

Santa Rosa Junior College

Program Resource Planning Process

Business 2019

1.1a Mission

Mission Statement

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

Vision Statement

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

1.1b Mission Alignment

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

1.1c Description

Majors:

Business Administration Associates of Science for Transfer

The Associate of Science in Business Administration for Transfer degree will provide students with the lower division course work to successfully prepare for upper division work. This degree is designed to provide a clear and seamless pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AS-T degree are guaranteed

admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This degree was coordinated with Sonoma State University for transfer with a major in Business Administration.

Administrative Office Professional

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

Hospitality Management Associates of Science for Transfer

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

Human Resource Administration

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

Paralegal Studies

The Paralegal Studies major teaches the practical applications of legal theory and advances the paralegal profession by offering a rigorous course of study that develops resourceful legal problem solvers. The program meets the educational requirements for paralegals as stated in the California Business and Professions Code, commencing with section 6450. Paralegals perform legal work delegated and supervised by an attorney. They may draft, analyze and summarize legal documents, interview and act as liaisons with clients and witnesses, conduct legal and factual research and provide trial assistance. Paralegals may not give legal advice. Paralegals are commonly found in law firms, specializing in such areas as civil litigation, intellectual property law (patent, trademark, copyright), family law, corporate, environmental, probate, estate planning and bankruptcy. They may be employed part-time or full-time as salaried or contract paralegals.

Real Estate

The Real Estate major will provide students the opportunity to obtain entry-level positions and

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

Certificates:

Accountant Assistant Certificate (17.0 units)

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

Administrative Professional Discipline

Administrative Assistant Certificate (28.5 units)

Office Assistant Skills Certificate (12.0 units)

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

Bookkeeping Discipline

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

Bookkeeper Certificate of Achievement (25.0 units)

Account Clerk and Payroll Skills Certificate (16.0 units)

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

These certificate programs are designed to prepare students for work in a variety of bookkeeping positions ranging from entry-level to intermediate. The Bookkeeping Certificate is part of the career pathway used for the administrative office professional major and requires

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

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

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

Business Marketing Certificate (12.0 units)

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

Entrepreneurship Certificate (12.0 units)

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

Hospitality Management Certificate (16 unit):

The purpose of the Management certificate is to educate and train students to find gainful employment in the Rooms Division of a hotel as a front desk agent, concierge, night auditor, bellman, housekeeper, or reservationist. Through classroom education and training in a

simulated environment, our students will gain hands-on job experience improving the likelihood of employment and increased salary placement. In addition to the skills and knowledge of working in a hotel, this program provides the student with expertise to guide tourists to the many tourist attractions including restaurants, wineries, historical sites, arts, cultural events and activities of Sonoma County.

Human Resource Administration Certificate (26.5 units)

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

Real Estate Sales Certificate (12.0 units)

Real Estate Certificate (18.0 units)

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

Business Banking and Lending (22.5 units)

The Business Banking and Lending certificate launched effective spring 2019 after several years of development at the request and with guidance by industry professionals. The Certificate of Achievement qualifies students for employment as Loan Processor, Loan Analyst, Credit Analyst, Loan Underwriter, Commercial Servicing Specialist, Commercial Operations Specialist, and related occupations in both the consumer and commercial banking and lending fields. The certificate also serves as a pathway to employment as a loan officer, with additional education/training and work experience.

1.1d Hours of Office Operation and Service by Location

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

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

1.2 Program/Unit Context and Environmental Scan

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

Currently the department has an immediate full time faculty need:

Business Transfer

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

The Business Transfer major and all related transfer coursework continue to be in high demand. This discipline represents a majority of the department's offerings and classes are continuously impacted. Class efficiency and instructional productivity also continue to be very strong -- among the highest in our department. With the increased need for additional online transfer classes our department anticipates growth in this area in order to satisfy student needs. Furthermore, as more international students come to our college to study business, in addition to, the increase in Business majors at the university level, demand for business transfer courses will rise. Unfortunately, over the past 5-10 years, the Business Department has seen eight full-time faculty retirements and one faculty who is expected to retire in December 2019, with only two replacements in this specific area of expertise (accounting, law, and human relations management). This year's faculty retirement will be the full-time business transfer instructors on the Petaluma campus. Thus, both campuses would benefit from a full-time business transfer faculty member.

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

2.1a Budget Needs

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

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

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

2.1b Budget Requests

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

2.2a Current Classified Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|---|
| AA II | 40.00 | 12.00 | The Maggini Service center not only provides support to the Business Department, but to users from all areas of the campus who use our facilities and equipment. Manage all aspects of department operations including collaboration with chair and faculty on schedule development, curriculum development and tracking; order/track graphics, supplies, budget management, transfers, and tracking; trouble-shoot office equipment problems; hire, train, supervise student employees, reception duties in a high traffic front office, home to 5 fulltime faculty and 60+ adjunct on the first two floors of Maggini. Coordinate activities, communications with all disciplines; verify textbooks orders for all course sections; PRPP input; provide orientations to new adjunct faculty; set up and take minutes at department meetings and 9 advisory committees; coordinate all aspects of year-end ceremony for graduating students; communicate with students regarding class/instructor issues and assist students with proper paperwork and process to ensure successful completion. Heavy communications daily with various full-time and adjunct faculty via email, phone, and in person. |

2.2b Current Management/Confidential Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|--------------------------|-------|-------|---|
| Department Chair | 20.00 | 10.00 | Chairperson duties as identified in the AFA contract. |
| Program Coordinators (9) | 1.70 | 10.00 | Currently 9 faculty serve as coordinators of specific programs. Duties include program development, |

| | | | |
|--|--|--|---|
| | | | curriculum, outreach, advisory meetings, and student advising. Each coordinator receives 5% release time. |
|--|--|--|---|

2.2c Current STNC/Student Worker Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|--------------------|-------|-------|---|
| Student Assistants | 14.00 | 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 6 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 (14 hrs./wk total). The first floor of Maggini is also the entryway to the copy machine used by faculty and staff from many departments. The second floor is also frequented by conference room attendees using the internal stairwell to gain access, again via the department's front door. With entrances on both the first and second floor, having adequate student coverage is needed to ensure that student and faculty needs are met.

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

The student population in the Business department has maintained in the last year 2016/17 (7515 students) to 2017/18 (7504 students). 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 students 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. |
| Petaluma Business Instructor - Retiring | Petaluma anchor faculty, coordinating bookkeeping, bookkeeping clerk, accounting clerk and payroll clerk; he is primarily teaching transfer accounting classes in Petaluma. |
| Business CTE Instructor | New third year faculty. Coordinating multiple certificates. |
| Business Transfer Instructor | Business law and business transfer courses. Coordinates the Paralegal major. |
| | |

2.3b Full-Time and Part-Time Ratios

| Discipline | FTEF Reg | % Reg Load | FTEF Adj | % Adj Load | Description |
|----------------------------|-------------|---------------|-------------|---------------|---|
| Business Administration | 2.4000 | 31.0000 | 5.2000 | 68.0000 | Currently the majority of the classes in this discipline are taught by 23 adjunct instructors. We lost our TMC transfer coordinator due to a retirement. |
| Business Bookkeeping | 0.0000 | 0.0000 | 1.8000 | 100.0000 | Currently all the classes in this discipline are taught by 12 adjunct instructors. Petaluma anchor faculty, coordinating bookkeeping, bookkeeping clerk, accounting clerk and payroll clerk; he is primarily teaching transfer accounting classes in Petaluma. He is due to retire in 2019. |
| Business General | 1.1400 | 42.0000 | 1.5700 | 58.0000 | Currently the majority classes in this discipline are taught by 9 adjunct instructors. Full time faculty member coordinates the certificate, SLO assessments, and curriculum for this area. |
| Business Management | 0.2000 | 19.0000 | 1.5000 | 80.0000 | Currently the majority of the classes in this discipline are taught by 8 adjunct instructors. All certificate coordination, SLO assessments, curriculum and student contact/counseling is done by PT faculty. |
| Business Marketing | 0.3000 | 25.0000 | 0.9000 | 75.0000 | Majority of classes in this discipline are taught by full-time contract faculty as either contract or overload. The certificate program is coordinated by a full time faculty. |
| Business Office Technology | 0.0000 | 0.0000 | 0.2700 | 100.0000 | This class rotates between fulltime contract and adjunct faculty. |
| Entrepreneurship | 0.0000 | 0.0000 | 0.3100 | 100.0000 | New and fast growing disipline coordinated and taught entirely by adjunct faculty. |
| Hospitality | 0.0000 | 0.0000 | 0.4700 | 100.0000 | Majority of classes in this discipline are taught by full-time contract faculty and the certificate program is coordinated by a full time faculty. |
| Human Resources | 0.0000 | 0.0000 | 0.6000 | 100.0000 | Currently all the classes in this discipline are taught by 2 adjunct instructors. All certificate coordination, SLO assessments, curriculum, and student contact/counseling is done by PT faculty. The HR coordinator is close to retirement age. |
| Paralegal Studies | 0.2000 | 21.0000 | 74.0000 | 78.0000 | The majority of the classes in this discipline are taught by 12 part-time faculty and the certificate program is coordinated by a full time faculty. |
| Real Estate | 0.6000 | 50.0000 | 0.6000 | 50.0000 | Load classed as FT, is a pro-rata faculty member, not a full-time contract faculty member. |
| Total Department | 0.0000 | 17.0900 | 0.0000 | 82.6300 | ***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, one (1) on tenure track, and one (1) retiring in 2019. Only three (3) existing faculty members will be below the age of 55. Three (3) faculty members retired in the last two (2) years-- NONE were replaced.

