

Santa Rosa Junior College

Program Resource Planning Process

Business 2022

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.

Business: 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.

Business: 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 Assistant Certificate (16 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.

Bookkeeping Discipline

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

Bookkeeper Certificate of Achievement (24.5 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 includes an elective 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, and keyboarding. 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 Clerk and Payroll, through Bookkeeper, 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 12 certificates. There are currently 6 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), and the Office of Real Estate Appraisers (OREA). The department has developed a new Hospitality, Event, and Tourism Management certificate and is updating classes in the marketing program to reflect current trends in industry.

Currently the department has an immediate full time faculty need: (Current hire pending)

Business Transfer

Over the last decade Business Department lost eight full time faculty business instructors and have only replaced five.

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 with only two replacements in this specific area of expertise (accounting, law, and human relations management).

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 16.00hr, 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 16.00hr, 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
Dean, Workforce Development	10.00	12.00	General oversight of department including tenure review, faculty evaluations, Cluster Tech, and regular consultations with Dept. Chair and Dept. Administrative Assistant.

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 AA is responsible for support of PRPPs, two advisory committees, 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 certificate and major.
Business Transfer Instructor	Business law and business transfer courses. Coordinates the Banking and Lending program.
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	3.0000	0.5200	2.7300	0.4700	Currently the majority of the classes in this discipline are taught by associate instructors. The TMC is being coordinated by a tenure track faculty.
Business Bookkeeping	0.0000	0.0000	1.4300	100.0000	Currently all the classes in this discipline are taught by associate instructors.
Business General	0.3700	0.2000	1.4700	0.8000	Currently the majority classes in this discipline are taught by associate instructors. Full-time faculty member coordinates the certificate, SLO assessments, and curriculum for this area.
Business Management	0.6000	0.6900	0.2700	0.3100	Currently the majority of the classes in this discipline are taught by associate instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by associates faculty.
Business Marketing	0.4000	0.3700	0.6900	0.6300	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.
Entrepreneurship	0.0000	0.0000	0.8000	1.0000	New and fast growing displine coordinated and taught entirely by adjunct faculty.
Hospitality	0.4000	0.6700	0.2000	0.3300	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	1.0200	Currently all the classes in this discipline are taught by 3 adjunct instructors. All certificate coordination, SLO assessments, curriculum, and student contact/counseling is done by adjunct faculty. The HR coordinator recently retired a replacement has not been identified.
Paralegal Studies	0.0000	0.0000	1.0000	0.9900	The majority of the classes in this discipline are taught by part-time faculty and the certificate program is coordinated by an associate 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	10.7400	0.2900	11.4400	0.7000	***Crisis situations exist in the department in the areas of evaluations, scheduling, recruitment, management, SLO assesments, curriculum, advisory committees, student contact and advising, etc ****

2.3c Faculty Within Retirement Range

There are currently six (6) full-time contract faculty. Three (3) existing faculty members will be above the age of 55. Three (3) faculty members retired in the last four (4) years-- two (2) were replaced.

There have been twelve (12) contract faculty retirements in the last fifteen (15) years. There have been eight(8) 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

Business Department Faculty Staffing Request - In progress of being filled

1. Position:

The Business Department is requesting a Business Transfer Instructor with additional specialization/expertise in accounting, human resources management and/or management. This position would have primary assignment in Santa Rosa but would be subject to scheduling at alternate sites. This is an ongoing request in the department's PRPP for several years and currently there are no contract faculty teaching in business bookkeeping, business management, or human resources management.

Additionally, in the current spring 2017 semester only 50% of the 14 sections of BAD1 Financial Accounting and BAD2 Managerial Accounting are staffed by contract faculty. In fall 2016 and spring 2017 enrollments in BAD1 were 314 and 329, respectively; for BAD2 in those semesters, enrollments were 130 and 198, respectively. Of the 8 sections of BAD10 American Business in its Global Context which ran in spring 2017, 38% were taught by adjunct and of the 7 sections of BAD18 Legal Environment of Business which ran in spring 2017, 43% were staffed by adjunct faculty. Five sections of BAD52 Human Relations ran in spring 2017 of which 60% of sections were staffed by adjunct faculty. Of the 5 sections of BAD53 Solving Business Problems with Spreadsheets, 100% of sections were staffed by adjunct in spring 2017. For the spring 2017, total enrollments in those BAD classes which are the core of the transfer program were 1,290 out of 1,307 or 99% of BAD enrollments. BBK enrollments which are staffed 100% by adjunct faculty had enrollments of 395 in spring 2017 which is increased from 276 enrolled in fall 2016

or a 43% increase. Human resource (HR) enrollments had fall 2016 enrollments of 180 and for spring 2017, enrollments increased to 235 or an increase of 31%; this discipline is also staffed solely by adjunct faculty. In the business management (BMG) discipline enrollments were 259 students in fall 2016 and increased to 333 in spring 2017 which is an increase of 29%; again, these courses are staffed entirely with adjunct.

This is not a growth position as the department has lost 7 faculty over the last six years and though one was technically a contract counselor, they taught 80% - 100% load in the department which makes for an additional retirement. There have only been three replacements during that same period. As mentioned above, this position would lead to having a contract faculty member in disciplines where there are currently only adjunct faculty. The department has 10 distinct disciplines. This position would not teach non-credit classes.

2. Current Contract Faculty Considerations:

In addition to teaching transfer courses, this faculty would be hired to anchor management or human resource management; while there are contract accounting faculty there is no bookkeeping anchor faculty and the department is creating an Enrolled Agent program. While the 2015-2016 PRPP data shows 9 contract faculty, that number is inaccurate. One faculty member has 100% reassignment to Student Services to run the International Students Program, another is on pre-retirement reduced load, and a third retired in spring 2017 but had been out of the classroom beginning in fall 2016. There are only six contract faculty to try to coordinate and staff 10 disciplines; one has just been tenured and two more are in their first and second years of the tenure process and all three are assigned in Santa Rosa. Of the three remaining full-time faculty, all of them have coordinator responsibilities and one has significant reassign time as department chairperson.

3. Current Adjunct Faculty Considerations:

The full-time to part-time faculty ratio is 27.3% to 72.7%, respectively; there are approximately 60 adjunct faculty in the department with about 67% teaching in Santa Rosa, 11% in Petaluma and 22% in other locations.

4. Instructional Impact:

The courses which would be staffed would depend on the discipline hired preferably in management, human resource management, or accounting/bookkeeping; depending on the discipline hired would determine if they would be assigned totally to the Santa Rosa campus or teach in more than one location. For the last six semesters, management's average class size has been 22.9 while enrollment efficiency was 82%. For human resources management average class size was 28.9 and efficiency was 84%. For bookkeeping average class size was 25.3 and efficiency was 89%; for transfer accounting average class size was 36 and efficiency was 90%. These disciplines' courses and BAD transfer classes run every semester with strong enrollments and efficiency. Enrollments are strong in the BAD transfer classes with online classes closing first and with lower enrollments in Petaluma sections. Typically, by start of semester most sections are closed.

5. District and Departmental Need and Goals:

A contract faculty hired to teach both transfer courses and who can also anchor a CTE program/discipline would provide for coordination of one or more certificate programs, provide for revision and updating of curriculum, assessment of SLOs, and coordinate advisory committee meetings. The department offers over 130 different courses many of which are taught only by adjunct making it difficult to fulfill the above activities. All three disciplines have Hispanic enrollments between 25% - 30% and serve older students in both bookkeeping and human resources. Without this position, the department will continue to be dependent on adjunct faculty who do not anchor programs and do not perform contract faculty duties.

6. Degrees, Certificates, Prerequisites, and/or General Education:

The Business Department is comprised of 10 disciplines currently offering 6 majors and 18 certificates. In 2016-2017, the department awarded 207 degrees and another 76 in fall 2017; degree completions were 144 in 2013-2014 and 120 in 2014-2015. Since 2012-2013, completions in the AS-T have increased from 55 to 152 by 2016-17 and was the fourth largest major for degree completions. There were 41 certificate completers in 2016-17 in accounting/bookkeeping areas representing 6 certificate programs; there were 48 certificates awarded in 2013-2014 and 50 in 2014-2015. There were 15 completions of the human resource management certificate each year for the three year period. The management certificates have declined sharply to one completion in 2015-2016 with 1 completion in 2013-2014 and 7 in 2014-2015.

7. CTE Positions:

To be provided by Josh Adams

8. Position Mandates:

None

9. District Impact:

Based on the number of courses, programs and students, contract faculty can barely keep up with day-to-day duties. Additional contract faculty are needed to anchor programs, keep curriculum current, and perform other needed activities.

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. 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	Screen in front of classroom - 2701	1	\$0.00	\$2,701.00	G. Lord	2701	R. Gattinella / G. Lord
0003	Santa Rosa	01	01	Speakers	1	\$0.00	\$0.00	R. Gattinella	2801, 2701	R. Gattinella
0004	Santa Rosa	01	01	Replacement Chairs and desks	160	\$800.00	\$128,000.00	G. Lord	2707, 2708, 2714,2802	R. Gattinella / A. Yu

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
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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 Academic Quality

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 Student Success and Support

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 Responsiveness to Our Community

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

Faculty members are encouraged to continue professional development.

