SEMINOLE STATE COLLEGE
ASSOCIATE IN APPLIED SCIENCE IN BUSINESS TECHNOLOGY (114)

2016-17 Degree Program Evaluation

The information required to complete this annual evaluation process mirrors the information required by OSRHE Policy on Academic Program Review. Specifically, it covers the following Vitality of the Program items: (1) Program Objectives and Goals, (2) Quality Indicators, (3) Minimum Productivity Indicators, and (4) Other Quantitative Measures (for additional information see OSRHE Policy 3.7.5.B.1-4).

1. Program Objectives and Goals

Associate in Applied Science in Business Technology Degree Program Outcomes

Outcomes for Transfer Degree Programs

Outcome 1: Demonstrate successful articulation of Seminole State College transfer degree programs to state and professional institutions of higher learning granting professional and baccalaureate degrees in Oklahoma.

Outcome 2: Demonstrate successful academic achievement by Seminole State College transfer degree students at primary receiving state baccalaureate institutions of higher learning in Oklahoma. Successful academic achievement is defined as the maintenance of satisfactory academic progress toward degree completion as determined by the receiving institution.

Outcomes Specific to Associate in Applied Science in Business Technology

Outcome 3: Demonstrate problem-solving skills related to the world of business.

Outcome 4: Demonstrate preparation for continued pursuit of courses leading to employment.
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2. Quality Indicators

**Combined Course Embedded Assessment Results For Fall 2016 and Spring 2017
for Major Field Courses in Degree Program**

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	41%	81%	40%
General Education Outcome 2	30%	68%	38%
General Education Outcome 3	44%	81%	37%
General Education Outcome 4	27%	81%	54%
Specific Outcomes for AAS Business Technology	**Pre-Test % Correct**	**Post-Test % Correct**	**Difference**
Degree Program Outcome 3	42%	80%	38%
Degree Program Outcome 4	38%	80%	42%

Other Data Indicating Quality Relevant to Degree Program Major Field

Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2016		Fall 2016		Spring 2017	
2016-17	Total Students	0	100%	3	100%	2	100%
	Black	0	0%	0	0%	2	100%
	Indian	0	40%	0	0%	0	0%
	Asian	0	0%	0	0%	0	0%
	Hispanic	0	0%	0	0%	0	0%
	Hawaiian/Pacific Islander	0	0%	0	0%	0	0%
	White	0	60%	3	100%	0	0%
	Undeclared	0	0%	0	0%	0	0%

Degree Program Enrollment by Gender

Academic Year	Gender	Summer 2015	Fall 2015	Spring 2016
2016-17	Male	0	1	0
	Female	0	2	2

Student Feedback on Instruction:
The average response scores from the Student Feedback on Instruction ranged from 4.24 to 4.73 for the rated scale questions. Therefore, all of the averaged responses fell between "usually applies" and "almost always applies" with those responses describing desired attributes or behaviors.

Graduate Exit Survey:
Overall, students rated their academic experience favorably with 83% of the students rating "quality of teaching in your major field of study" as excellent or above average. More than 79% of students rated "faculty concern for student well-being" and 80% "faculty commitment to student success and learning" as excellent or above average.

 Collegiate Assessment of Academic Proficiency (CAAP) Test: SSC students scored within 1.2 points (+ or -) of the national mean in all categories. Specifically, both the Science portion and the Mathematics portion of the CAAP test was 0.1 of a point below the national mean. The Writing Skills category results were 1.2 points above the national mean.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2016-17	Summer 2016	0	0
	Fall 2016	3	1
	Spring 2017	2	1

Does the degree program meet the minimum OSRHE standards for productivity this year?
Majors Enrolled (25 per year): No
Degree Conferred (5 per year):No

Comments/Analysis: The Business Technology AAS degree program has had low productivity for many consecutive years. There are several reason for this.

