineries, tourism organizations, government agencies, and other venues of hospitality

5.9b Alignment with High Schools (Tech-Prep ONLY)

Most high schools have either eliminated their business classes or have reduced their offerings significantly over the last two decades. So at this time the best high school preparation would be for the students to become proficient in English and math. The one exception is in the bookkeeping area since many high schools are teaching a bookkeeping/accounting class. Work continues with two high schools in the county regarding articulation of their bookkeeping courses and credit by exam tests are administered at the local high schools.

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

The department offers all lower division requirements for transfer in Business Administration at all CSU and UC campuses offering the BS in the major.

BAD courses typically required for transfer:

- BAD 1 - Financial Accounting
- BAD 2 - Managerial Accounting
- BAD 10 - American Business in its Global Context (UC)
- BAD 18 - Legal Environment of Business
- HOSP 80 - Intro to Hospitality

BAD 53 - Solving Business Problems with Spreadsheets (recommended at some CSU campuses)

Below are articulation agreements from several of the most common transfer destinations of SRJC Business Administration students:

To: UC Riverside | From: Santa Rosa Junior College
16-17 General Catalog Quarter | 16-17 General Catalog Semester
===== LOWER DIVISION MAJOR REQUIREMENTS:

BUS 10 Introduction to Business (4) | BAD 10 American Business in Its (3)
| Global Context

BUS 20 Financial Accounting and (4) | BAD 1 Financial Accounting (4)
Reporting |

To: UC Merced | From: Santa Rosa Junior College
16-17 General Catalog Semester | 16-17 General Catalog Semester
=====

====Management and Business Economics, B.S.====

ECON 5 Introduction to Business (4) | BAD 10 American Business in Its (3)
and Finance | Global Context

ECON 6A Financial Accounting (4) | BAD 1 Financial Accounting (4)
AND | AND

ECON 6B Financial Accounting (4)| No Course Articulated
OR | OR
ECON 7 Managerial Accounting (4)| BAD 2 Managerial Accounting (4)

To: UC Irvine | From: Santa Rosa Junior College
16-17 General Catalog Quarter | 16-17 General Catalog Semester

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====Innovation and Entrepreneurship (Minor in)=====

MGMT 1 Introduction to Business (4)| BAD 10 American Business in Its (3)
and Management | Global Context

: UC Berkeley | From: Santa Rosa Junior College
16-17 General Catalog Semester | 16-17 General Catalog Semester

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Articulation Agreement by Department
Effective during the 16-17 Academic Year

====Business Administration=====

UGBA 10 Principles of Business (3)| BAD 10 American Business in Its (3)
Global Context

END OF DEPARTMENT

To: Cal Poly San Luis Obispo | From: Santa Rosa Junior College
Effective during the 16-17 academic year

BUS 207 Legal Responsibilities of (4)| BAD 18 The Legal Environment of (3)
Business | Business

To: Sonoma State | From: Santa Rosa Junior College
Effective during the 16-17 academic year

BUS 225 Legal Environment of (4)| BAD 18 The Legal Environment of (3)
Business | Business

To: CSU East Bay From: Santa Rosa Junior College
Effective during the 16-17 academic year

HOS 1100 Introduction to (4) | HOSP 80 Introduction to (3)
 Hospitality and Tourism | Hospitality

To: San Francisco State From: Santa Rosa Junior College
Effective during the 16-17 academic year

HTM 110 Introduction to (3) | HOSP 80 Introduction to (3)
 Hospitality Management | Hospitality

To: San Jose State From: Santa Rosa Junior College
Effective during the 16-17 academic year

HSPM ELEC Hospitality Major Elective/s: | BMG 61 Skills for Managers (1.5)
 | DIET 50 Sanitation & Safety (2)
 | HOSP 50 Introduction to (1)
 | Tourism in Sonoma
 | County
 | HOSP 53 Customer Service (1.5)
 | HOSP 54 Customer Relations (1.5)
 | for the Hospitality
 | Industry
 | HOSP 63 Introduction to the (3)
 | Hotel Industry

5.11a Labor Market Demand (Occupational Programs ONLY)

The Business Administration Department is comprised of 11 course discipline designations, 6 majors, and 15 certificate programs. Below are the statistic from the EDD regarding annual job growth in industries that our majors and certificates feed into.