3.4 Campus Climate and Culture

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

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 are in the process of being reviewed and updated through the curriculum process. All course and programs have SLOs which are reviewed as part of the SLO assessment process and while updating the course outlines.

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.

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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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
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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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
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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	BMK 51 - Principles 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. Proced 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
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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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 Proceed: Pleadin	Fall 2013	Spring 2015	N/A
Course	PLS 54 - Civil Proceed. 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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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
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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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
Certificate/Major	Real Estate Major	Fall 2014	Fall 2014	N/A

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
BGN 111 Softskills for Business	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 112 Marketing Your Skills	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 154 Office Tech and Procedures	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BGN 71 Business English		X	X	X	X		X	X	X	X	X	X	X	X		X
BGN 81 Business Math Skills	X	X	X	X	X		X	X	X	X	X	X	X	X		X
BMG 52 Business Communication		X	X	X	X	X		X	X	X	X	X	X	X		X
BMG 53 Oral Communication		X	X	X	X	X		X	X	X	X	X	X	X		X
HR 60 Human Resource		X	X	X				X	X	X	X	X	X	X		X

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 2020-21 (plus current FY Summer and Fall)

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

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	440	1342	1297	246	1145	1160	269	1099	1086	260	1015	
Business Bookkeeping	103	238	256	56	244	221	38	200	266	55	238	
Business General	130	443	421	62	467	358	49	417	452	0	321	
Business Management	61	192	213	0	139	138	0	153	189	0	115	
Business Marketing	0	205	181	0	254	179	0	237	215	0	189	
Business Office Technology	8	555	48	5	42	89	2	3	23	3	3	
Hospitality	0	98	108	0	118	98	0	109	68	0	54	
Human Resources	27	165	203	41	178	200	44	184	243	30	180	
Paralegal Studies	39	100	99	21	131	126	4	154	170	23	161	
Real Estate	145	221	205	119	244	242	148	274	290	127	288	
ALL Disciplines	953	3559	3031	550	2962	2811	554	2830	3002	498	2564	

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 Business Department consistently maintains enrollment efficiencies above 85% on the Santa Rosa campus. Programs such as Paralegal have gained efficiency by being offered in a fully online format.

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 2020-21 (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	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	85.9%	93.4%	97.2%	90.7%	94.4%	87.3%	99.3%	89.3%	86.5%	80.4%	90.3%	
Business Bookkeeping	89.6%	83.7%	86.7%	93.3%	101.7%	96.2%	126.7%	111.1%	113.2%	91.7%	99.2%	
Business General	89.7%	84.4%	82.2%	72.9%	90.5%	81.3%	89.1%	87.1%	102.9%	0.0%	94.8%	
Business Management	71.8%	88.2%	93.0%	0.0%	84.2%	76.7%	0.0%	90.0%	105.0%	0.0%	85.2%	
Business Marketing	0.0%	95.3%	100.6%	0.0%	103.7%	99.4%	0.0%	97.2%	102.4%	0.0%	90.0%	
Business Office Technology	0.0%	85.8%	84.4%	0.0%	126.7%	113.3%	0.0%	0.0%	76.0%	0.0%	0.0%	
Hospitality	0.0%	72.6%	83.0%	0.0%	83.7%	86.0%	0.0%	60.0%	0.0%	0.0%	0.0%	
Human Resources	62.5%	78.6%	88.1%	100.0%	96.2%	85.5%	107.5%	105.0%	103.4%	75.0%	99.5%	
Paralegal Studies	55.0%	63.3%	76.8%	60.0%	72.8%	82.7%	0.0%	73.3%	84.0%	73.3%	89.4%	
Real Estate	96.7%	92.1%	102.5%	108.2%	101.7%	86.4%	134.5%	114.2%	103.6%	115.5%	129.7%	
ALL Disciplines	84.6%	87.3%	92.2%	90.8%	93.9%	87.4%	108.1%	92.7%	96.3%	88.8%	95.7%	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	86.4%	62.3%	0.0%	79.5%	53.4%	0.0%	96.3%	88.4%	84.3%	82.2%	
Business Bookkeeping	0.0%	40.0%	83.6%	0.0%	0.0%	76.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	91.1%	98.3%	0.0%	94.4%	70.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Business Management	0.0%	0.0%	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%	93.3%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	65.0%	68.0%	0.0%	40.0%	
Human Resources	0.0%	0.0%	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%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	0.0%	83.5%	71.0%	0.0%	83.9%	58.6%	0.0%	83.9%	81.4%	84.3%	67.2%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	71.4%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Bookkeeping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	100.0%	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%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	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%	0.0%	0.0%	
ALL Disciplines	0.0%	71.4%	0.0%	0.0%	100.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	85.9%	90.8%	90.6%	90.7%	91.8%	82.4%	99.3%	90.4%	86.8%	81.3%	89.0%	
Business Bookkeeping	89.6%	79.3%	86.1%	93.3%	101.7%	94.0%	126.7%	111.1%	113.2%	91.7%	99.2%	
Business General	89.7%	85.7%	84.3%	72.9%	91.3%	80.5%	89.1%	87.1%	102.9%	0.0%	95.3%	
Business Management	71.8%	88.2%	93.0%	0.0%	84.2%	76.7%	0.0%	90.0%	105.0%	0.0%	85.2%	
Business Marketing	0.0%	95.3%	100.6%	0.0%	103.7%	99.4%	0.0%	96.7%	102.4%	0.0%	90.0%	
Business Office Technology	0.0%	85.8%	84.4%	0.0%	126.7%	113.3%	0.0%	0.0%	76.0%	0.0%	0.0%	
Hospitality	0.0%	72.6%	83.0%	0.0%	84.3%	86.0%	0.0%	64.1%	68.0%	0.0%	38.6%	
Human Resources	62.5%	78.6%	88.1%	100.0%	96.2%	85.5%	107.5%	105.0%	103.4%	75.0%	99.5%	
Paralegal Studies	55.0%	63.3%	76.8%	60.0%	72.8%	82.7%	0.0%	73.3%	84.0%	73.3%	89.4%	
Real Estate	96.7%	92.1%	102.5%	108.2%	101.7%	86.4%	134.5%	114.2%	103.6%	115.5%	129.7%	
ALL Disciplines	84.6%	86.5%	89.7%	90.8%	92.9%	85.0%	108.1%	91.7%	94.9%	88.2%	91.9%	

5.2b Average Class Size

A majority of the department's courses have a 25 - 35 limit because of the pedagogical requirements of the content. For the last two years, a majority of our classes have been offered fully online in either a synchronous or asynchronous format. We are in the process of transitioning back to on the ground courses, which is being met with mixed results from students.

The overall average class size of over 30 students is well above the required 22 students needed for each section.

Santa Rosa Junior College - Program Unit Review Business Administration - FY 2020-21 (plus current FY Summer and Fall)

5.2b Average Class Size The average class size in each Discipline at first census (excludes cancelled classes).

Santa Rosa Campus

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	36.5	37.0	38.2	35.0	35.9	34.4	38.3	35.2	34.0	28.7	36.1	
Business Bookkeeping	25.8	25.1	26.0	28.0	30.5	28.9	38.0	33.3	33.3	27.5	29.8	
Business General	26.0	23.2	23.8	20.7	27.2	23.8	24.5	26.1	30.1	0.0	28.4	
Business Management	20.3	24.3	26.8	0.0	23.2	23.0	0.0	25.5	31.5	0.0	23.0	
Business Marketing	0.0	29.3	30.2	0.0	31.8	29.8	0.0	29.9	30.7	0.0	27.0	
Business Office Technology	0.0	74.3	19.0	0.0	38.0	28.3	0.0	0.0	19.0	0.0	0.0	
Hospitality	0.0	24.5	27.7	0.0	28.3	28.7	0.0	18.0	0.0	0.0	0.0	
Human Resources	25.0	28.2	29.6	40.0	29.7	28.7	43.0	31.5	34.7	30.0	30.3	
Paralegal Studies	16.5	19.0	24.0	18.0	21.8	24.8	0.0	22.0	24.0	22.0	26.8	
Real Estate	36.3	36.8	41.0	39.7	40.7	34.6	49.3	45.7	41.4	42.3	48.0	
ALL Disciplines	30.2	31.1	31.1	31.8	31.3	29.9	39.0	31.3	32.5	31.1	32.3	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0	31.7	23.9	0.0	29.2	19.8	0.0	36.6	33.6	29.5	29.6	
Business Bookkeeping	0.0	12.0	23.0	0.0	0.0	19.0	0.0	0.0	0.0	0.0	0.0	
Business General	0.0	27.3	29.5	0.0	28.3	21.0	0.0	0.0	0.0	0.0	30.0	
Business Management	0.0	0.0	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	28.0	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	0.0	0.0	
Hospitality	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.8	22.7	0.0	13.5	
Human Resources	0.0	0.0	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	0.0	0.0	
Real Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
ALL Disciplines	0.0	28.4	24.7	0.0	28.9	19.8	0.0	30.2	29.5	29.5	23.2	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0	25.0	0.0	0.0	0.0	16.0	0.0	0.0	0.0	0.0	0.0	
Business Bookkeeping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business General	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Management	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Business Marketing	0.0	0.0	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	0.0	0.0	
Hospitality	0.0	0.0	0.0	0.0	5.0	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	0.0	0.0	
Paralegal Studies	0.0	0.0	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	0.0	0.0	
ALL Disciplines	0.0	25.0	0.0	0.0	5.0	16.0	0.0	0.0	0.0	0.0	0.0	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	36.5	35.2	35.4	35.0	34.6	32.2	38.3	35.4	33.9	28.9	35.0	
Business Bookkeeping	25.8	23.8	25.4	28.0	30.5	27.6	38.0	33.3	33.3	27.5	29.8	
Business General	26.0	23.9	24.5	20.7	27.4	23.6	24.5	26.1	30.1	0.0	28.6	
Business Management	20.3	24.3	26.8	0.0	23.2	23.0	0.0	25.5	31.5	0.0	23.0	
Business Marketing	0.0	29.3	30.2	0.0	31.8	29.8	0.0	29.6	30.7	0.0	27.0	
Business Office Technology	0.0	74.3	19.0	0.0	38.0	28.3	0.0	0.0	19.0	0.0	0.0	
Hospitality	0.0	24.5	27.7	0.0	23.6	28.7	0.0	21.8	22.7	0.0	10.8	
Human Resources	25.0	28.2	29.6	40.0	29.7	28.7	43.0	31.5	34.7	30.0	30.3	
Paralegal Studies	16.5	19.0	24.0	18.0	21.8	24.8	0.0	22.0	24.0	22.0	26.8	
Real Estate	36.3	36.8	41.0	39.7	40.7	34.6	49.3	45.7	41.4	42.3	48.0	
ALL Disciplines	30.2	30.7	30.4	31.8	30.8	29.1	39.0	31.2	32.2	30.9	30.8	