- Data from the Graduate Exit Survey shows that 85% of SSC students earned an Associate's Degree with the intention of transferring to a four-year institution. The Business Technology AAS is a terminal degree, an unpopular choice among SSC students.
- Degree requirements for the Business Technology AAS include many business electives. Reductions in faculty and enrollment as well as changes to the Business AS make it difficult to offer regularly all the necessary classes that students need to finish the Business Technology AAS in a timely manner. A downward cycle is now in place: required electives are not offered often enough because they do not make, so students spurn the degree program in favor of the Business AS, reducing enrollment in the classes, so the classes don't make, so student spurn the degree program and so on…
- Action to fix or eliminate the Business Technology AAS was put on hold for a year because Express Personnel reached out to the College to see if the degree program could be modeled around their needs. Seeing a chance to revitalize the program, stakeholders agreed to work on such a project. Enthusiasm for the project soon fizzled and it is no longer a possibility.

Low Productivity Justification: see above

4. Other Quantitative Measures

Number of Sections Taught and Enrollment for Each Course in Major Field of Degree Program

Prefix	Number	Major Field Course Title	Number of Sections	Total Students	Ave. Class Size	Total Credit Hours Generated
ACCT	1413	General College Accounting	2	59	30	177
BA	1003	College Keyboarding	1	15	15	45
CAP	1103	Introduction to Microcomputers	26	598	23	1794
ACCT	2033	Financial Accounting	2	46	23	138
ACCT	2123	Managerial Accounting	3	43	14	129
ACCT	2143	QuickBooks (not offered this reporting period)				
ACCT	2233	Payroll Tax Accounting (not offered this period)				
BA	2113	Macroeconomics	4	80	20	240
BA	2123	Small Business Management (not offered this period)				
BA	2133	Human Relations	1	26	26	78
BA	2213	Microeconomics	4	79	20	237
BA	2233	Business Communication (not offered this reporting period)				
BA	2243	Personal Finance	3	58	19	174
BA	2513	Marketing	1	13	13	39
CS	2103	Advanced Microsoft Word (not offered this reporting period)				
CS	2163	Desktop Publishing(not offered this reporting period)				
CS	2643	Advanced Microsoft Excel	1	3	3	9

Credit Hours Generated in Major Field Courses of Degree Program By Level (from table above)

Academic Year	1000 Level Credit Hours Generated	2000 Level Credit Hours Generated
2016-17	2016	1044

Note: Credit Hours Generated columns represent the student credit hours generated by all the major field courses of the degree program for the given academic year. The hours do not represent the number of student credit hours generated only by those students declaring this major.

Direct Instructional Costs

Academic Year	Instructional Costs*	Costs Shown By Division or Program?
2016-17	$320,66.72	Business and Education Division

*When cost data are not available by degree program, use total division budget for instructional costs for each degree program.

Credit Hours Generated by Courses in Major Field That Are Part of General Education Requirements in Other Degree Programs

Major Field Course Information			
Prefix	Number	Title	Credit Hours Generated
CT	1103	Introduction to Microcomputers	1377
BA	2213	Microeconomics	216
BA	2113	Macroeconomics	246

Faculty Teaching Major Field Courses in Degree Program

Name	Teaching Area	Highest Degree	Institution
Chun Fu Cheng	BA	M.B.A.	Oklahoma City University
Tammy Kasterke	BA, CAP	M.B.A.	Cameron University
Brad Schatzel	BA, CAP	M.B.A.	University of Central Oklahoma
Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			
Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			
Steven Brooks	CAP	M.B.A.	University of Oklahoma
Fred Bunyan	CAP	M.S.	Oklahoma State University
Mechell Downey	CAP	B.T.	Rogers State University
Dawna Hamm	BA, CAP	M.B.A.	Oklahoma City University
Dan Hill	CAP	M.B.A.	University of Central Oklahoma
Shelia Morris	CAP	B.S.	East Central University
Ryan Taylor	CAP	M.B.A.	Southeastern Oklahoma State
Toni Whittman	CAP	B.S.	Mid-American Bible College

5. Recommendations and Other Relevant Items: Describe recommendations, new developments or initiatives pertaining to degree program.

- It is recommended that a full time faculty member be hired in the Business and Education division to teach a full load of business electives required for the Business Technology AAS as well as recruit and advise students in the degree program. Additionally, this faculty member would foster relationships with local businesses for internships and job placement.
- A course rotation should be created to ensure students in the Business Technology AAS degree program could finish in two years. Under current conditions, such a rotation may be impossible.