There have been thirteen (13) contract faculty retirements in the last fifteen (15) years. There have been seven (7) full-time contract retirements in the past eight (8) years. One (1) more is retiring this year -- 2019.

The department has replaced only three (3) full time faculty in the last fifteen (15) years.

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

Business Department Faculty Staffing Request Fall 2017

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.

April 26, 2017

2.3e Faculty Staffing Requests

| Rank | Location | SP | M | Discipline | SLO Assessment Rationale |
|------|----------|----|----|--|--|
| 0001 | ALL | 02 | 01 | Business Transfer/Career Ed (CE anchor) | Class growth, retirement impacts, and FT/PT ratio crisis |
| 0002 | ALL | 02 | 01 | BusinessTransfer/Career Ed (CE anchor) | Class growth, retirement impacts, and FT/PT ratio crisis |
| 0004 | ALL | 02 | 01 | Business - Entrepreneurship and Management | Class growth, retirement impacts, and FT/PT ratio crisis |

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. Side white boards - would facilitate a full class being broken into small groups who would then have a gathering point and resource to work out and provide solutions, list responses, and in general, work collaboratively on projects. They could then easily present their work to instructor and the class as a whole.

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

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

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

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 |
| 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 | | |
| 0002 | Santa Rosa | 01 | 01 | Replacement Chairs | 50 | \$800.00 | \$40,000.00 | K. Dalby | 2803, 2806, 2812 | K. Dalby/J. Adams |
| 0003 | Santa Rosa | 01 | 01 | Replacement Chairs and desks | 260 | \$800.00 | \$208,000.00 | G. Lord | 2707, 2708, 27142802, 2803, 2806, 2811, | R. Gattinella / A. Yu |
| 0003 | ALL | 01 | 01 | Lexis/Nexis subscptn. (legal research) \$1500/year | 1 | \$1,500.00 | \$1,500.00 | S.Fichera | Computer labs | S. Fichera |
| 0005 | Santa Rosa | 04 | 01 | Carpet - commercial grade | 6 | \$15,000.00 | \$90,000.00 | G. Lord | 2802, 2803, 2806, 2811, 2812,, 2825 | R. Gattinella / A. Yu |

2.4d Non-Instructional Equipment and Technology Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|

2.5a Minor Facilities Requests

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

2.5b Analysis of Existing Facilities

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

3.1 Develop Financial Resources

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

3.2 Serve our Diverse Communities

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

3.3 Cultivate a Healthy Organization

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

Faculty members are encouraged to continue professional development.

3.4 Safety and Emergency Preparedness

Maggini Service Center's Administrative Assistant II is the area safety coordinator for the first floor of Maggini. She dedicates herself to creating and maintaining an environment that achieves only the highest levels of safety, OSHA approved work conditions, and a pleasant experience for all peoples -- with or without disabilities.

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

3.5 Establish a Culture of Sustainability

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

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

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

4.1a Course Student Learning Outcomes Assessment

SLO Assessments

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

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

4.1b Program Student Learning Outcomes Assessment

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

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

SLO program assessment plan

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

4.1c Student Learning Outcomes Reporting

| Type | Name | Student Assessment Implemented | Assessment Results Analyzed | Change Implemented |
|--------|--------------------------------|--------------------------------|-----------------------------|--------------------|
| Course | *BAD 54 -Micro Comp App Acct'g | N/A | N/A | N/A |
| Course | *BAD 64 - Computer Tax Acct'g | N/A | N/A | N/A |
| Course | *BAD 67- Finance Plan & Invest | N/A | N/A | N/A |
| Course | *BMG 105 - Ethics, Responsibi | N/A | N/A | N/A |
| Course | *BMG 66.1 - Decision Making | N/A | N/A | N/A |
| Course | *BMG 78.127 - Body Language | N/A | N/A | N/A |
| Course | *BMG 85.1 - Pre-Bus. Fund | N/A | N/A | N/A |
| Course | *BMG 85.10 - Ethical Issues S | N/A | N/A | N/A |
| Course | *BMG 85.12 - Sm. Bus. Entrepre | N/A | N/A | N/A |
| Course | *BMG 85.13 - Starting an E-Bus | N/A | N/A | N/A |
| Course | *BMG 85.2 - Start Small Bus. | N/A | N/A | N/A |
| Course | *BMG 85.3 - Bus Record & Cash | N/A | N/A | N/A |
| Course | *BMG 85.5 - Business Plan | N/A | N/A | N/A |
| Course | *BMG 85.6 - Sm Bus Promo, Ads | N/A | N/A | N/A |
| Course | *BMG 85.8 - Tax & Sm. Bus | N/A | N/A | N/A |
| Course | *BOT 156 -Legal Ofc Procedures | N/A | N/A | N/A |
| Course | *BOT 85.3 -Family Law Procedur | N/A | N/A | N/A |
| Course | *BOT 85.6 - Legal Doc Process | N/A | N/A | N/A |
| Course | *HOSP 52 -World Class Cust Srv | N/A | N/A | N/A |
| Course | *HR 74 - HR Payroll Adminis | N/A | N/A | N/A |
| Course | *PLS 61 - Intellectual Prop | N/A | N/A | N/A |
| Course | *PLS 65 - Tech in Law Pract | N/A | N/A | N/A |
| Course | *RE 54 - Commerical RE Apprais | N/A | N/A | N/A |
| Course | *RE 59 - Adv. Residential Appr | N/A | N/A | N/A |
| Course | BAD 1 - Financial Accounting | Fall 2011 | Fall 2013 | N/A |
| Course | BAD 10 - American Bus. Global | Fall 2013 | Fall 2013 | N/A |
| Course | BAD 18 - Legal Environment Bus | Fall 2014 | Fall 2014 | N/A |
| Course | BAD 2 - Managerial Accounting | Spring 2012 | Fall 2013 | Fall 2015 |
| Course | BAD 52 - Human Relations | Spring 2012 | Spring 2012 | N/A |
| Course | BAD 53 - Solve Bus. Prob. | Spring 2013 | Fall 2013 | N/A |
| Course | BAD 55 - Intermed Accounting | Spring 2011 | Fall 2014 | N/A |
| Course | BAD 56 - Fund Accounting | Fall 2014 | Fall 2014 | N/A |
| Course | BAD 57 - Cost Accounting | Spring 2014 | Spring 2014 | N/A |
| Course | BAD 59 - Fed Income Tax Law | Fall 2014 | Fall 2014 | N/A |
| Course | BAD 98- Independent Study BAD | Fall 2014 | Fall 2014 | Spring 2015 |
| Course | BBK 50 - Comp Bookkeeping 1 | Spring 2012 | Spring 2012 | Fall 2012 |
| Course | BBK 51 - Comp Bookkeeping 2 | Spring 2013 | Fall 2013 | N/A |
| Course | BBK 52.1 - Payroll Record, Rpt | Fall 2014 | Fall 2014 | N/A |
| Course | BBK 53.1 - Quickbooks 1 | Fall 2013 | Fall 2013 | N/A |
| Course | BBK 53.2 Quickbooks 2 | Spring 2013 | Spring 2013 | N/A |
| Course | BGN 101 - Typing | Fall 2011 | Spring 2012 | N/A |
| Course | BGN 102 - Typing Skill Build | Fall 2011 | Spring 2012 | N/A |
| Course | BGN 110 - Exploring Bus. Caree | Fall 2011 | Fall 2011 | N/A |
| Course | BGN 111 - Soft Skills for Bus. | Fall 2011 | Fall 2011 | N/A |
| Course | BGN 112 Marketing Your Skill | Fall 2011 | Fall 2011 | N/A |
| Course | BGN 201 - Typing Self-Paced | Spring 2012 | Spring 2012 | N/A |
| Course | BGN 203 - Self-Paced 10-Key | Spring 2012 | Spring 2012 | N/A |
| Course | BGN 204 - Electronic Calculato | Spring 2012 | Spring 2012 | N/A |
| Course | BGN 205 - Basic Filing | Spring 2012 | Spring 2012 | N/A |
| Course | BGN 71 - Bus. English Grammar | Spring 2010 | Fall 2010 | N/A |
| Course | BGN 81 - Practical Bus. Math | Fall 2011 | Spring 2012 | Spring 2014 |
| Course | BMG 100 - Entrep. Bus. Plan | Fall 2013 | Fall 2013 | N/A |
| Course | BMG 103 - Comm. for Start-ups | Fall 2013 | Fall 2013 | N/A |
| Course | BMG 104 - Innovation, Creativ | Fall 2014 | Fall 2014 | N/A |
| Course | BMG 50 - Intro Mgmt & Super | Spring 2014 | Fall 2014 | N/A |
| Course | BMG 52 - Written Comm in Orgs | Fall 2014 | Fall 2014 | N/A |
| Course | BMG 53 - Oral Comm in Orgs | Fall 2013 | Fall 2013 | N/A |
| Course | BMG 54 - Quantative Skills | Spring 2012 | Spring 2012 | Spring 2013 |
| Course | BMG 55 - Bus. Mgmt Accounting | Spring 2014 | Spring 2014 | N/A |
| Course | BMG 61 - Skills for Managers | Fall 2013 | Fall 2013 | N/A |
| Course | BMG 62.1 - 1 on 1 Mgmt Comm | Fall 2013 | Fall 2013 | N/A |
| Course | BMG 62.4 - Managing Workgroups | Spring 2014 | Fall 2014 | N/A |
| Course | BMG 63.1 - Motivation & Empowr | Fall 2010 | Fall 2012 | Spring 2013 |