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.

5.4 Curriculum Currency

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

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. The listing of certificate programs offered by the department is updated as changes are made. Information is kept 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	Units	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022 - in progress
Business: Real Estate	AA-O	25	3	3	6	10	7
Business: Real Estate	Cert	24	2	4	3	13	1
Business: Real Estate Sales	Cert	9	43	34	37	28	16
Business: Human Resource Administration	AA-O	27.5	10	7	19	19	8
Business: Human Resource Administration	Cert	26.5	18	13	19	21	2
Paralegal Studies	AA-O	36	8	12	2	10	1
Administrative Assistant	AS-O	18	0	0	0	0	2
Administrative Office Professional	AS-O	32	11	9	11	4	1
Administrative Assistant	Cert	30	10	2	6	4	6
Business Administration (AS-T)	AS-T	26	167	172	168	158	59
Hospitality Management (AS-T)	AS-T	18	0	0	0	3	2
Business: Entrepreneurship	Cert	12	7	11	13	9	3
Business: Accountant Assistant	Cert	30.5	6	2	15	8	1
Business: Enrolled Agent (Tax)	Cert	12	0	0	0	2	2
Business: Bookkeeper	Cert	36	5	11	26	27	19

Business: Account Clerk and Payroll	Cert	16	0	1	19	19	23
Account Clerk	Cert	13.5	14	20	1	0	0
Business: Marketing	Cert	12	0	19	25	15	7
Business Marketing	Cert	22.5	9	6	0	3	0
Hospitality, Event and Tourism Management	Cert	16	10	0	7	6	2
Business: Banking and Lending	Cert	22.5	0	0	1	3	2

Inactive							
Business Administration	AA-T	25.5	5	3	0	2	0
Business Management	Cert	29	6	7	2	2	1
Business: Payroll	Cert	12.5	10	9	14	5	0
Office Assistant	Cert	12.5	20	18	10	7	2
Business: Bookkeeper Assistant	Cert	22.5	7	9	2	1	0
Legal Office Support	Cert	14.5	3	1	0	0	0
Legal Secretary	Cert	30	0	1	1	0	0
Hospitality: Wine Tasting Service	Cert	8.5	4	1	0	0	0
Hospitality: Guest Services Agent	Cert	10	2	0	0	0	0

5.6 Student Success

Retention figures for all locations combined range from a low of 74.9% to a high of 82.2%. 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 from 2.72 to 3.08, there is no significant difference between Petaluma and Santa Rosa campus averages.. 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.

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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	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	78.0%	79.3%	77.9%	80.2%	78.2%	72.3%	86.8%	76.9%	77.2%	0.0%	77.9%	
Business Bookkeeping	74.2%	64.4%	74.0%	66.1%	72.0%	72.6%	84.2%	68.0%	82.5%	0.0%	73.1%	
Business General	79.7%	72.0%	78.5%	62.3%	65.3%	69.1%	66.7%	74.9%	79.0%	0.0%	77.6%	
Business Management	72.6%	79.6%	67.1%	0.0%	70.3%	64.1%	0.0%	76.3%	61.7%	0.0%	70.1%	
Business Marketing	0.0%	84.0%	83.9%	0.0%	83.4%	83.2%	0.0%	78.5%	77.6%	0.0%	77.7%	
Business Office Technology	100.0%	96.9%	75.0%	100.0%	87.5%	80.0%	100.0%	66.7%	75.0%	0.0%	100.0%	
Hospitality	0.0%	79.4%	74.7%	0.0%	75.2%	78.9%	0.0%	68.8%	0.0%	0.0%	0.0%	
Human Resources	88.9%	86.2%	89.0%	92.7%	86.0%	82.8%	87.5%	91.1%	89.8%	0.0%	80.0%	
Paralegal Studies	94.9%	73.5%	72.7%	85.7%	82.0%	68.8%	100.0%	75.8%	81.6%	0.0%	79.5%	
Real Estate	77.2%	57.9%	74.8%	87.4%	70.0%	67.2%	76.5%	69.2%	70.0%	0.0%	65.4%	
ALL Disciplines	78.6%	76.1%	77.5%	79.6%	75.8%	72.8%	82.2%	76.1%	77.8%	0.0%	75.8%	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	74.5%	66.9%	0.0%	73.1%	86.1%	0.0%	56.2%	64.1%	0.0%	67.1%	
Business Bookkeeping	0.0%	66.7%	68.9%	0.0%	0.0%	42.9%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	73.2%	64.4%	0.0%	84.7%	59.1%	0.0%	0.0%	0.0%	0.0%	80.0%	
Business Management	0.0%	0.0%	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%	75.0%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.3%	75.9%	0.0%	88.2%	
Human Resources	0.0%	0.0%	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%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	0.0%	73.8%	66.7%	0.0%	76.9%	73.8%	0.0%	65.5%	67.1%	0.0%	73.8%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	94.7%	0.0%	0.0%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Bookkeeping	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%	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%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	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%	0.0%	0.0%	
ALL Disciplines	0.0%	94.7%	100.0%	0.0%	100.0%	64.3%	0.0%	0.0%	0.0%	0.0%	0.0%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	78.0%	79.4%	76.5%	80.2%	77.4%	72.8%	86.8%	73.5%	75.3%	0.0%	76.4%	
Business Bookkeeping	74.2%	64.6%	73.3%	66.1%	72.0%	69.8%	84.2%	68.0%	82.5%	0.0%	73.1%	
Business General	79.7%	72.2%	76.5%	62.3%	68.8%	68.5%	66.7%	74.9%	79.0%	0.0%	77.8%	
Business Management	72.6%	79.6%	67.1%	0.0%	70.3%	64.1%	0.0%	76.3%	61.7%	0.0%	70.1%	
Business Marketing	0.0%	84.0%	83.9%	0.0%	83.4%	83.2%	0.0%	78.1%	77.6%	0.0%	77.7%	
Business Office Technology	100.0%	96.9%	75.0%	100.0%	87.5%	80.0%	100.0%	66.7%	75.0%	0.0%	100.0%	
Hospitality	0.0%	79.4%	79.4%	0.0%	76.3%	81.4%	0.0%	79.4%	75.9%	0.0%	88.2%	
Human Resources	88.9%	86.2%	89.0%	92.7%	86.0%	82.8%	87.5%	91.1%	89.8%	0.0%	80.0%	
Paralegal Studies	94.9%	73.5%	72.7%	85.7%	82.0%	68.8%	100.0%	75.8%	81.6%	0.0%	79.5%	
Real Estate	77.2%	57.9%	74.8%	87.4%	70.0%	67.2%	76.5%	69.2%	70.0%	0.0%	65.4%	
ALL Disciplines	78.6%	76.3%	76.7%	79.6%	76.0%	72.8%	82.2%	74.9%	77.0%	0.0%	75.6%	