Projections of Employment by Occupation, 2014 - 2024

Geography: Sonoma County Annual Job Openings by Occupation

SOC Code	Occupation Title (Linked to "Occupation Profile")	2014 Employment	Annual Job Openings (1)	Hourly Mean Wage	Hourly by percent 25th
132011	Accountants and Auditors	1,560	75	\$38.22	
113011	Administrative Services Managers	500	18	\$51.73	
413011	Advertising Sales Agents	110	3	\$30.48	
132021	Appraisers and Assessors of Real Estate	60	1	\$52.20	
433011	Bill and Account Collectors	300	8	\$22.98	
433031	Bookkeeping, Accounting, and Auditing Clerks	2,570	25	\$24.44	
434011	Brokerage Clerks	50	2	\$30.09	
131199	Business Operations Specialists, All Other	980	25	\$34.89	
131031	Claims Adjusters, Examiners, and Investigators	290	8	\$31.83	
131141	Compensation, Benefits, and Job Analysis Specialists	70	3	\$35.30	
119021	Construction Managers	570	16	\$51.17	
131051	Cost Estimators	340	17	\$39.66	
132041	Credit Analysts	80	4	\$38.62	
434051	Customer Service Representatives	1,840	71	\$20.45	
436011	Executive Secretaries and Administrative Assistants	960	10	\$31.09	
431011	First-Line Sup/Mgrs of Office and Administrative Support Workers	1,930	57	\$30.63	
351012	First-Line Supervisors/Managers of Food Preparation and Serving Workers	1,330	71	\$18.77	
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	540	15	\$32.03	
411011	First-Line Supervisors/Managers of Retail Sales Workers	2,230	72	\$22.77	
119051	Food Service Managers	810	31	\$28.01	
111021	General and Operations Managers	3,950	161	\$57.77	
434081	Hotel, Motel, and Resort Desk Clerks	460	32	\$15.17	
113121	Human Resources Managers	150	6	\$66.01	
131071	Human Resources Specialists*	520	20	\$37.21	
113051	Industrial Production Managers	350	14	\$51.65	
413021	Insurance Sales Agents	340	12	\$45.33	
436012	Legal Secretaries	150	3	\$26.29	
132071	Loan Counselors	60	2	\$29.77	
434131	Loan Interviewers and Clerks	170	4	\$19.92	
119081	Lodging Managers	130	4	\$28.78	
131111	Management Analysts	660	20	\$43.68	
119199	Managers, All Other	870	29	\$63.97	
131121	Meeting and Convention Planners	200	6	\$28.72	
434141	New Accounts Clerks	210	5	\$18.53	
232011	Paralegals and Legal Assistants	200	8	\$30.03	
433051	Payroll and Timekeeping Clerks	250	8	\$26.49	
119141	Property, Real Estate, and Community Association Managers	700	25	No Data Available	
112031	Public Relations Managers	60	3	\$49.70	

273031	Public Relations Specialists	230	6	\$26.79
113061	Purchasing Managers	90	3	\$66.77
419021	Real Estate Brokers	130	2	\$25.67
419022	Real Estate Sales Agents	120	2	\$28.67
399041	Residential Advisors	110	4	\$13.02
419031	Sales Engineers	160	6	\$52.47
112022	Sales Managers	740	29	\$58.54
414012	Sales Rep, Wholesale and Manuf, Except Technical and Scientific Products	2,130	74	\$35.22
414011	Sales Rep, Wholesale and Manuf, Technical and Scientific Products	390	12	\$51.22
413099	Sales Representatives, Services, All Other	1,060	47	\$31.04
436014	Secretaries, Except Legal, Medical, and Executive	2,800	56	\$20.84
119151	Social and Community Service Managers	250	8	\$35.82
131199	Student Counseling and Personnel Services, Other	980	25	\$34.89
132081	Tax Examiners, Collectors, and Revenue Agents	50	2	\$30.98
132082	Tax Preparers	120	5	\$27.19
433071	Tellers	630	25	\$15.61
232093	Title Examiners, Abstractors, and Searchers	70	2	\$32.91

(1) Total Job Openings are the sum of new jobs from growth plus net replacements. Annual job openings are total job openings divided by 12.

(2) This occupation has been suppressed due to confidentiality.

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5.11b Academic Standards

Through regular Department meetings, face-to-face meetings, and email discussions, faculty regularly discuss all aspects of Academic Standards as they apply to courses in the Department. These discussions have resulted in course revisions, SLO'S, assessment standards, grading standards etc. These discussions have also been important in determining certificate and degree revisions and expansion.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	01	01	Hospitality - program goals/objects	<ul style="list-style-type: none"> -create Event Management/Meeting Planning class/certificate -Partnership with Sonoma State for 4 year degree. (Business with Hospitality concentration) -Create resource for Hospitality Scholarships and 4 year transfer programs -Partnership with Forbes Travel Guide for online luxury service training 		
0002	ALL	01	01	Management Program	<ul style="list-style-type: none"> -Identify new program coordinator -Create new advisory committee -Reevaluate all managements certificates - Develop BMG55 for online delivery 		
0003	ALL	01	01	Bookkeeping	<ul style="list-style-type: none"> -Evaluate BBK 50 - maybe 4 units and/or eliminate lab <li style="padding-left: 20px;">-Evaluate BBK 51 for possible discontinuance, maybe overlap with BAD 1 -Explore alternatives to Quickbooks 		
0004	ALL	01	01	Marketing/EP	<ul style="list-style-type: none"> -Resize of marketing certificate -Integration of ethics, social and digital media into program <li style="padding-left: 20px;">-Market program to increase enrollment -Follow recommendations of advisory committee 		
0005	ALL	01	01	Paralegal Studies	<ul style="list-style-type: none"> -Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing 		

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0006	ALL	01	01	Human Resources	- Move HR 61 to online -Explore putting HR 63 & 64 online		
0007	ALL	01	01	Real Estate	- Add RE57 and RE58 to canvas to complete entire major to canvas online delivery. Continue to refresh adjunct pool.		
0008	ALL	01	01	Accounting	- Develop Accounting Degree - Develop last two EA courses for online delivery - Gain approval of the new Ethics to Accounting course and add it to the Accountant Assistant Certificate		

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	01	Hospitality - program goals/objects	<ul style="list-style-type: none"> -create Event Management/Meeting Planning class/certificate -Partnership with Sonoma State for 4 year degree. (Business with Hospitality concentration) -Create resource for Hospitality Scholarships and 4 year transfer programs -Partnership with Forbes Travel Guide for online luxury service training 		
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0005	ALL	01	01	Paralegal Studies	<ul style="list-style-type: none"> -Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing 		

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