| | | | | |
|-------------------|--------------------------------|-------------|-------------|-------------|
| Course | BMG 63.4 - Managerial Leadersh | Spring 2014 | Fall 2014 | N/A |
| Course | BMG 66.3 - Financial Basics | Fall 2014 | Fall 2014 | N/A |
| Course | BMG 66.4 - Project Management | Fall 2014 | Fall 2014 | N/A |
| Course | BMG 67.4 - Conflict Management | Spring 2014 | Fall 2014 | N/A |
| Course | BMK 50 - Marketing | Fall 2013 | Fall 2013 | N/A |
| Course | BMK 51 - Prnciples of Selling | Fall 2013 | Fall 2013 | N/A |
| Course | BMK 54 - Advertising | Spring 2014 | Spring 2014 | N/A |
| Course | BMK 57 - Intro to PR | Spring 2014 | Spring 2014 | N/A |
| Course | BMK 59 - Consumer Behavior | Spring 2013 | Spring 2013 | N/A |
| Course | BMK 60 - Retail Merch Mgmt | Fall 2014 | Fall 2014 | N/A |
| Course | BOT 154 - Off. Procd 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 |
| 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 Procd: Pleadin | Fall 2013 | Spring 2015 | N/A |
| Course | PLS 54 - Civil Procd. Discove | Spring 2014 | Spring 2015 | N/A |
| Course | PLS 55 - Legal Ethics | Fall 2013 | Spring 2015 | N/A |
| Course | PLS 60 - Legal Calendaring | Spring 2012 | Spring 2012 | N/A |
| Course | PLS 62 - Torts | Spring 2014 | Spring 2014 | N/A |
| Course | PLS 63 - Contracts | Spring 2011 | Spring 2011 | N/A |
| Course | PLS 64 - American Jury System | Spring 2012 | Spring 2012 | N/A |
| Course | PLS 66 - Wills & Trusts | Fall 2013 | Fall 2013 | N/A |
| Course | PLS 67- Family Law | Fall 2014 | Fall 2014 | N/A |
| Course | RE 50 - Real Estate Principles | Fall 2010 | Fall 2010 | N/A |
| Course | RE 51 - Real Estate Practices | Summer 2010 | Summer 2010 | N/A |
| Course | RE 52 - Real Estate Finance | Fall 2010 | Fall 2010 | N/A |
| Course | RE 53 - Residential RE Apprais | Fall 2010 | Fall 2010 | N/A |
| Course | RE 55 - Legal Aspects of RE | Spring 2014 | Spring 2014 | N/A |
| Course | RE 56 - Real Estate Economics | Fall 2010 | Fall 2010 | N/A |
| Course | RE 57 - Property Mgmt in CA | Spring 2011 | Spring 2011 | N/A |
| Course | RE 58 - Real Estate Escrow | Fall 2010 | Fall 2010 | N/A |
| Certificate/Major | Account Clerk Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Accountant Asst. Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Administrative Asst. Certifica | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Administrative Ofc Prof | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Bookkeeper Asst. Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Bookkeeper Certificate | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Business Admin for Trans | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Business Admin major | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Business Marketing Cert | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Business Mgmt Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Business:Entrepreneurship Cert | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Hosp: Wine Tasting Services | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Hospitality: GSA | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Human Resources | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Human Resources Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Legal Office Certificate | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Legal Secretary Certificate | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Office Asst. Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Paralegal Studies Major | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Payroll Certificate | Spring 2015 | Spring 2015 | N/A |
| Certificate/Major | Real Estate Certificate | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Real Estate Certificate Sales | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Real Estate Major | Fall 2014 | Fall 2014 | N/A |
| Certificate/Major | Retail Management Cert | Spring 2015 | Spring 2015 | N/A |

| | | | | |
|-------------------|-----------------------------|-------------|-------------|-----|
| Certificate/Major | Tax Asst. Clerk Certificate | Spring 2015 | Spring 2015 | N/A |
|-------------------|-----------------------------|-------------|-------------|-----|

4.2a Key Courses or Services that address Institutional Outcomes

| Course/Service | 1a | 1b | 1c | 2a | 2b | 2c | 2d | 3a | 3b | 4a | 4b | 5 | 6a | 6b | 6c | 7 |
|---|----|----|----|----|----|----|----|----|----|----|----|---|----|----|----|---|
| BAD 1 Financial Accounting | X | X | X | X | X | | | X | | X | X | X | | | | X |
| BAD 10 American Business | | | X | X | X | X | | X | X | X | X | X | X | X | | X |
| BAD 18 The Legal Environment | | | X | X | | X | | X | X | X | X | X | X | X | | X |
| BAD 2 Managerial Accounting | X | X | X | X | X | | | X | | X | X | X | | | | X |
| BAD 52 Human Relations in Organizations | | | X | X | X | | | X | X | X | X | X | X | X | X | X |
| BAD 53 Introduction to Bus. Problems | X | X | X | | X | X | | X | X | X | X | X | X | | | X |
| BBK 50 Computerized Bookkeeping I | X | X | X | X | X | | X | X | X | X | X | X | | X | | X |
| BBK 51 Computerized Bookkeeping II | X | X | X | X | X | | X | X | X | X | X | X | X | X | | X |
| BBK 52.1 Payroll | X | | X | X | X | | | X | X | X | X | X | | X | | X |
| BBK 53.1 QuickBooks Level 1 | X | X | X | X | X | | | X | X | X | X | X | | X | | X |
| BBK 53.2 QuickBooks Level 2 | X | X | X | X | X | | X | X | | X | X | | | X | | X |
| BGN 110 Exploring Business Careers | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| 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 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 |
| BOT 154 Office Procedures | X | X | X | 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 2017-18 (plus current FY Summer and Fall)

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

Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|
| Business Administration | 276 | 1048 | 1253 | 308 | 997 | 1144 | 364 | 1067 | 1111 |
| Business Bookkeeping | 81 | 250 | 288 | 79 | 228 | 337 | 125 | 250 | 271 |
| Business General | 91 | 499 | 421 | 115 | 400 | 390 | 89 | 311 | 311 |
| Business Management | 57 | 293 | 271 | 74 | 257 | 270 | 83 | 254 | 271 |
| Business Marketing | 0 | 248 | 201 | 0 | 195 | 166 | 0 | 168 | 168 |
| Business Office Technology | 212 | 994 | 1010 | 183 | 43 | 826 | 6 | 459 | 711 |
| Hospitality | 0 | 109 | 78 | 0 | 93 | 100 | 0 | 82 | 82 |
| Human Resources | 0 | 166 | 280 | 0 | 240 | 249 | 44 | 234 | 271 |
| Paralegal Studies | 0 | 170 | 109 | 10 | 144 | 129 | 0 | 121 | 121 |
| Real Estate | 124 | 240 | 228 | 102 | 225 | 211 | 135 | 233 | 271 |
| ALL Disciplines | 841 | 4017 | 4139 | 871 | 2822 | 3822 | 846 | 3179 | 3441 |

Petaluma Campus (Includes Rohnert Park and Sonoma)

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

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

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

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

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Business Administration | 344 | 1296 | 1486 | 352 | 1202 | 1291 | 400 | 1227 | 1271 |
| Business Bookkeeping | 81 | 269 | 344 | 79 | 276 | 360 | 125 | 272 | 293 |
| Business General | 91 | 629 | 526 | 115 | 459 | 445 | 108 | 402 | 402 |
| Business Management | 57 | 293 | 271 | 74 | 257 | 270 | 83 | 254 | 271 |

| | | | | | | | | | |
|----------------------------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-----------|
| Business Marketing | 0 | 248 | 201 | 0 | 195 | 166 | 0 | 168 | 1 |
| Business Office Technology | 212 | 994 | 1010 | 183 | 43 | 826 | 6 | 459 | 7 |
| Hospitality | 0 | 109 | 192 | 0 | 138 | 162 | 0 | 223 | 1 |
| Human Resources | 0 | 166 | 280 | 0 | 240 | 249 | 44 | 234 | 2 |
| Paralegal Studies | 0 | 170 | 109 | 10 | 144 | 129 | 0 | 121 | 1 |
| Real Estate | 124 | 240 | 228 | 102 | 225 | 211 | 135 | 233 | 2 |
| ALL Disciplines | 909 | 4414 | 4647 | 915 | 3179 | 4109 | 901 | 3593 | 37 |

5.2a Enrollment Efficiency

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

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

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

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

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

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

Santa Rosa Campus

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

Petaluma Campus (Includes Rohnert Park and Sonoma)