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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	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	75.5%	75.3%	74.2%	76.9%	75.2%	69.8%	85.2%	73.8%	72.8%	0.0%	74.2%	
Business Bookkeeping	72.2%	61.8%	73.0%	60.7%	69.5%	69.2%	78.9%	63.5%	79.4%	0.0%	72.2%	
Business General	73.2%	70.6%	75.4%	62.3%	63.9%	66.2%	64.6%	73.2%	75.9%	0.0%	74.6%	
Business Management	71.0%	78.0%	65.3%	0.0%	67.4%	62.1%	0.0%	72.4%	59.7%	0.0%	66.4%	
Business Marketing	0.0%	81.1%	83.9%	0.0%	77.1%	83.2%	0.0%	75.1%	74.6%	0.0%	74.3%	
Business Office Technology	100.0%	93.8%	70.8%	100.0%	87.5%	75.6%	100.0%	66.7%	70.8%	0.0%	100.0%	
Hospitality	0.0%	78.4%	74.7%	0.0%	74.3%	78.9%	0.0%	68.8%	0.0%	0.0%	0.0%	
Human Resources	85.2%	86.2%	88.1%	92.7%	85.4%	82.8%	80.0%	88.9%	89.0%	0.0%	78.2%	
Paralegal Studies	94.9%	71.4%	71.7%	85.7%	77.3%	68.0%	100.0%	70.6%	79.1%	0.0%	78.8%	
Real Estate	74.5%	56.1%	70.9%	87.4%	67.5%	66.0%	73.8%	67.4%	67.0%	0.0%	62.0%	
ALL Disciplines	75.7%	73.5%	74.9%	77.6%	73.1%	70.8%	79.6%	73.1%	74.6%	0.0%	72.9%	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	72.3%	66.9%	0.0%	70.3%	83.5%	0.0%	54.6%	61.5%	0.0%	66.4%	
Business Bookkeeping	0.0%	66.7%	66.7%	0.0%	0.0%	42.9%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	72.0%	64.4%	0.0%	78.8%	54.5%	0.0%	0.0%	0.0%	0.0%	66.7%	
Business Management	0.0%	0.0%	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%	75.0%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	80.2%	74.1%	0.0%	84.3%	
Human Resources	0.0%	0.0%	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%	0.0%	0.0%	
Real Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALL Disciplines	0.0%	72.0%	66.3%	0.0%	73.1%	71.3%	0.0%	64.1%	64.8%	0.0%	70.6%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.0%	94.7%	0.0%	0.0%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Bookkeeping	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business General	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Management	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Business Marketing	0.0%	0.0%	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%	0.0%	0.0%	
Hospitality	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%	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%	0.0%	0.0%	
Paralegal Studies	0.0%	0.0%	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%	0.0%	0.0%	
ALL Disciplines	0.0%	94.7%	100.0%	0.0%	100.0%	64.3%	0.0%	0.0%	0.0%	0.0%	0.0%	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	75.5%	76.0%	73.3%	76.9%	74.4%	70.3%	85.2%	70.6%	71.1%	0.0%	73.1%	
Business Bookkeeping	72.2%	62.0%	72.1%	60.7%	69.5%	66.7%	78.9%	63.5%	79.4%	0.0%	72.2%	
Business General	73.2%	70.9%	73.9%	62.3%	66.7%	65.5%	64.6%	73.2%	75.9%	0.0%	73.8%	
Business Management	71.0%	78.0%	65.3%	0.0%	67.4%	62.1%	0.0%	72.4%	59.7%	0.0%	66.4%	
Business Marketing	0.0%	81.1%	83.9%	0.0%	77.1%	83.2%	0.0%	75.1%	74.6%	0.0%	74.3%	
Business Office Technology	100.0%	93.8%	70.8%	100.0%	87.5%	75.6%	100.0%	66.7%	70.8%	0.0%	100.0%	
Hospitality	0.0%	78.4%	79.4%	0.0%	75.4%	81.4%	0.0%	78.5%	74.1%	0.0%	84.3%	
Human Resources	85.2%	86.2%	88.1%	92.7%	85.4%	82.8%	80.0%	88.9%	89.0%	0.0%	78.2%	
Paralegal Studies	94.9%	71.4%	71.7%	85.7%	77.3%	68.0%	100.0%	70.6%	79.1%	0.0%	78.8%	
Real Estate	74.5%	56.1%	70.9%	87.4%	67.5%	66.0%	73.8%	67.4%	67.0%	0.0%	62.0%	
ALL Disciplines	75.7%	73.9%	74.3%	77.6%	73.1%	70.7%	79.6%	72.2%	73.9%	0.0%	72.7%	

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2020-21 (plus current FY Summer and Fall)

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

Santa Rosa Campus

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	2.86	2.74	2.72	2.81	2.83	2.90	3.23	2.88	2.89	0.00	2.69	
Business Bookkeeping	2.61	2.61	2.92	2.85	2.87	3.05	3.06	2.89	3.08	0.00	3.09	
Business General	2.87	2.67	2.63	2.98	2.51	2.77	2.64	2.95	2.88	0.00	2.90	
Business Management	2.93	3.17	2.73	0.00	2.75	3.14	0.00	3.15	2.85	0.00	2.76	
Business Marketing	0.00	2.97	3.01	0.00	2.85	3.37	0.00	2.92	2.97	0.00	2.87	
Business Office Technology	4.00	3.51	2.94	4.00	3.59	3.24	4.00	4.00	3.00	0.00	3.67	
Hospitality	0.00	3.07	2.51	0.00	2.99	2.94	0.00	2.47	0.00	0.00	0.00	
Human Resources	3.65	3.24	3.09	3.73	3.18	3.41	3.34	3.47	3.53	0.00	3.29	
Paralegal Studies	3.81	2.78	3.15	3.94	3.03	3.16	4.00	2.99	3.20	0.00	3.12	
Real Estate	2.88	1.91	2.45	3.15	2.48	2.86	2.86	2.65	2.73	0.00	2.35	
ALL Disciplines	2.90	2.72	2.75	3.00	2.80	2.98	3.08	2.91	2.95	0.00	2.77	

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.00	2.88	2.38	0.00	2.50	3.38	0.00	2.22	2.45	0.00	2.48	
Business Bookkeeping	0.00	3.11	2.82	0.00	0.00	4.00	0.00	0.00	0.00	0.00	0.00	
Business General	0.00	2.97	2.55	0.00	2.93	3.00	0.00	0.00	0.00	0.00	2.77	
Business Management	0.00	0.00	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	3.00	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	0.00	0.00	
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.18	2.81	0.00	3.11	
Human Resources	0.00	0.00	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	0.00	0.00	
Real Estate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
ALL Disciplines	0.00	2.91	2.48	0.00	2.64	3.35	0.00	2.57	2.52	0.00	2.65	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	0.00	3.80	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	
Business Bookkeeping	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Business General	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Business Management	0.00	0.00	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	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	0.00	0.00	
Hospitality	0.00	0.00	3.40	0.00	3.00	3.92	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	0.00	0.00	
Paralegal Studies	0.00	0.00	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	0.00	0.00	
ALL Disciplines	0.00	3.80	3.28	0.00	3.00	2.73	0.00	0.00	0.00	0.00	0.00	

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

Discipline	X2018	F2018	S2019	X2019	F2019	S2020	X2020	F2020	S2021	X2021	F2021	S2022
Business Administration	2.86	2.82	2.67	2.81	2.78	2.93	3.23	2.78	2.83	0.00	2.66	
Business Bookkeeping	2.61	2.62	2.89	2.85	2.87	3.08	3.06	2.89	3.08	0.00	3.09	
Business General	2.87	2.76	2.62	2.98	2.63	2.79	2.64	2.95	2.88	0.00	2.88	
Business Management	2.93	3.17	2.73	0.00	2.75	3.14	0.00	3.15	2.85	0.00	2.76	
Business Marketing	0.00	2.97	3.01	0.00	2.85	3.37	0.00	2.93	2.97	0.00	2.87	
Business Office Technology	4.00	3.51	2.94	4.00	3.59	3.24	4.00	4.00	3.00	0.00	3.67	
Hospitality	0.00	3.07	2.67	0.00	2.99	3.01	0.00	3.13	2.81	0.00	3.11	
Human Resources	3.65	3.24	3.09	3.73	3.18	3.41	3.34	3.47	3.53	0.00	3.29	
Paralegal Studies	3.81	2.78	3.15	3.94	3.03	3.16	4.00	2.99	3.20	0.00	3.12	
Real Estate	2.88	1.91	2.45	3.15	2.48	2.86	2.86	2.65	2.73	0.00	2.35	
ALL Disciplines	2.90	2.78	2.72	3.00	2.78	3.00	3.08	2.87	2.92	0.00	2.76	

5.7 Student Access

Business offers a diversity of program offerings. Students are encouraged to explore differing aspects of business to find the program of study that is the best fit.

Santa Rosa Junior College - Program Unit Review Business Administration - FY 2020-21 (plus current FY Summer and Fall)

5.7a Students Served - by Ethnicity The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

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

Business Administration	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	1187	44.6%	867	40.0%	776	37.6%	839	39.1%
	Asian	169	6.4%	148	6.8%	162	7.9%	114	5.3%
	Black	62	2.3%	41	1.9%	42	2.0%	51	2.4%
	Hispanic	910	34.2%	780	36.0%	759	36.8%	854	39.8%
	Native American	4	0.2%	6	0.3%	13	0.6%	4	0.2%
	Pacific Islander	11	0.4%	8	0.4%	15	0.7%	10	0.5%
	Filipino	32	1.2%	15	0.7%	22	1.1%	26	1.2%
	Other Non-White	97	3.6%	84	3.9%	103	5.0%	110	5.1%
	Decline to state	188	7.1%	220	10.1%	170	8.2%	139	6.5%
	ALL Ethnicities	2660	100.0%	2169	100.0%	2062	100.0%	2147	100.0%

Business Bookkeeping	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	249	51.1%	193	46.8%	193	46.0%	269	55.1%
	Asian	18	3.7%	19	4.6%	21	5.0%	21	4.3%
	Black	6	1.2%	2	0.5%	7	1.7%	4	0.8%
	Hispanic	162	33.3%	122	29.6%	132	31.4%	144	29.5%
	Native American	1	0.2%	4	1.0%	1	0.2%	0	0.0%
	Pacific Islander	1	0.2%	0	0.0%	3	0.7%	1	0.2%
	Filipino	7	1.4%	3	0.7%	3	0.7%	5	1.0%
	Other Non-White	21	4.3%	13	3.2%	17	4.0%	15	3.1%
	Decline to state	22	4.5%	56	13.6%	43	10.2%	29	5.9%
	ALL Ethnicities	487	100.0%	412	100.0%	420	100.0%	488	100.0%

Business General	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	429	49.3%	311	43.3%	311	39.6%	262	44.4%
	Asian	23	2.6%	23	3.2%	24	3.1%	22	3.7%
	Black	14	1.6%	13	1.8%	20	2.5%	22	3.7%
	Hispanic	319	36.6%	242	33.7%	299	38.1%	196	33.2%
	Native American	14	1.6%	12	1.7%	4	0.5%	6	1.0%
	Pacific Islander	5	0.6%	0	0.0%	3	0.4%	2	0.3%
	Filipino	8	0.9%	3	0.4%	3	0.4%	6	1.0%
	Other Non-White	24	2.8%	28	3.9%	39	5.0%	36	6.1%
	Decline to state	35	4.0%	87	12.1%	82	10.4%	38	6.4%
	ALL Ethnicities	871	100.0%	719	100.0%	785	100.0%	590	100.0%

Business Management	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	167	42.7%	98	43.2%	115	44.9%	137	47.2%
	Asian	14	3.6%	8	3.5%	5	2.0%	11	3.8%
	Black	6	1.5%	4	1.8%	4	1.6%	8	2.8%
	Hispanic	154	39.4%	78	34.4%	92	35.9%	97	33.4%
	Native American	0	0.0%	1	0.4%	0	0.0%	3	1.0%
	Pacific Islander	2	0.5%	1	0.4%	1	0.4%	1	0.3%
	Filipino	1	0.3%	1	0.4%	2	0.8%	3	1.0%
	Other Non-White	19	4.9%	15	6.6%	13	5.1%	12	4.1%
	Decline to state	28	7.2%	21	9.3%	24	9.4%	18	6.2%
	ALL Ethnicities	391	100.0%	227	100.0%	256	100.0%	290	100.0%

Business Marketing	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	134	37.7%	144	37.8%	158	39.8%	153	44.2%
	Asian	17	4.8%	12	3.1%	13	3.3%	11	3.2%
	Black	14	3.9%	12	3.1%	11	2.8%	6	1.7%
	Hispanic	150	42.3%	140	36.7%	157	39.5%	142	41.0%
	Native American	0	0.0%	7	1.8%	0	0.0%	1	0.3%
	Pacific Islander	0	0.0%	0	0.0%	3	0.8%	1	0.3%
	Filipino	6	1.7%	6	1.6%	3	0.8%	2	0.6%
	Other Non-White	23	6.5%	25	6.6%	15	3.8%	14	4.0%
	Decline to state	11	3.1%	35	9.2%	37	9.3%	16	4.6%
	ALL Ethnicities	355	100.0%	381	100.0%	397	100.0%	346	100.0%

Business Office Technology	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	239	39.4%	51	43.2%	12	48.0%	4	57.1%
	Asian	27	4.5%	0	0.0%	0	0.0%	0	0.0%
	Black	25	4.1%	1	0.8%	1	4.0%	0	0.0%
	Hispanic	236	38.9%	38	32.2%	8	32.0%	1	14.3%
	Native American	3	0.5%	0	0.0%	0	0.0%	0	0.0%
	Pacific Islander	3	0.5%	0	0.0%	0	0.0%	0	0.0%
	Filipino	5	0.8%	0	0.0%	0	0.0%	0	0.0%
	Other Non-White	26	4.3%	8	6.8%	0	0.0%	1	14.3%
	Decline to state	42	6.9%	20	16.9%	4	16.0%	1	14.3%
	ALL Ethnicities	606	100.0%	118	100.0%	25	100.0%	7	100.0%

Hospitality	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	81	41.8%	74	37.0%	67	43.8%	28	40.0%
	Asian	6	3.1%	7	3.5%	9	5.9%	7	10.0%
	Black	7	3.6%	4	2.0%	4	2.6%	3	4.3%
	Hispanic	65	33.5%	63	31.5%	49	32.0%	14	20.0%
	Native American	0	0.0%	1	0.5%	1	0.7%	0	0.0%
	Pacific Islander	8	4.1%	0	0.0%	0	0.0%	1	1.4%
	Filipino	3	1.5%	9	4.5%	1	0.7%	0	0.0%
	Other Non-White	11	5.7%	13	6.5%	12	7.8%	10	14.3%
	Decline to state	13	6.7%	29	14.5%	10	6.5%	7	10.0%
	ALL Ethnicities	194	100.0%	200	100.0%	153	100.0%	70	100.0%

Human Resources	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	164	44.6%	157	41.8%	215	49.3%	186	49.1%
	Asian	12	3.3%	5	1.3%	6	1.4%	1	0.3%
	Black	2	0.5%	2	0.5%	3	0.7%	7	1.8%
	Hispanic	158	42.9%	167	44.4%	142	32.6%	144	38.0%
	Native American	6	1.6%	5	1.3%	5	1.1%	2	0.5%
	Pacific Islander	2	0.5%	0	0.0%	0	0.0%	1	0.3%
	Filipino	0	0.0%	0	0.0%	0	0.0%	5	1.3%
	Other Non-White	14	3.8%	10	2.7%	27	6.2%	11	2.9%
	Decline to state	10	2.7%	30	8.0%	38	8.7%	22	5.8%
	ALL Ethnicities	368	100.0%	376	100.0%	436	100.0%	379	100.0%

Paralegal Studies	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	110	54.2%	104	45.2%	144	52.4%	164	51.4%
	Asian	2	1.0%	0	0.0%	1	0.4%	1	0.3%
	Black	6	3.0%	2	0.9%	2	0.7%	2	0.6%
	Hispanic	51	25.1%	63	27.4%	81	29.5%	102	32.0%
	Native American	4	2.0%	0	0.0%	0	0.0%	9	2.8%
	Pacific Islander	0	0.0%	0	0.0%	2	0.7%	3	0.9%
	Filipino	0	0.0%	0	0.0%	0	0.0%	1	0.3%
	Other Non-White	8	3.9%	14	6.1%	9	3.3%	15	4.7%
	Decline to state	22	10.8%	47	20.4%	36	13.1%	22	6.9%
	ALL Ethnicities	203	100.0%	230	100.0%	275	100.0%	319	100.0%

Real Estate	Ethnicity	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	White	249	49.8%	207	39.3%	229	38.5%	252	35.8%
	Asian	24	4.8%	26	4.9%	20	3.4%	18	2.6%
	Black	25	5.0%	17	3.2%	15	2.5%	25	3.6%
	Hispanic	137	27.4%	156	29.6%	249	41.8%	318	45.2%
	Native American	1	0.2%	0	0.0%	5	0.8%	7	1.0%
	Pacific Islander	1	0.2%	2	0.4%	0	0.0%	3	0.4%
	Filipino	2	0.4%	7	1.3%	4	0.7%	6	0.9%
	Other Non-White	26	5.2%	45	8.5%	25	4.2%	39	5.5%
	Decline to state	35	7.0%	67	12.7%	48	8.1%	35	5.0%
	ALL Ethnicities	500	100.0%	527	100.0%	595	100.0%	703	100.0%

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2020-21 (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	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	1385	52.1%	1168	53.8%	1071	51.9%	1107	51.6%
	Female	1239	46.6%	959	44.2%	959	46.5%	1012	47.1%
	Unknown	36	1.4%	42	1.9%	32	1.6%	28	1.3%
	ALL Genders	2660	100.0%	2169	100.0%	2062	100.0%	2147	100.0%

Business Bookkeeping	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	82	16.8%	48	11.7%	50	11.9%	64	13.1%
	Female	388	79.7%	356	86.4%	361	86.0%	406	83.2%
	Unknown	17	3.5%	8	1.9%	9	2.1%	18	3.7%
	ALL Genders	487	100.0%	412	100.0%	420	100.0%	488	100.0%

Business General	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	209	24.0%	147	20.4%	157	20.0%	120	20.3%
	Female	649	74.5%	548	76.2%	609	77.6%	459	77.8%
	Unknown	13	1.5%	24	3.3%	19	2.4%	11	1.9%
	ALL Genders	871	100.0%	719	100.0%	785	100.0%	590	100.0%