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

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

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Business Administration | 0.0% | 42.9% | 0.0% | 0.0% | 47.5% | 0.0% | 0.0% | 0.0% | 0.1% |

| | | | | | | | | | |
|----------------------------|-------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|
| Business Bookkeeping | 0.0% | 0.0% | 48.0% | 0.0% | 88.0% | 20.0% | 0.0% | 0.0% | 25.0% |
| Business General | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 76.0% | 0.0% | 0.0% |
| Business Management | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Business Marketing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Business Office Technology | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Hospitality | 0.0% | 0.0% | 76.0% | 0.0% | 75.0% | 92.5% | 0.0% | 60.0% | 56.0% |
| Human Resources | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Paralegal Studies | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Real Estate | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| ALL Disciplines | 0.0% | 42.9% | 69.0% | 0.0% | 68.8% | 75.9% | 76.0% | 60.0% | 48.0% |

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

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

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| | | | | | | | | | |
|------------------------|------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|------------|
| ALL Disciplines | 0.0 | 15.0 | 34.5 | 0.0 | 21.5 | 16.5 | 19.0 | 47.0 | 9.0 |
|------------------------|------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|------------|

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

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Business Administration | 33.7 | 35.0 | 32.6 | 28.8 | 32.4 | 31.8 | 39.2 | 33.1 | 34.0 |
| Business Bookkeeping | 27.0 | 24.5 | 22.9 | 26.3 | 27.6 | 27.7 | 25.0 | 24.7 | 21.0 |
| Business General | 22.8 | 20.6 | 21.0 | 23.0 | 19.0 | 19.9 | 21.6 | 22.4 | 17.0 |
| Business Management | 28.5 | 22.6 | 22.7 | 24.7 | 23.5 | 22.8 | 27.7 | 21.7 | 20.0 |
| Business Marketing | 0.0 | 31.0 | 28.7 | 0.0 | 27.9 | 27.7 | 0.0 | 33.6 | 30.0 |
| Business Office Technology | 91.0 | 73.7 | 22.4 | 69.0 | 17.5 | 23.6 | 0.0 | 13.0 | 21.0 |
| Hospitality | 0.0 | 21.8 | 32.0 | 0.0 | 27.6 | 23.1 | 0.0 | 37.2 | 21.0 |
| Human Resources | 0.0 | 28.3 | 28.2 | 0.0 | 29.5 | 28.7 | 42.0 | 30.3 | 21.0 |
| Paralegal Studies | 0.0 | 22.9 | 19.8 | 13.0 | 21.7 | 22.6 | 0.0 | 23.4 | 21.0 |
| Real Estate | 41.3 | 40.0 | 45.6 | 34.0 | 37.5 | 42.2 | 27.0 | 33.3 | 41.0 |
| ALL Disciplines | 34.0 | 29.8 | 27.6 | 28.5 | 27.1 | 27.2 | 30.5 | 28.8 | 21.0 |

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 implented programs to improve productivity across all areas that do not achieve acceptable ratios.

Santa Rosa Junior College - Program Unit Review

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

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

Santa Rosa Campus

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

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

| Business General | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | FTES | 7.41 | 40.76 | 33.50 | 9.46 | 33.34 | 31.90 | 7.47 | 19.64 | 17.9 |
| | FTEF | 0.61 | 3.28 | 2.50 | 0.80 | 2.68 | 2.55 | 0.63 | 1.47 | 1.4 |
| | Ratio | 12.24 | 12.41 | 13.39 | 11.80 | 12.42 | 12.49 | 11.89 | 13.37 | 11.9 |

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

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

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

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

| Human Resources | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|-----------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | FTES | 0.00 | 7.20 | 12.01 | 0.00 | 10.17 | 10.59 | 0.90 | 9.94 | 10.1 |
| | FTEF | 0.00 | 0.56 | 0.87 | 0.00 | 0.70 | 0.77 | 0.03 | 0.70 | 0.7 |

| | | | | | | | | | | |
|--|-------|------|-------|-------|------|-------|-------|-------|-------|------|
| | Ratio | 0.00 | 12.75 | 13.75 | 0.00 | 14.55 | 13.81 | 27.00 | 14.21 | 13.3 |
|--|-------|------|-------|-------|------|-------|-------|-------|-------|------|

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

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

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

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

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

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

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

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

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

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

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

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

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

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

| Business Administration | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|-------------------------|-------|-------|--------|--------|-------|--------|--------|-------|--------|-------|
| | FTES | 38.13 | 142.63 | 160.63 | 39.69 | 133.02 | 142.24 | 42.22 | 133.68 | 134.8 |
| | FTEF | 2.40 | 8.21 | 9.76 | 2.65 | 7.98 | 8.76 | 2.24 | 7.78 | 7.9 |
| | Ratio | 15.89 | 17.38 | 16.46 | 14.97 | 16.67 | 16.23 | 18.83 | 17.19 | 16.9 |

| Business Bookkeeping | | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | FTES | 7.08 | 27.42 | 34.93 | 6.75 | 26.70 | 35.33 | 9.64 | 27.76 | 35.2 |

| | | | | | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
| | FTEF | 0.46 | 1.94 | 2.36 | 0.46 | 1.69 | 2.18 | 0.85 | 2.04 | 2.4 |
| | Ratio | 15.31 | 14.17 | 14.82 | 14.59 | 15.82 | 16.23 | 11.29 | 13.63 | 14.5 |

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

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

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

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

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

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

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

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

5.4 Curriculum Currency

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

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

5.5 Successful Program Completion

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

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

| Description | Prog Type | 2009 2010 | 2010 2011 | 2011 2012 | 2012 2013 | 2013 2014 | 2014 2015 | 2015 2016 | 2016 2017 | 2017 2018 | 2018 2019 |
|---|-----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Business: Real Estate | AA-O | 4 | 4 | 1 | 4 | 2 | 5 | 4 | 4 | 2 | 2 |
| Business: Human Resource Administration | AA-O | 6 | 7 | 9 | 18 | 12 | 11 | 8 | 17 | 10 | 2 |
| Paralegal Studies | AA-O | 0 | 0 | 12 | 11 | 15 | 17 | 10 | 14 | 8 | 8 |
| Administrative Office Professional | AS-O | 0 | 0 | 2 | 3 | 4 | 1 | 5 | 7 | 11 | 8 |
| Business Administration (AS-T) | AS-T | 0 | 0 | 0 | 55 | 104 | 95 | 131 | 153 | 165 | 63 |
| Business: Entrepreneurship | Cert | 8 | 2 | 1 | 4 | 8 | 5 | 19 | 12 | 7 | 2 |
| Accountant Assistant | Cert | 11 | 21 | 13 | 12 | 9 | 8 | 7 | 11 | 6 | 0 |
| Administrative Assistant | Cert | 3 | 5 | 6 | 5 | 12 | 9 | 11 | 7 | 10 | 1 |
| Business: Real Estate | Cert | 6 | 1 | 2 | 1 | 4 | 2 | 3 | 1 | 2 | 2 |
| Business: Payroll | Cert | 4 | 3 | 5 | 3 | 11 | 7 | 10 | 9 | 10 | 5 |
| Office Assistant | Cert | 3 | 9 | 14 | 9 | 38 | 15 | 24 | 13 | 20 | 9 |
| Business: Bookkeeper | Cert | 2 | 6 | 9 | 5 | 6 | 9 | 11 | 2 | 5 | 5 |
| Business: Bookkeeper Assistant | Cert | 8 | 11 | 10 | 5 | 6 | 8 | 9 | 4 | 7 | 6 |
| Business Marketing | Cert | 8 | 9 | 6 | 12 | 7 | 9 | 8 | 5 | 9 | 12 |
| Account Clerk | Cert | 13 | 10 | 21 | 5 | 13 | 17 | 6 | 11 | 14 | 10 |
| Business: Human Resource Administration | Cert | 3 | 3 | 14 | 13 | 15 | 15 | 15 | 14 | 18 | 1 |
| Hospitality: Front Office Management | Cert | 0 | 0 | 0 | 0 | 0 | 1 | 6 | 8 | 10 | 4 |
| Business: Real Estate Sales | Cert | 3 | 1 | 1 | 1 | 27 | 23 | 39 | 20 | 41 | 16 |
| Inactive Certificates / Majors | | | | | | | | | | | |
| Business Administration | AA-T | 56 | 53 | 84 | 48 | 40 | 25 | 24 | 14 | 5 | 0 |

| | | | | | | | | | | | |
|---|------|----|----|---|---|----|---|---|---|---|---|
| Business Management | Cert | 3 | 3 | 5 | 1 | 1 | 7 | 1 | 5 | 6 | 4 |
| Retail Management | Cert | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| Legal Secretary | Cert | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Client Services Specialist | Cert | 0 | 3 | 2 | 1 | 1 | 3 | 0 | 0 | 0 | 0 |
| Human Resource Administration | Cert | 26 | 16 | 8 | 5 | 1 | 0 | 1 | 0 | 0 | 0 |
| Tax Assistant Clerk | Cert | 8 | 11 | 1 | 2 | 3 | 1 | 2 | 0 | 0 | 0 |
| Hospitality | Cert | 3 | 5 | 4 | 4 | 3 | 1 | 0 | 0 | 0 | 0 |
| Legal Office Support | Cert | 5 | 3 | 7 | 9 | 6 | 2 | 1 | 4 | 3 | 1 |
| International Office Assistant | Cert | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Legal Secretary | Cert | 2 | 0 | 3 | 3 | 3 | 2 | 2 | 1 | 0 | 1 |
| Administrative Support 1 | Cert | 3 | 3 | 4 | 3 | 1 | 0 | 0 | 0 | 0 | 0 |
| Administrative Support 2 | Cert | 2 | 3 | 2 | 4 | 1 | 0 | 0 | 0 | 0 | 0 |
| Virtual Assistant: Administrative Assistant | Cert | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| Virtual Assistant: Bookkeeping | Cert | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Virtual Assistant: Promotional/Marketing | Cert | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Hospitality: Wine Tasting Service | Cert | 0 | 0 | 0 | 0 | 6 | 7 | 1 | 1 | 4 | 0 |
| Hospitality: Guest Services Agent | Cert | 0 | 0 | 0 | 0 | 16 | 9 | 4 | 2 | 2 | 0 |