Business Management	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	118	30.2%	84	37.0%	87	34.0%	92	31.7%
	Female	256	65.5%	138	60.8%	157	61.3%	192	66.2%
	Unknown	17	4.3%	5	2.2%	12	4.7%	6	2.1%
	ALL Genders	391	100.0%	227	100.0%	256	100.0%	290	100.0%

Business Marketing	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	180	50.7%	199	52.2%	150	37.8%	156	45.1%
	Female	169	47.6%	181	47.5%	238	59.9%	185	53.5%
	Unknown	6	1.7%	1	0.3%	9	2.3%	5	1.4%
	ALL Genders	355	100.0%	381	100.0%	397	100.0%	346	100.0%

Business Office Technology	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	243	40.1%	12	10.2%	1	4.0%	0	0.0%
	Female	356	58.7%	100	84.7%	22	88.0%	7	100.0%
	Unknown	7	1.2%	6	5.1%	2	8.0%	0	0.0%
	ALL Genders	606	100.0%	118	100.0%	25	100.0%	7	100.0%

Hospitality	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	60	30.9%	67	33.5%	43	28.1%	15	21.4%
	Female	130	67.0%	131	65.5%	106	69.3%	55	78.6%
	Unknown	4	2.1%	2	1.0%	4	2.6%	0	0.0%
	ALL Genders	194	100.0%	200	100.0%	153	100.0%	70	100.0%

Human Resources	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	54	14.7%	33	8.8%	42	9.6%	50	13.2%
	Female	295	80.2%	328	87.2%	378	86.7%	319	84.2%
	Unknown	19	5.2%	15	4.0%	16	3.7%	10	2.6%
	ALL Genders	368	100.0%	376	100.0%	436	100.0%	379	100.0%

Paralegal Studies	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	42	20.7%	42	18.3%	43	15.6%	70	21.9%
	Female	150	73.9%	182	79.1%	221	80.4%	238	74.6%
	Unknown	11	5.4%	6	2.6%	11	4.0%	11	3.4%
	ALL Genders	203	100.0%	230	100.0%	275	100.0%	319	100.0%

Real Estate	Gender	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	Male	218	43.6%	229	43.5%	240	40.3%	313	44.5%
	Female	267	53.4%	285	54.1%	337	56.6%	375	53.3%
	Unknown	15	3.0%	13	2.5%	18	3.0%	15	2.1%
	ALL Genders	500	100.0%	527	100.0%	595	100.0%	703	100.0%

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2020-21 (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	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	331	12.4%	275	12.7%	297	14.4%	294	13.7%
	19 and 20	855	32.1%	715	33.0%	655	31.8%	695	32.4%
	21 thru 25	763	28.7%	623	28.7%	522	25.3%	562	26.2%
	26 thru 30	255	9.6%	212	9.8%	242	11.7%	238	11.1%
	31 thru 35	157	5.9%	113	5.2%	118	5.7%	136	6.3%
	36 thru 40	125	4.7%	94	4.3%	97	4.7%	93	4.3%
	41 thru 45	60	2.3%	55	2.5%	55	2.7%	56	2.6%
	46 thru 50	50	1.9%	36	1.7%	30	1.5%	22	1.0%
	51 thru 60	53	2.0%	42	1.9%	29	1.4%	38	1.8%
	61 plus	11	0.4%	4	0.2%	17	0.8%	13	0.6%
	ALL Ages	2660	100.0%	2169	100.0%	2062	100.0%	2147	100.0%

Business Bookkeeping	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	7	1.4%	4	1.0%	8	1.9%	7	1.4%
	19 and 20	33	6.8%	13	3.2%	19	4.5%	21	4.3%
	21 thru 25	85	17.5%	78	18.9%	78	18.6%	74	15.2%
	26 thru 30	104	21.4%	79	19.2%	82	19.5%	77	15.8%
	31 thru 35	71	14.6%	70	17.0%	60	14.3%	81	16.6%
	36 thru 40	57	11.7%	49	11.9%	52	12.4%	59	12.1%
	41 thru 45	23	4.7%	42	10.2%	31	7.4%	61	12.5%
	46 thru 50	39	8.0%	32	7.8%	23	5.5%	32	6.6%
	51 thru 60	51	10.5%	33	8.0%	46	11.0%	63	12.9%
	61 plus	17	3.5%	12	2.9%	21	5.0%	13	2.7%
	ALL Ages	487	100.0%	412	100.0%	420	100.0%	488	100.0%

Business General	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	65	7.5%	55	7.6%	43	5.5%	14	2.4%
	19 and 20	74	8.5%	74	10.3%	77	9.8%	58	9.8%
	21 thru 25	159	18.3%	141	19.6%	185	23.6%	125	21.2%
	26 thru 30	199	22.8%	106	14.7%	120	15.3%	90	15.3%
	31 thru 35	121	13.9%	87	12.1%	112	14.3%	98	16.6%
	36 thru 40	87	10.0%	69	9.6%	83	10.6%	74	12.5%
	41 thru 45	50	5.7%	70	9.7%	82	10.4%	44	7.5%
	46 thru 50	59	6.8%	52	7.2%	34	4.3%	37	6.3%
	51 thru 60	46	5.3%	55	7.6%	43	5.5%	39	6.6%
	61 plus	11	1.3%	10	1.4%	6	0.8%	11	1.9%
	ALL Ages	871	100.0%	719	100.0%	785	100.0%	590	100.0%

Business Management	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	25	6.4%	11	4.8%	22	8.6%	19	6.6%
	19 and 20	44	11.3%	23	10.1%	37	14.5%	49	16.9%
	21 thru 25	76	19.4%	56	24.7%	60	23.4%	56	19.3%
	26 thru 30	74	18.9%	30	13.2%	38	14.8%	54	18.6%
	31 thru 35	52	13.3%	32	14.1%	36	14.1%	42	14.5%
	36 thru 40	30	7.7%	24	10.6%	17	6.6%	28	9.7%
	41 thru 45	34	8.7%	15	6.6%	18	7.0%	16	5.5%
	46 thru 50	24	6.1%	18	7.9%	10	3.9%	12	4.1%
	51 thru 60	23	5.9%	13	5.7%	16	6.3%	10	3.4%
	61 plus	9	2.3%	5	2.2%	2	0.8%	4	1.4%
	ALL Ages	391	100.0%	227	100.0%	256	100.0%	290	100.0%

Business Marketing	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	58	16.3%	46	12.1%	44	11.1%	67	19.4%
	19 and 20	95	26.8%	116	30.4%	97	24.4%	77	22.3%
	21 thru 25	112	31.5%	100	26.2%	114	28.7%	89	25.7%
	26 thru 30	37	10.4%	39	10.2%	42	10.6%	29	8.4%
	31 thru 35	22	6.2%	30	7.9%	48	12.1%	32	9.2%
	36 thru 40	6	1.7%	16	4.2%	20	5.0%	16	4.6%
	41 thru 45	4	1.1%	9	2.4%	11	2.8%	10	2.9%
	46 thru 50	11	3.1%	6	1.6%	6	1.5%	6	1.7%
	51 thru 60	4	1.1%	16	4.2%	10	2.5%	15	4.3%
	61 plus	6	1.7%	3	0.8%	5	1.3%	5	1.4%
	ALL Ages	355	100.0%	381	100.0%	397	100.0%	346	100.0%

Business Office Technology	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	72	11.9%	2	1.7%	0	0.0%	0	0.0%
	19 and 20	76	12.5%	7	5.9%	2	8.0%	0	0.0%
	21 thru 25	143	23.6%	27	22.9%	4	16.0%	0	0.0%
	26 thru 30	93	15.3%	29	24.6%	2	8.0%	0	0.0%
	31 thru 35	48	7.9%	11	9.3%	9	36.0%	0	0.0%
	36 thru 40	46	7.6%	15	12.7%	4	16.0%	1	14.3%
	41 thru 45	33	5.4%	10	8.5%	0	0.0%	5	71.4%
	46 thru 50	29	4.8%	7	5.9%	2	8.0%	1	14.3%
	51 thru 60	40	6.6%	8	6.8%	2	8.0%	0	0.0%
	61 plus	26	4.3%	2	1.7%	0	0.0%	0	0.0%
	ALL Ages	606	100.0%	118	100.0%	25	100.0%	7	100.0%

Hospitality	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	41	21.1%	34	17.0%	23	15.0%	10	14.3%
	19 and 20	32	16.5%	49	24.5%	42	27.5%	18	25.7%
	21 thru 25	45	23.2%	41	20.5%	45	29.4%	19	27.1%
	26 thru 30	24	12.4%	27	13.5%	15	9.8%	9	12.9%
	31 thru 35	9	4.6%	8	4.0%	7	4.6%	4	5.7%
	36 thru 40	9	4.6%	14	7.0%	7	4.6%	5	7.1%
	41 thru 45	12	6.2%	9	4.5%	3	2.0%	0	0.0%
	46 thru 50	9	4.6%	3	1.5%	0	0.0%	5	7.1%
	51 thru 60	11	5.7%	13	6.5%	11	7.2%	0	0.0%
	61 plus	2	1.0%	2	1.0%	0	0.0%	0	0.0%
	ALL Ages	194	100.0%	200	100.0%	153	100.0%	70	100.0%

Human Resources	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	0	0.0%	5	1.3%	2	0.5%	3	0.8%
	19 and 20	23	6.3%	13	3.5%	19	4.4%	29	7.7%
	21 thru 25	67	18.2%	53	14.1%	69	15.8%	64	16.9%
	26 thru 30	78	21.2%	94	25.0%	91	20.9%	67	17.7%
	31 thru 35	62	16.8%	49	13.0%	69	15.8%	74	19.5%
	36 thru 40	31	8.4%	37	9.8%	72	16.5%	50	13.2%
	41 thru 45	36	9.8%	34	9.0%	41	9.4%	27	7.1%
	46 thru 50	41	11.1%	52	13.8%	36	8.3%	32	8.4%
	51 thru 60	30	8.2%	27	7.2%	34	7.8%	30	7.9%
	61 plus	0	0.0%	12	3.2%	3	0.7%	3	0.8%
	ALL Ages	368	100.0%	376	100.0%	436	100.0%	379	100.0%

Paralegal Studies	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	12	5.9%	9	3.9%	15	5.5%	3	0.9%
	19 and 20	14	6.9%	3	1.3%	12	4.4%	26	8.2%
	21 thru 25	34	16.7%	63	27.4%	60	21.8%	89	27.9%
	26 thru 30	38	18.7%	36	15.7%	50	18.2%	62	19.4%
	31 thru 35	19	9.4%	18	7.8%	29	10.5%	41	12.9%
	36 thru 40	28	13.8%	37	16.1%	49	17.8%	30	9.4%
	41 thru 45	11	5.4%	7	3.0%	12	4.4%	15	4.7%
	46 thru 50	18	8.9%	17	7.4%	8	2.9%	15	4.7%
	51 thru 60	19	9.4%	26	11.3%	31	11.3%	30	9.4%
	61 plus	10	4.9%	14	6.1%	9	3.3%	8	2.5%
	ALL Ages	203	100.0%	230	100.0%	275	100.0%	319	100.0%

Real Estate	Age Range	2018-19	Percent	2019-20	Percent	2020-21	Percent	2021-22	Percent
	0 thru 18	32	6.4%	41	7.8%	69	11.6%	91	12.9%
	19 and 20	50	10.0%	83	15.7%	88	14.8%	157	22.3%
	21 thru 25	103	20.6%	124	23.5%	151	25.4%	162	23.0%
	26 thru 30	87	17.4%	76	14.4%	88	14.8%	88	12.5%
	31 thru 35	51	10.2%	59	11.2%	63	10.6%	45	6.4%
	36 thru 40	54	10.8%	52	9.9%	45	7.6%	59	8.4%
	41 thru 45	34	6.8%	35	6.6%	26	4.4%	43	6.1%
	46 thru 50	29	5.8%	21	4.0%	21	3.5%	21	3.0%
	51 thru 60	47	9.4%	26	4.9%	34	5.7%	28	4.0%
	61 plus	13	2.6%	10	1.9%	10	1.7%	9	1.3%
	ALL Ages	500	100.0%	527	100.0%	595	100.0%	703	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. For the last two years, courses have been primarily offered online, in both synchronous and asynchronous formats due to COVID issues. We are transitioning back to pre-pandemic course rotations.

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. This pattern was not achieved during COVID, the department is transitioning back to this practice.

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 recently combined our nine discipline specific advisory committees into two committees. Paralegal Studies, due to the very specific nature of the program has its own advisory committee. The other eight former committees merged into one. This allows for more synergy due to the overlapping nature of the various disciplines. There are currently twenty one advisory members on this committee, one is a current associate professor. The Paralegal Advisory will meet once a semester, curriculum and program currency are reviewed. The Business Advisory will meet once a year, curriculum and program currency will be reviewed by the members. Both committees are doing active outreach to the community to insure diversity of membership.

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 Hospitality area. Work continues with two high schools in the county regarding articulation of their Hospitality 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)

BMG 55 - Financial Analysis (satisfies Financial prereq for MBA program at SSU)

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

Effective during the 2021-2022 Academic Year

To: Sonoma State University

2021-2022 General Catalog, Semester

From: Santa Rosa Junior College

2021-2022 General Catalog, Semester

Computer Competency Requirement ← BAD 53 - Introduction to Solving Business Problems with Spreadsheets (1.50)

BUS 225 - Legal Environment of Business (4.00) ← BAD 18 - The Legal Environment of Business (3.00)

BUS 230A - Financial Accounting (4.00) ← BAD 1 - Financial Accounting (4.00)

BUS 230B - Managerial Accounting (4.00) ← BAD 2 - Managerial Accounting (4.00)

Effective during the 2021-2022 Academic Year

To: San Jose State University

2021-2022 General Catalog, Semester

From: Santa Rosa Junior College

2021-2022 General Catalog, Semester

HSPM 1 - Introduction to Hospitality Management (3.00) ← HOSP 80 - Introduction to Hospitality (3.00)

BUS1 21 - Managerial Accounting (3.00) ← BAD 2 - Managerial Accounting (4.00)

BUS1 20 - Financial Accounting (3.00) ← BAD 1 - Financial Accounting (4.00)

BUS3 80 - Legal Environment of Business (3.00) ← BAD 18 - The Legal Environment of Business (3.00)

Effective during the 2021-2022 Academic Year

To: University of California, Irvine

2021-2022 General Catalog, Quarter
 From: Santa Rosa Junior College
 2021-2022 General Catalog, Semester

MGMT 30A - Principles of Accounting I (4.00) ← BAD 1 - Financial Accounting (4.00)
 MGMT 30B - Principles of Accounting II (4.00) ← BAD 2 - Managerial Accounting (4.00)
 MGMT 1 - Introduction to Business and Management (4.00) ← BAD 10 - American Business in its Global Context (3.00)

5.11a Labor Market Demand (Occupational Programs ONLY)

The Business Administration Department is comprised of 11 course discipline designations, 6 majors, and 12 certificate programs. Below are the statistic from the EDD regarding annual job growth in industries that our majors and certificates feed into.

2021-2023 Occupational Employment Projections														
California														
Statewide														
SOC Level ^[1]	SOC Code ^[2]	Occupational Title ^[3]	Second Quarter Estimated Employment 2021 ^{[4][5]}	Second Quarter Projected Employment 2023	Numeric Change 2021-2023 ^[6]	Percent-age Change 2021-2023	Exits ^[7]	Transfers ^[8]	Total Job Openings ^[9]	Median Hourly Wages ^[10]	Median Annual Wages ^[10]	Entry Level Education ^{[11][12]}	Work Experience ^{[11][12]}	On-the-Job Training ^{[11][12]}
3	11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	132,600	140,800	8,200	6.2%	5,570	17,170	30,940	\$0.00	\$0	N/A	N/A	N/A
4	11-2011	Advertising and Promotions Managers	2,300	2,600	300	13.0%	90	370	760	\$69.50	\$144,551	Bachelor's degree	<5 years	None
4	11-2022	Sales Managers	75,500	79,500	4,000	5.3%	3,100	9,770	16,870	\$66.54	\$138,392	Bachelor's degree	<5 years	None
4	11-3061	Purchasing Managers	7,600	8,000	400	5.3%	340	840	1,580	\$68.15	\$141,759	Bachelor's degree	≥5 years	None
3	11-9000	Other Management Occupations	524,100	559,900	35,800	6.8%	34,920	53,220	123,940	\$0.00	\$0	N/A	N/A	N/A

4	11-9081	Lodging Managers	4,700	5,900	1,200	25.5%	410	740	2,350	\$31.10	\$64,695	High school diploma or equivalent	<5 years	None
3	13-1000	Business Operations Specialists	822,600	871,200	48,600	5.9%	44,740	99,330	192,670	\$0.00	\$0	N/A	N/A	N/A
4	13-1020	Buyers and Purchasing Agents*	45,500	46,700	1,200	2.6%	3,130	5,910	10,240	\$34.92	\$72,634	Bachelor's degree	None	Moderate-term on-the-job training
4	13-1071	Human Resources Specialists	77,900	83,100	5,200	6.7%	4,360	10,700	20,260	\$35.39	\$73,605	Bachelor's degree	None	None
4	13-1161	Market Research Analysts and Marketing Specialists	100,500	109,800	9,300	9.3%	4,990	15,370	29,660	\$35.79	\$74,445	Bachelor's degree	None	None
4	13-2011	Accountants and Auditors	161,000	169,300	8,300	5.2%	9,210	19,570	37,080	\$38.42	\$79,926	Bachelor's degree	None	None
4	13-2031	Budget Analysts	5,700	6,000	300	5.3%	280	610	1,190	\$43.43	\$90,323	Bachelor's degree	None	None
4	13-2041	Credit Analysts	7,300	7,300	0	0.0%	250	980	1,230	\$40.04	\$83,284	Bachelor's degree	None	None
4	13-2072	Loan Officers	36,000	36,400	400	1.1%	1,550	3,940	5,890	\$30.93	\$64,321	Bachelor's degree	<5 years	Moderate-term on-the-job training
4	13-2081	Tax Examiners and Collectors, and Revenue Agents	8,800	8,900	100	1.1%	690	790	1,580	\$31.09	\$64,665	Bachelor's degree	None	Moderate-term on-the-job training
4	13-2082	Tax Preparers	9,900	10,300	400	4.0%	1,110	1,110	2,620	\$26.13	\$54,370	High school diploma or equivalent	None	Moderate-term on-the-job training
3	23-2000	Legal Support Workers	48,700	50,900	2,200	4.5%	3,780	6,480	12,460	\$0.00	\$0	N/A	N/A	N/A
4	23-2011	Paralegals and Legal Assistants	34,900	36,800	1,900	5.4%	2,780	4,840	9,520	\$30.18	\$62,768	Associate's degree	None	None
4	23-2099	Legal Support Workers, All Other	9,300	9,600	300	3.2%	680	1,110	2,090	\$26.99	\$56,136	Associate's degree	None	None
2	41-0000	Sales and Related Occupations	1,591,500	1,653,600	62,100	3.9%	169,990	257,390	489,480	\$18.07	\$37,577	N/A	N/A	N/A
3	41-1000	Supervisors of Sales Workers	172,500	176,100	3,600	2.1%	11,890	23,480	38,970	\$0.00	\$0	N/A	N/A	N/A
3	41-3000	Sales Representatives, Services	245,300	256,400	11,100	4.5%	13,330	38,070	62,500	\$0.00	\$0	N/A	N/A	N/A
4	41-3011	Advertising Sales Agents	10,700	11,400	700	6.5%	670	2,050	3,420	\$30.25	\$62,927	High school diploma or equivalent	None	Moderate-term on-the-job training
4	41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	124,000	132,400	8,400	6.8%	6,440	22,550	37,390	\$31.99	\$66,531	High school diploma or equivalent	None	Moderate-term on-the-job training