5.6 Student Success

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

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

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

Santa Rosa Junior College - Program Unit Review

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

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

Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|--------|-------|-------|--------|-------|-------|--------|-------|-------|
| Business Administration | 80.7% | 77.1% | 73.4% | 85.2% | 80.0% | 78.5% | 83.8% | 76.2% | 76.2% |
| Business Bookkeeping | 72.8% | 64.8% | 75.1% | 81.0% | 62.4% | 75.1% | 77.7% | 73.0% | 75.0% |
| Business General | 62.9% | 77.2% | 79.1% | 74.3% | 78.3% | 74.9% | 76.1% | 81.0% | 74.0% |
| Business Management | 54.5% | 76.9% | 73.2% | 48.6% | 76.4% | 81.6% | 72.2% | 74.6% | 75.0% |
| Business Marketing | 0.0% | 88.0% | 88.1% | 0.0% | 72.3% | 85.6% | 0.0% | 90.1% | 87.0% |
| Business Office Technology | 100.0% | 75.0% | 91.7% | 100.0% | 82.2% | 66.1% | 100.0% | 96.9% | 87.0% |

| | | | | | | | | | |
|------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Hospitality | 0.0% | 65.7% | 56.4% | 0.0% | 66.7% | 65.0% | 0.0% | 66.7% | 76.1% |
| Human Resources | 0.0% | 83.1% | 85.3% | 0.0% | 89.5% | 90.7% | 86.0% | 82.5% | 87.1% |
| Paralegal Studies | 0.0% | 79.0% | 78.9% | 76.9% | 79.9% | 73.6% | 0.0% | 87.8% | 69.1% |
| Real Estate | 73.3% | 65.6% | 68.7% | 80.6% | 65.0% | 66.0% | 80.7% | 69.0% | 72.1% |
| ALL Disciplines | 73.6% | 76.1% | 76.4% | 78.4% | 76.7% | 77.2% | 80.7% | 77.6% | 77.1% |

Petaluma Campus (Includes Rohnert Park and Sonoma)

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

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

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

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

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

Santa Rosa Junior College - Program Unit Review

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

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

Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Business Administration | 77.8% | 72.4% | 70.7% | 80.5% | 75.8% | 74.0% | 81.8% | 72.1% | 74.1% |
| Business Bookkeeping | 69.1% | 60.3% | 71.6% | 79.7% | 59.7% | 72.2% | 76.0% | 68.9% | 73.1% |
| Business General | 58.4% | 74.1% | 77.9% | 71.7% | 76.6% | 73.1% | 73.9% | 78.0% | 70.1% |
| Business Management | 54.5% | 75.9% | 72.1% | 47.3% | 74.0% | 79.3% | 70.9% | 73.8% | 73.1% |
| Business Marketing | 0.0% | 83.1% | 85.6% | 0.0% | 70.3% | 80.2% | 0.0% | 88.3% | 87.1% |
| Business Office Technology | 100.0% | 75.0% | 90.2% | 100.0% | 82.2% | 63.9% | 100.0% | 96.9% | 86.1% |
| Hospitality | 0.0% | 64.8% | 55.1% | 0.0% | 64.5% | 63.0% | 0.0% | 66.7% | 76.1% |
| Human Resources | 0.0% | 77.9% | 84.2% | 0.0% | 87.3% | 89.9% | 83.7% | 82.1% | 86.1% |
| Paralegal Studies | 0.0% | 76.0% | 72.5% | 61.5% | 77.8% | 71.3% | 0.0% | 82.6% | 66.1% |
| Real Estate | 73.3% | 64.8% | 67.8% | 78.6% | 63.7% | 65.6% | 78.5% | 64.6% | 70.1% |
| ALL Disciplines | 71.2% | 72.6% | 74.2% | 75.0% | 73.9% | 74.2% | 78.8% | 74.4% | 75.1% |

Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Business Administration | 70.1% | 72.4% | 77.3% | 61.4% | 64.7% | 61.9% | 47.1% | 74.0% | 61.1% |
| Business Bookkeeping | 0.0% | 63.2% | 64.5% | 0.0% | 45.8% | 47.4% | 0.0% | 57.9% | 57.1% |
| Business General | 0.0% | 70.2% | 71.4% | 0.0% | 62.1% | 57.4% | 0.0% | 69.2% | 78.1% |
| Business Management | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Business Marketing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Business Office Technology | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Hospitality | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Human Resources | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Paralegal Studies | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Real Estate | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| ALL Disciplines | 70.1% | 71.2% | 74.5% | 61.4% | 62.5% | 59.5% | 47.1% | 71.2% | 63.1% |

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

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|-------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|---------------|
| Business Administration | 0.0% | 66.7% | 0.0% | 0.0% | 41.2% | 0.0% | 0.0% | 0.0% | 0.1% |
| Business Bookkeeping | 0.0% | 0.0% | 58.3% | 0.0% | 45.5% | 100.0% | 0.0% | 0.0% | 100.1% |
| Business General | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 84.2% | 0.0% | 0.1% |
| Business Management | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Business Marketing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Business Office Technology | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Hospitality | 0.0% | 0.0% | 100.0% | 0.0% | 80.4% | 85.5% | 0.0% | 94.3% | 100.1% |
| Human Resources | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Paralegal Studies | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Real Estate | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| ALL Disciplines | 0.0% | 66.7% | 92.8% | 0.0% | 63.5% | 86.4% | 84.2% | 94.3% | 100.1% |

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

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

Santa Rosa Junior College - Program Unit Review

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

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

Santa Rosa Campus

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Business Administration | 2.76 | 2.64 | 2.51 | 2.81 | 2.87 | 2.82 | 2.86 | 2.60 | 2.78 |
| Business Bookkeeping | 2.57 | 2.34 | 2.69 | 2.82 | 2.47 | 2.89 | 2.92 | 2.77 | 2.78 |
| Business General | 2.10 | 2.70 | 2.87 | 2.45 | 3.00 | 2.77 | 2.55 | 3.09 | 2.78 |
| Business Management | 2.54 | 3.05 | 2.86 | 2.03 | 2.82 | 3.03 | 3.03 | 3.33 | 3.03 |
| Business Marketing | 0.00 | 3.11 | 3.22 | 0.00 | 2.85 | 3.16 | 0.00 | 3.18 | 3.03 |
| Business Office Technology | 4.00 | 3.58 | 3.36 | 4.00 | 3.03 | 3.26 | 4.00 | 3.91 | 3.03 |
| Hospitality | 0.00 | 2.73 | 2.30 | 0.00 | 2.35 | 2.63 | 0.00 | 2.42 | 3.03 |
| Human Resources | 0.00 | 2.94 | 2.97 | 0.00 | 3.03 | 3.00 | 3.24 | 3.19 | 3.03 |
| Paralegal Studies | 0.00 | 2.71 | 2.86 | 2.60 | 3.02 | 2.93 | 0.00 | 2.92 | 2.78 |
| Real Estate | 2.45 | 2.30 | 2.44 | 2.57 | 2.19 | 2.44 | 2.74 | 2.24 | 2.78 |
| ALL Disciplines | 2.61 | 2.70 | 2.68 | 2.70 | 2.80 | 2.84 | 2.84 | 2.75 | 2.78 |

Petaluma Campus (Includes Rohnert Park and Sonoma)

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Business Administration | 2.53 | 2.93 | 2.92 | 2.43 | 2.38 | 2.47 | 1.96 | 3.03 | 2.78 |
| Business Bookkeeping | 0.00 | 2.71 | 2.51 | 0.00 | 2.18 | 1.00 | 0.00 | 2.45 | 2.78 |
| Business General | 0.00 | 2.77 | 2.95 | 0.00 | 3.67 | 2.35 | 0.00 | 2.73 | 3.03 |
| Business Management | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Business Marketing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Business Office Technology | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Hospitality | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Human Resources | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Paralegal Studies | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Real Estate | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| ALL Disciplines | 2.53 | 2.88 | 2.90 | 2.43 | 2.53 | 2.38 | 1.96 | 2.90 | 2.78 |

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

| Discipline | X2015 | F2015 | S2016 | X2016 | F2016 | S2017 | X2017 | F2017 | S2018 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Business Administration | 0.00 | 1.80 | 0.00 | 0.00 | 2.18 | 0.00 | 0.00 | 0.00 | 0.00 |
| Business Bookkeeping | 0.00 | 0.00 | 2.32 | 0.00 | 1.00 | 2.25 | 0.00 | 0.00 | 2.78 |
| Business General | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.50 | 0.00 | 0.00 |
| Business Management | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Business Marketing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Business Office Technology | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Hospitality | 0.00 | 0.00 | 3.50 | 0.00 | 2.55 | 3.43 | 0.00 | 3.29 | 3.03 |
| Human Resources | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Paralegal Studies | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Real Estate | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| ALL Disciplines | 0.00 | 1.80 | 3.11 | 0.00 | 2.08 | 3.31 | 3.50 | 3.29 | 3.03 |

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

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

5.7 Student Access

Business:

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

Business Office Support:

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

Hospitality:

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

Human Resources:

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

Real Estate:

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

Business Office Support:

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

Business Hospitality:

In 2013-2014 the number of males was 19.3% and the number of females was 80.7%.

Business Real Estate:

While the data does not show it, faculty are seeing more females in these classes than in the past. Data shows a very even male to female ratio. The young Millennials are the major age group served. This is both people looking for a career and those that wish to be more informed home buyers.

Santa Rosa Junior College - Program Unit Review

Business Administration - FY 2017-18 (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 | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|-------------------------|------------------------|-------------|---------------|-------------|---------------|-------------|---------------|---------|
| | White | 1388 | 52.1% | 1257 | 51.2% | 1079 | 43.9% | 2018 |
| | Asian | 179 | 6.7% | 148 | 6.0% | 173 | 7.0% | 2018 |
| | Black | 56 | 2.1% | 53 | 2.2% | 74 | 3.0% | 2018 |
| | Hispanic | 831 | 31.2% | 729 | 29.7% | 826 | 33.6% | 2018 |
| | Native American | 7 | 0.3% | 12 | 0.5% | 12 | 0.5% | 2018 |
| | Pacific Islander | 6 | 0.2% | 6 | 0.2% | 1 | 0.0% | 2018 |
| | Filipino | 33 | 1.2% | 40 | 1.6% | 33 | 1.3% | 2018 |
| | Other Non-White | 130 | 4.9% | 111 | 4.5% | 129 | 5.2% | 2018 |
| | Decline to state | 34 | 1.3% | 97 | 4.0% | 133 | 5.4% | 2018 |
| | ALL Ethnicities | 2664 | 100.0% | 2453 | 100.0% | 2460 | 100.0% | 2018 |

| Business Bookkeeping | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|----------------------|------------------------|------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 336 | 57.5% | 333 | 55.5% | 370 | 59.5% | 2018 |
| | Asian | 34 | 5.8% | 35 | 5.8% | 16 | 2.6% | 2018 |
| | Black | 18 | 3.1% | 15 | 2.5% | 8 | 1.3% | 2018 |
| | Hispanic | 158 | 27.1% | 149 | 24.8% | 160 | 25.7% | 2018 |
| | Native American | 7 | 1.2% | 5 | 0.8% | 6 | 1.0% | 2018 |
| | Pacific Islander | 0 | 0.0% | 0 | 0.0% | 3 | 0.5% | 2018 |
| | Filipino | 10 | 1.7% | 9 | 1.5% | 12 | 1.9% | 2018 |
| | Other Non-White | 18 | 3.1% | 21 | 3.5% | 21 | 3.4% | 2018 |
| | Decline to state | 3 | 0.5% | 33 | 5.5% | 26 | 4.2% | 2018 |
| | ALL Ethnicities | 584 | 100.0% | 600 | 100.0% | 622 | 100.0% | 2018 |

| Business General | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|------------------|------------------------|-------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 553 | 49.6% | 416 | 47.0% | 402 | 54.3% | 2018 |
| | Asian | 48 | 4.3% | 42 | 4.7% | 16 | 2.2% | 2018 |
| | Black | 33 | 3.0% | 15 | 1.7% | 13 | 1.8% | 2018 |
| | Hispanic | 407 | 36.5% | 327 | 36.9% | 233 | 31.5% | 2018 |
| | Native American | 15 | 1.3% | 7 | 0.8% | 6 | 0.8% | 2018 |
| | Pacific Islander | 2 | 0.2% | 3 | 0.3% | 2 | 0.3% | 2018 |
| | Filipino | 11 | 1.0% | 8 | 0.9% | 15 | 2.0% | 2018 |
| | Other Non-White | 43 | 3.9% | 42 | 4.7% | 19 | 2.6% | 2018 |
| | Decline to state | 3 | 0.3% | 26 | 2.9% | 34 | 4.6% | 2018 |
| | ALL Ethnicities | 1115 | 100.0% | 886 | 100.0% | 740 | 100.0% | 2018 |

| Business Management | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|---------------------|-----------|---------|---------|---------|---------|---------|---------|---------|
| | White | 310 | 59.0% | 249 | 49.0% | 233 | 49.9% | 2018 |
| | Asian | 26 | 5.0% | 26 | 5.1% | 21 | 4.5% | 2018 |
| | Black | 19 | 3.6% | 16 | 3.1% | 7 | 1.5% | 2018 |

| | | | | | | | | |
|--|------------------------|------------|---------------|------------|---------------|------------|---------------|--|
| | Hispanic | 128 | 24.4% | 144 | 28.3% | 157 | 33.6% | |
| | Native American | 4 | 0.8% | 2 | 0.4% | 1 | 0.2% | |
| | Pacific Islander | 1 | 0.2% | 7 | 1.4% | 3 | 0.6% | |
| | Filipino | 6 | 1.1% | 5 | 1.0% | 2 | 0.4% | |
| | Other Non-White | 31 | 5.9% | 23 | 4.5% | 24 | 5.1% | |
| | Decline to state | 0 | 0.0% | 36 | 7.1% | 19 | 4.1% | |
| | ALL Ethnicities | 525 | 100.0% | 508 | 100.0% | 467 | 100.0% | |

| Business Marketing | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|--------------------|------------------------|------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 236 | 55.8% | 160 | 51.0% | 123 | 40.7% | |
| | Asian | 28 | 6.6% | 15 | 4.8% | 15 | 5.0% | |
| | Black | 8 | 1.9% | 10 | 3.2% | 12 | 4.0% | |
| | Hispanic | 96 | 22.7% | 101 | 32.2% | 107 | 35.4% | |
| | Native American | 3 | 0.7% | 0 | 0.0% | 0 | 0.0% | |
| | Pacific Islander | 2 | 0.5% | 2 | 0.6% | 4 | 1.3% | |
| | Filipino | 2 | 0.5% | 4 | 1.3% | 7 | 2.3% | |
| | Other Non-White | 39 | 9.2% | 11 | 3.5% | 18 | 6.0% | |
| | Decline to state | 9 | 2.1% | 11 | 3.5% | 16 | 5.3% | |
| | ALL Ethnicities | 423 | 100.0% | 314 | 100.0% | 302 | 100.0% | |

| Business Office Technology | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|----------------------------|------------------------|-------------|---------------|-------------|---------------|-------------|---------------|---------|
| | White | 893 | 40.6% | 415 | 39.8% | 447 | 38.2% | |
| | Asian | 121 | 5.5% | 61 | 5.8% | 73 | 6.2% | |
| | Black | 96 | 4.4% | 32 | 3.1% | 46 | 3.9% | |
| | Hispanic | 917 | 41.7% | 432 | 41.4% | 483 | 41.3% | |
| | Native American | 19 | 0.9% | 7 | 0.7% | 4 | 0.3% | |
| | Pacific Islander | 6 | 0.3% | 0 | 0.0% | 3 | 0.3% | |
| | Filipino | 19 | 0.9% | 13 | 1.2% | 13 | 1.1% | |
| | Other Non-White | 108 | 4.9% | 46 | 4.4% | 41 | 3.5% | |
| | Decline to state | 19 | 0.9% | 37 | 3.5% | 60 | 5.1% | |
| | ALL Ethnicities | 2198 | 100.0% | 1043 | 100.0% | 1170 | 100.0% | |

| Hospitality | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|-------------|------------------------|------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 122 | 45.7% | 133 | 50.2% | 159 | 48.9% | |
| | Asian | 8 | 3.0% | 14 | 5.3% | 13 | 4.0% | |
| | Black | 5 | 1.9% | 5 | 1.9% | 6 | 1.8% | |
| | Hispanic | 91 | 34.1% | 85 | 32.1% | 111 | 34.2% | |
| | Native American | 2 | 0.7% | 3 | 1.1% | 3 | 0.9% | |
| | Pacific Islander | 7 | 2.6% | 0 | 0.0% | 3 | 0.9% | |
| | Filipino | 4 | 1.5% | 2 | 0.8% | 5 | 1.5% | |
| | Other Non-White | 23 | 8.6% | 16 | 6.0% | 17 | 5.2% | |
| | Decline to state | 5 | 1.9% | 7 | 2.6% | 8 | 2.5% | |
| | ALL Ethnicities | 267 | 100.0% | 265 | 100.0% | 325 | 100.0% | |