3	41-4000	Sales Representatives, Wholesale and Manufacturing	184,000	191,700	7,700	4.2%	11,110	25,390	44,200	\$0.00	\$0	N/A	N/A	N/A
4	41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41,400	43,400	2,000	4.8%	2,510	5,730	10,240	\$53.39	\$111,039	Bachelor's degree	None	Moderate-term on-the-job training
4	41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	142,600	148,300	5,700	4.0%	8,600	19,660	33,960	\$32.63	\$67,862	High school diploma or equivalent	None	Moderate-term on-the-job training
3	41-9000	Other Sales and Related Workers	134,500	141,500	7,000	5.2%	15,050	18,260	40,310	\$0.00	\$0	N/A	N/A	N/A
4	41-9021	Real Estate Brokers	18,400	19,600	1,200	6.5%	1,580	1,670	4,450	\$32.25	\$67,080	High school diploma or equivalent	<5 years	None
4	41-9022	Real Estate Sales Agents	26,300	27,800	1,500	5.7%	2,250	2,380	6,130	\$30.74	\$63,942	High school diploma or equivalent	None	Moderate-term on-the-job training
4	41-9099	Sales and Related Workers, All Other	34,000	35,900	1,900	5.6%	3,180	5,720	10,800	\$20.77	\$43,209	High school diploma or equivalent	None	None
2	43-0000	Office and Administrative Support Occupations	2,087,400	2,157,600	70,200	3.4%	201,980	258,600	530,780	\$21.61	\$44,956	N/A	N/A	N/A
3	43-1000	Supervisors of Office and Administrative Support Workers	166,900	173,200	6,300	3.8%	12,620	20,790	39,710	\$0.00	\$0	N/A	N/A	N/A
3	43-3000	Financial Clerks	322,200	330,200	8,000	2.5%	33,120	36,540	77,660	\$0.00	\$0	N/A	N/A	N/A
4	43-3011	Bill and Account Collectors	18,400	18,400	0	0.0%	1,350	2,610	3,960	\$22.71	\$47,238	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-3021	Billing and Posting Clerks	48,200	49,800	1,600	3.3%	4,020	6,010	11,630	\$21.89	\$45,549	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-3031	Bookkeeping, Accounting, and Auditing Clerks	183,400	190,000	6,600	3.6%	21,880	19,070	47,550	\$24.07	\$50,073	Some college, no degree	None	Moderate-term on-the-job training
4	43-3051	Payroll and Timekeeping Clerks	19,500	19,800	300	1.5%	1,860	2,150	4,310	\$26.98	\$56,113	High school diploma or equivalent	None	Moderate-term on-the-job training

4	43-3099	Financial Clerks, All Other	4,200	4,400	200	4.8%	290	600	1,090	\$24.00	\$49,930	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4011	Brokerage Clerks	3,900	3,800	-100	-2.6%	320	510	730	\$29.33	\$60,995	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-4021	Correspondence Clerks	1,700	1,700	0	0.0%	150	220	370	\$19.91	\$41,414	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4071	File Clerks	12,400	12,600	200	1.6%	1,350	1,550	3,100	\$17.66	\$36,726	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4081	Hotel, Motel, and Resort Desk Clerks	20,900	26,200	5,300	25.4%	2,730	4,990	13,020	\$15.20	\$31,618	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4131	Loan Interviewers and Clerks	18,900	19,000	100	0.5%	1,090	2,220	3,410	\$22.74	\$47,300	High school diploma or equivalent	None	Short-term on-the-job training
4	43-4141	New Accounts Clerks	3,100	3,000	-100	-3.2%	190	380	470	\$0.00	\$0	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-4151	Order Clerks	28,200	28,300	100	0.4%	2,400	3,540	6,040	\$19.17	\$39,868	Some college, no degree	None	Short-term on-the-job training
4	43-4161	Human Resources Assistants, Except Payroll and Timekeeping	12,400	12,900	500	4.0%	970	1,540	3,010	\$22.84	\$47,504	Associate's degree	None	None
3	43-6000	Secretaries and Administrative Assistants	403,900	416,500	12,600	3.1%	41,750	45,820	100,170	\$0.00	\$0	N/A	N/A	N/A
4	43-6012	Legal Secretaries	25,800	25,400	-400	-1.6%	2,610	2,860	5,070	\$29.04	\$60,401	High school diploma or equivalent	None	Moderate-term on-the-job training
4	43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	212,600	219,700	7,100	3.3%	21,990	24,140	53,230	\$22.02	\$45,805	High school diploma or equivalent	None	Short-term on-the-job training
3	43-9000	Other Office and Administrative Support Workers	430,400	444,700	14,300	3.3%	44,960	52,920	112,180	\$0.00	\$0	N/A	N/A	N/A

4	43-9022	Word Processors and Typists	7,800	7,500	-300	-3.8%	920	830	1,450	\$22.48	\$46,757	High school diploma or equivalent	None	Short-term on-the-job training
4	43-9051	Mail Clerks and Mail Machine Operators, Except Postal Service	4,800	4,900	100	2.1%	490	610	1,200	\$16.52	\$34,372	High school diploma or equivalent	None	Short-term on-the-job training
4	43-9061	Office Clerks, General	319,900	331,600	11,700	3.7%	35,560	38,640	85,900	\$19.08	\$39,684	High school diploma or equivalent	None	Short-term on-the-job training
4	43-9199	Office and Administrative Support Workers, All Other	42,600	44,900	2,300	5.4%	3,610	6,050	11,960	\$18.32	\$38,098	High school diploma or equivalent	None	Short-term on-the-job training

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 		The Event Management class and certificate have both been approved.
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 		BMG 55 is now being offered fully online. SSU accepts BGM55 as fulfilling the finanacial course work needed for entry into the MBA program. Kyle Zeck is coordinating the revitalization of this program.
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: 100px;">-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: 100px;">-Market program to increase enrollment -Follow recommendations of advisory committee 		Marketing certificate is now 12 units, down from 22. The program appears to be successful in the new format. Courses are being updated to meet current industry needs. Addition of BMK155 (Digital Tools) has been a success.

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0005	ALL	01	01	Paralegal Studies	-Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing		All Paralegal courses are currently approved for and offered fully online. Some are being offered synchronously online. This format appears to work well and enrollment is up slightly.
0006	ALL	01	01	Human Resources	- Move HR 61 to online -Explore putting HR 63 & 64 online		Courses have been offered fully online, in either synchronous and asynchronous formats.
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.		Both RE 57 and RE 58 are now in canvas for online delivery. Interviews were held for Real Estate associates and one new instructor has started teaching in the program. In addition, Al Yu has created two new real estate courses that will be offered starting in spring or fall of 2023.
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		All enrolled agent courses are now fully developed in canvas. The Ethics course has been approved and added as an elective to the Accountant Assistant Program.

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"> -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"> - Work on new management program - Update curriculum 		
0003	ALL	01	01	Bookkeeping	<ul style="list-style-type: none"> -Evaluate BBK 50 - maybe 4 units and/or eliminate lab -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"> - Update BMG51 Sales to Cloud Sales class - Revitalize BMK54 Advertising, possibly intragrating it into the Digital Tools class. 		
0005	ALL	01	01	Paralegal Studies	<ul style="list-style-type: none"> -Increase enrollment through advertizing 		
0006	ALL	01	01	Human Resources	Identify new program coordinator		
0007	ALL	01	01	Real Estate	Continue to refresh adjunct pool.		
0008	ALL	01	01	Accounting	<ul style="list-style-type: none"> - Develop Accounting Degree 		