| Human Resources | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|-----------------|------------------------|------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 241 | 58.6% | 221 | 47.2% | 235 | 50.4% | |
| | Asian | 5 | 1.2% | 5 | 1.1% | 19 | 4.1% | |
| | Black | 17 | 4.1% | 8 | 1.7% | 2 | 0.4% | |
| | Hispanic | 127 | 30.9% | 154 | 32.9% | 177 | 38.0% | |
| | Native American | 1 | 0.2% | 0 | 0.0% | 0 | 0.0% | |
| | Pacific Islander | 0 | 0.0% | 6 | 1.3% | 0 | 0.0% | |
| | Filipino | 13 | 3.2% | 2 | 0.4% | 1 | 0.2% | |
| | Other Non-White | 7 | 1.7% | 52 | 11.1% | 17 | 3.6% | |
| | Decline to state | 0 | 0.0% | 20 | 4.3% | 15 | 3.2% | |
| | ALL Ethnicities | 411 | 100.0% | 468 | 100.0% | 466 | 100.0% | |

| Paralegal Studies | Ethnicity | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|-------------------|------------------------|------------|---------------|------------|---------------|------------|---------------|---------|
| | White | 139 | 57.7% | 137 | 56.6% | 107 | 52.2% | |
| | Asian | 13 | 5.4% | 3 | 1.2% | 3 | 1.5% | |
| | Black | 14 | 5.8% | 9 | 3.7% | 5 | 2.4% | |
| | Hispanic | 53 | 22.0% | 65 | 26.9% | 75 | 36.6% | |
| | Native American | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| | Pacific Islander | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| | Filipino | 0 | 0.0% | 0 | 0.0% | 1 | 0.5% | |
| | Other Non-White | 22 | 9.1% | 20 | 8.3% | 6 | 2.9% | |
| | Decline to state | 0 | 0.0% | 8 | 3.3% | 8 | 3.9% | |
| | ALL Ethnicities | 241 | 100.0% | 242 | 100.0% | 205 | 100.0% | |

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

Santa Rosa Junior College - Program Unit Review

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

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

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

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

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

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

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

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

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

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

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

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

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

| Real Estate | Gender | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|--------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | Male | 205 | 39.4% | 198 | 43.0% | 229 | 44.0% | 205 |
| | Female | 304 | 58.5% | 253 | 55.0% | 281 | 53.9% | 255 |
| | Unknown | 11 | 2.1% | 9 | 2.0% | 11 | 2.1% | 4 |
| | ALL Genders | 520 | 100.0% | 460 | 100.0% | 521 | 100.0% | 464 |

Santa Rosa Junior College - Program Unit Review

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

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

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

| Business Administration | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|-------------------------|-----------------|-------------|---------------|-------------|---------------|-------------|---------------|-------------|
| | 0 thru 18 | 263 | 9.9% | 258 | 10.5% | 237 | 9.6% | 201 |
| | 19 and 20 | 743 | 27.9% | 770 | 31.4% | 817 | 33.2% | 743 |
| | 21 thru 25 | 829 | 31.1% | 755 | 30.8% | 745 | 30.3% | 687 |
| | 26 thru 30 | 334 | 12.5% | 252 | 10.3% | 244 | 9.9% | 219 |
| | 31 thru 35 | 163 | 6.1% | 144 | 5.9% | 152 | 6.2% | 137 |
| | 36 thru 40 | 91 | 3.4% | 101 | 4.1% | 99 | 4.0% | 89 |
| | 41 thru 45 | 80 | 3.0% | 50 | 2.0% | 67 | 2.7% | 59 |
| | 46 thru 50 | 79 | 3.0% | 63 | 2.6% | 53 | 2.2% | 47 |
| | 51 thru 60 | 71 | 2.7% | 49 | 2.0% | 39 | 1.6% | 34 |
| | 61 plus | 11 | 0.4% | 11 | 0.4% | 7 | 0.3% | 6 |
| | ALL Ages | 2664 | 100.0% | 2453 | 100.0% | 2460 | 100.0% | 2195 |

| Business Bookkeeping | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|----------------------|-----------------|------------|---------------|------------|---------------|------------|---------------|------------|
| | 0 thru 18 | 12 | 2.1% | 23 | 3.8% | 20 | 3.2% | 18 |
| | 19 and 20 | 30 | 5.1% | 32 | 5.3% | 23 | 3.7% | 21 |
| | 21 thru 25 | 103 | 17.6% | 105 | 17.5% | 103 | 16.6% | 95 |
| | 26 thru 30 | 97 | 16.6% | 83 | 13.8% | 143 | 23.0% | 129 |
| | 31 thru 35 | 70 | 12.0% | 82 | 13.7% | 77 | 12.4% | 70 |
| | 36 thru 40 | 50 | 8.6% | 53 | 8.8% | 61 | 9.8% | 55 |
| | 41 thru 45 | 55 | 9.4% | 63 | 10.5% | 50 | 8.0% | 45 |
| | 46 thru 50 | 54 | 9.2% | 59 | 9.8% | 54 | 8.7% | 49 |
| | 51 thru 60 | 90 | 15.4% | 76 | 12.7% | 70 | 11.3% | 63 |
| | 61 plus | 23 | 3.9% | 24 | 4.0% | 21 | 3.4% | 19 |
| | ALL Ages | 584 | 100.0% | 600 | 100.0% | 622 | 100.0% | 569 |

| Business General | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|------------------|-----------------|-------------|---------------|------------|---------------|------------|---------------|------------|
| | 0 thru 18 | 68 | 6.1% | 43 | 4.9% | 36 | 4.9% | 32 |
| | 19 and 20 | 127 | 11.4% | 89 | 10.0% | 50 | 6.8% | 44 |
| | 21 thru 25 | 319 | 28.6% | 221 | 24.9% | 150 | 20.3% | 133 |
| | 26 thru 30 | 160 | 14.3% | 167 | 18.8% | 162 | 21.9% | 145 |
| | 31 thru 35 | 104 | 9.3% | 100 | 11.3% | 87 | 11.8% | 77 |
| | 36 thru 40 | 83 | 7.4% | 56 | 6.3% | 74 | 10.0% | 65 |
| | 41 thru 45 | 71 | 6.4% | 51 | 5.8% | 66 | 8.9% | 58 |
| | 46 thru 50 | 72 | 6.5% | 70 | 7.9% | 50 | 6.8% | 44 |
| | 51 thru 60 | 96 | 8.6% | 78 | 8.8% | 61 | 8.2% | 53 |
| | 61 plus | 15 | 1.3% | 11 | 1.2% | 4 | 0.5% | 3 |
| | ALL Ages | 1115 | 100.0% | 886 | 100.0% | 740 | 100.0% | 653 |

| Business Management | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|---------------------|-----------------|------------|---------------|------------|---------------|------------|---------------|------------|
| | 0 thru 18 | 18 | 3.4% | 18 | 3.5% | 12 | 2.6% | 11 |
| | 19 and 20 | 54 | 10.3% | 60 | 11.8% | 53 | 11.3% | 47 |
| | 21 thru 25 | 159 | 30.3% | 142 | 28.0% | 112 | 24.0% | 99 |
| | 26 thru 30 | 95 | 18.1% | 91 | 17.9% | 68 | 14.6% | 60 |
| | 31 thru 35 | 46 | 8.8% | 59 | 11.6% | 53 | 11.3% | 46 |
| | 36 thru 40 | 30 | 5.7% | 32 | 6.3% | 39 | 8.4% | 34 |
| | 41 thru 45 | 43 | 8.2% | 44 | 8.7% | 58 | 12.4% | 50 |
| | 46 thru 50 | 33 | 6.3% | 33 | 6.5% | 27 | 5.8% | 24 |
| | 51 thru 60 | 36 | 6.9% | 22 | 4.3% | 35 | 7.5% | 30 |
| | 61 plus | 11 | 2.1% | 7 | 1.4% | 10 | 2.1% | 9 |
| | ALL Ages | 525 | 100.0% | 508 | 100.0% | 467 | 100.0% | 409 |

| Business Marketing | Age Range | 2015-16 | Percent | 2016-17 | Percent | 2017-18 | Percent | 2018-19 |
|--------------------|-----------|---------|---------|---------|---------|---------|---------|---------|
| | 0 thru 18 | 44 | 10.4% | 38 | 12.1% | 49 | 16.2% | 43 |
| | 19 and 20 | 126 | 29.8% | 88 | 28.0% | 90 | 29.8% | 78 |

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

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

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

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

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

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

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

5.8 Curriculum Offered Within Reasonable Time Frame

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

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

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

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

5.9a Curriculum Responsiveness

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

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

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

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

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

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

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

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

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

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

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

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

BAD courses typically required for transfer:

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

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

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

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

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

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

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

=====
====Management and Business Economics, B.S.====
ECON 5 Introduction to Business (4) | BAD 10 American Business in Its (3)
and Finance | Global Context

| | | | | | | |
|---------|-----------------------|-----|--|-----------------------|-----------------------|-----|
| ECON 6A | Financial Accounting | (4) | | BAD 1 | Financial Accounting | (4) |
| | AND | | | | AND | |
| ECON 6B | Financial Accounting | (4) | | No Course Articulated | | |
| | OR | | | | OR | |
| ECON 7 | Managerial Accounting | (4) | | BAD 2 | Managerial Accounting | (4) |

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

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

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

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

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

====Business Administration====

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

END OF DEPARTMENT

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

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

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

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

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

HOS 1100 Introduction to (4)|HOSP 80 Introduction to (3)

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

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

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

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

5.11a Labor Market Demand (Occupational Programs ONLY)

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

Projections of Employment by Occupation, 2014 - 2024

Geography: Sonoma County Annual Job Openings by Occupation

| SOC Code | Occupation Title (Linked to "Occupation Profile") | 2014 Employment | Annual Job Openings (1) | Hourly Mean Wage | Hourly by percent 25th |
|----------|--|--------------------|-------------------------------|---------------------|---------------------------|
| 132011 | Accountants and Auditors | 1,560 | 75 | \$38.22 | |
| 113011 | Administrative Services Managers | 500 | 18 | \$51.73 | |

| | | | | | |
|--------|--|-------|-----|-------------------|--|
| 413011 | Advertising Sales Agents | 110 | 3 | \$30.48 | |
| 132021 | Appraisers and Assessors of Real Estate | 60 | 1 | \$52.20 | |
| 433011 | Bill and Account Collectors | 300 | 8 | \$22.98 | |
| 433031 | Bookkeeping, Accounting, and Auditing Clerks | 2,570 | 25 | \$24.44 | |
| 434011 | Brokerage Clerks | 50 | 2 | \$30.09 | |
| 131199 | Business Operations Specialists, All Other | 980 | 25 | \$34.89 | |
| 131031 | Claims Adjusters, Examiners, and Investigators | 290 | 8 | \$31.83 | |
| 131141 | Compensation, Benefits, and Job Analysis Specialists | 70 | 3 | \$35.30 | |
| 119021 | Construction Managers | 570 | 16 | \$51.17 | |
| 131051 | Cost Estimators | 340 | 17 | \$39.66 | |
| 132041 | Credit Analysts | 80 | 4 | \$38.62 | |
| 434051 | Customer Service Representatives | 1,840 | 71 | \$20.45 | |
| 436011 | Executive Secretaries and Administrative Assistants | 960 | 10 | \$31.09 | |
| 431011 | First-Line Sup/Mgrs of Office and Administrative Support Workers | 1,930 | 57 | \$30.63 | |
| 351012 | First-Line Supervisors/Managers of Food Preparation and Serving Workers | 1,330 | 71 | \$18.77 | |
| 411012 | First-Line Supervisors/Managers of Non-Retail Sales Workers | 540 | 15 | \$32.03 | |
| 411011 | First-Line Supervisors/Managers of Retail Sales Workers | 2,230 | 72 | \$22.77 | |
| 119051 | Food Service Managers | 810 | 31 | \$28.01 | |
| 111021 | General and Operations Managers | 3,950 | 161 | \$57.77 | |
| 434081 | Hotel, Motel, and Resort Desk Clerks | 460 | 32 | \$15.17 | |
| 113121 | Human Resources Managers | 150 | 6 | \$66.01 | |
| 131071 | Human Resources Specialists* | 520 | 20 | \$37.21 | |
| 113051 | Industrial Production Managers | 350 | 14 | \$51.65 | |
| 413021 | Insurance Sales Agents | 340 | 12 | \$45.33 | |
| 436012 | Legal Secretaries | 150 | 3 | \$26.29 | |
| 132071 | Loan Counselors | 60 | 2 | \$29.77 | |
| 434131 | Loan Interviewers and Clerks | 170 | 4 | \$19.92 | |
| 119081 | Lodging Managers | 130 | 4 | \$28.78 | |
| 131111 | Management Analysts | 660 | 20 | \$43.68 | |
| 119199 | Managers, All Other | 870 | 29 | \$63.97 | |
| 131121 | Meeting and Convention Planners | 200 | 6 | \$28.72 | |
| 434141 | New Accounts Clerks | 210 | 5 | \$18.53 | |
| 232011 | Paralegals and Legal Assistants | 200 | 8 | \$30.03 | |
| 433051 | Payroll and Timekeeping Clerks | 250 | 8 | \$26.49 | |
| 119141 | Property, Real Estate, and Community Association Managers | 700 | 25 | No Data Available | |
| 112031 | Public Relations Managers | 60 | 3 | \$49.70 | |
| 273031 | Public Relations Specialists | 230 | 6 | \$26.79 | |
| 113061 | Purchasing Managers | 90 | 3 | \$66.77 | |
| 419021 | Real Estate Brokers | 130 | 2 | \$25.67 | |
| 419022 | Real Estate Sales Agents | 120 | 2 | \$28.67 | |
| 399041 | Residential Advisors | 110 | 4 | \$13.02 | |
| 419031 | Sales Engineers | 160 | 6 | \$52.47 | |
| 112022 | Sales Managers | 740 | 29 | \$58.54 | |
| 414012 | Sales Rep, Wholesale and Manuf, Except Technical and Scientific Products | 2,130 | 74 | \$35.22 | |
| 414011 | Sales Rep, Wholesale and Manuf, Technical and Scientific Products | 390 | 12 | \$51.22 | |
| 413099 | Sales Representatives, Services, All Other | 1,060 | 47 | \$31.04 | |
| 436014 | Secretaries, Except Legal, Medical, and Executive | 2,800 | 56 | \$20.84 | |

| | | | | | |
|--------|--|-----|----|---------|--|
| 119151 | Social and Community Service Managers | 250 | 8 | \$35.82 | |
| 131199 | Student Counseling and Personnel Services, Other | 980 | 25 | \$34.89 | |
| 132081 | Tax Examiners, Collectors, and Revenue Agents | 50 | 2 | \$30.98 | |
| 132082 | Tax Preparers | 120 | 5 | \$27.19 | |
| 433071 | Tellers | 630 | 25 | \$15.61 | |
| 232093 | Title Examiners, Abstractors, and Searchers | 70 | 2 | \$32.91 | |
| | | | | | |

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

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

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5.11b Academic Standards

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

6.1 Progress and Accomplishments Since Last Program/Unit Review

| Rank | Location | SP | M | Goal | Objective | Time Frame | Progress to Date |
|------|----------|----|----|--------------------|--|-------------|---|
| 0001 | ALL | 01 | 01 | Management Program | -Identify new program coordinator -Create new advisory committee -Reevaluate all managements certificates -Develop BMG55 for online delivery | | none |
| 0001 | ALL | 01 | 01 | Banking Program | -Explore viability of a banking certificate (not teller training) | 2018 | The Banking and Lending certificate has been created and approved. |
| 0001 | ALL | 01 | 01 | Marketing/EP | -Resize of marketing certificate -Integration of ethics, social and digital media into program -Market program to increase enrollment -Follow recommendations of advisory committee | 2017-2019 | Marketing Certificate has been resized to 12 units. Digital and social media are now part of the program. |
| 0001 | ALL | 01 | 01 | Accounting and Tax | -Develop BAD 55, BAD 56 and BAD57 for online delivery -Develop EA curriculum -Convert BAD 1 and BAD 2 from Moodle to Canvas | 2016-2017 | BAD 55, 56, & 57 Developed for online delivery. BAD 59 will be developed by semester end (online). EA curriculum all developed by last course. BAD 1 & BAD 2 converted to Canvas. |
| 0001 | ALL | 01 | 01 | Paralegal Studies | -Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing | 2018 - 2019 | The intro Paralegal course, as well as the Torts class have been offered sucessfully online. Starting Fall of 2019 the majority of the Paralegal classes will be offered online. |
| 0001 | ALL | 01 | 01 | Human Resources | - Move HR 61 to online -Explore putting HR 63 & 64 online | 2017 - 2019 | Several of the HR classes have been successfully converted to online delivery. |
| 0001 | ALL | 01 | 01 | Real Estate | -Add RE 53, RE 55, RE 56, and RE 57 to canvas - Strenthen the RE adjunct pool | 2017-2019 | Resized Real Estate Certificate and Real Estate Major. RE53, RE55 and RE56 all converted to canvas. Add RE57 and RE58 to canvas to complete entire major to canvas online delivery. Continue to refresh adjunct pool. |

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 | -develop Hotel Simulation Game for online class -Increase enrollments with marketing efforts. -Research non-credit Hospitality Program with a focus on ESL bridge to hospitality. | | |
| 0002 | ALL | 01 | 01 | Management Program | -Identify new program coordinator -Create new advisory committee -Reevaluate all managements certificates -Develop BMG55 for online delivery | | |
| 0003 | ALL | 01 | 01 | Bookkeeping | -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 | -Resize of marketing certificate -Integration of ethics, social and digital media into program -Market program to increase enrollment -Follow recommendations of advisory committee | | |
| 0005 | ALL | 01 | 01 | Paralegal Studies | -Increase enrollment through advertizing -Create online courses for Legal Professions and Legal Writing | | |
| 0006 | ALL | 01 | 01 | Human Resources | -Move HR 61 to online -Explore putting HR 63 & 64 online | | |
| 0007 | ALL | 01 | 01 | Real Estate | -Add RE57 and RE58 to canvas to complete entire major to canvas online delivery. Continue to refresh adjunct pool. | | |
| 0008 | ALL | 01 | 01 | Accounting | -Develop Accounting Degree -Develop last two EA courses for online delivery -Gain approval of the new Ethics to Accounting course and add it to the Accountant Assistant Certificate | | |