

Coastline Community College  
Annual Institutional Planning Report

Department/Division	Business / Accounting
Academic Year	2013-2014

Annual report submitted to the Program Review Committee on 10/30/2013

\_\_\_\_\_  
Signature of Department Chair/Lead Faculty Member

\_\_\_\_\_  
Signature of Dean/Director

**A. Data and Analysis**

**a. Program Data**

	3 Years Prior	2 Years Prior	1 Year Prior
FTES	206.0	192.0	180.0
FTEF	5.1	4.3	4.2
WSCH/FTES	660.4	728.3	700.0
Number of Full-Time Instructors	1	1	1
Fill Rate	78.2%	84.2%	81.9%
Success Rate	59.6%	63.4%	62.9%
Persistence	64	70	55
Retention	79.2%	81.4%	78.6%

**Program Data Analysis**

The consistency of FTES during the Budget Crisis shows the level of need for trained business professionals in the community and the student desire to complete these courses to fulfill GE requirements (AS Business and other AA degrees). In addition, the Accounting discipline has focused on providing the courses necessary to qualify for the CPA exam which has attracted many professionals seeking to advance their career options.

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**b. Curriculum Data**-- Use data from the previous academic year

	Additions	Revisions	Suspensions	Retirements	Current
Courses	1	0	0	0	13
Certificates 18 units or	0	0	0	0	4
Certificates less than 18	0	0	0	0	7
Degrees	0	0	0	0	2 *

- AS Business and AS Accounting

**Curriculum Data Analysis**

The department has weathered several years of program and course reductions and a result of budget issues while continuing to add courses and programs in areas of identified need. Budget restrictions are subsiding and increases have occurred in several areas. Student FTEs and courses have been increasing since the Summer of 2013.

**c. Program Student Learning Outcomes Data From the Previous Semester**

Total number of PSLOs/sections	Program SLOs: 4 PSLO Sections: 12
Percentage of PSLOs that were fully achieved	0%

**Department Discussions Regarding SLOs ("Closing the Loop")**

Our initial focus has been on course SLOs and addressing issues at the course level. We will begin addressing Program SLOs in our next faculty meeting.

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**d. Progress on 5-year Goals from most recent Program Review.**

Goal	Complete	Partially Complete	Not Started	Abandoned	Comments
Hiring a full-time accounting instructor.	X				Instructor hired Fall 2013
Continue to create processes and support systems, including addition of accounting tutors, to obtain additional accounting specific technology, to add accounting specific labs, to increase retention and facilitate success of students.	X				Room 102( GGC) was modified to support Accounting classes and the GGC Student Success Center was established in Fall 2012.
Continue to map course, program, and degree-level student learning outcomes and continue a regular cycle of assessment and improvement.		X			On-going in Fall and Spring faculty meetings.
Finish work on the reorganization of accounting certificate options through curriculum approval.		X			To be taken over by the newly hired faculty.
Continue to work on articulation of courses to 4-year universities, including implementation of the TMC mandated by SB 1440.	X				The application for a Associate Degree-Transfer for Business has been completed and submitted to Sacramento.
Work with the Business Department to develop and implement a state approved Business Administration Transfer Degree (AD-T). Financial Accounting (C101) and Managerial Accounting (C102) comprise 2 of the required 5 Business courses for this major.	X				ACCT101 and ACCT102 have been revised to 4 units to conform to the AD-T requirements. The application for a Associate Degree-Transfer for Business has been completed and submitted to Sacramento. Approval is pending. We are also planning to revise the Business Law class to meet both the Business Law and Environment of Business requirement.

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Increase the number of site-based classes.		X			This is being addressed in conjunction with the STAR Program.
Continue to work with the OC director of VITA to provide annual onsite internships in both accounting and financial planning.	X				A VITA site was operated at the Garden Grove Center in 2013. The [program will continue in 2014.

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Action Plan and Resource Request Based on Annual Data

Action	Institutional planning goals*	How action will improve student learning	Type of Resource	Resource needs, if any	Department priority**	Approximate cost	Potential Funding Source
Acquire and install a SmartBoard in the Accounting classroom.		Student interaction and ability to reference additional sources.	Equipment	SmartBoard and installation	1	\$9,000	VTEA/CTE Grant
			Facilities				
			Personnel				
			Software				
			Supplies				
			Technology				
Identify training needed to incorporate elements to bring all Business and Management courses to the Effective level in the Academic Quality Rubric.	Student Success (learning and retention).	Include additional learning activities to enhance student engagement	Training	Training on technical tools needed to achieve Effective status	2	TBD	CTE Grant
Inter department task force to address student communication and enrollment management.	Student Success (learning and retention).	More personalized student experience	Other		1	0	
Promote Financial Planning Certificate.	Student Completion	New high wage career potential.	Other	Marketing and promotional.	2	\$5,000	CTE Grant
Expansion of Advisory Committee participation and collaboration with businesses.	Program relevance	Insure educational relevance to in-demand careers.	Other	Meetings and collaboration.	2	\$2,500	CTE Grant

\*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, SLO/SAO evaluation and assessment, College Mission, or other relevant planning documents.

\*\*Prioritize the program's resource needs with 1 being the most important and subsequent numbers being less urgent.

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Signature of Department Chair/Lead Faculty Member

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Signature of Dean/Director

**A. Data and Analysis**

**a. Program Data**

	3 Years Prior	2 Years Prior	1 Year Prior
FTES	284	269	292
FTEF	5.1	5.0	4.8
WSCH/FTES	920.1	881.2	1010.0
Number of Full-Time Instructors	1	1	1
Fill Rate	76.4%	82.0%	89.8%
Success Rate	57.2%	57.3%	52.8%
Persistence	112	69	105
Retention	87.6%	88.5%	79.6%

**Program Data Analysis**

The consistency of FTES during the Budget Crisis shows the level of need for trained business professionals in the community. While the department has maintained course offerings with one FT and several PT faculty it is becoming increasingly difficult to adapt to the increased need for classes to meet our growing FTES. Similarly our WSCH/FTES (productivity) and FTEF show a consistent need and ability to support our request for additional faculty. We are requesting the addition of one (1) FT Faculty member to the Business department (Business and Management disciplines).

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**b. Curriculum Data**-- Use data from the previous academic year

	Additions	Revisions	Suspensions	Retirements	Current
Courses	1	2	0	0	16
Certificates 18 units or	1	0	0	0	6
Certificates less than 18	0	0	0	0	3
Degrees	1	0	0	0	4

**Curriculum Data Analysis**

The department has weathered several years of program and course reductions and a result of budget issues while continuing to add courses and programs in areas of identified need. Budget restrictions are subsiding and increases have occurred in several areas. Student FTEs and courses have been increasing since the Summer of 2013.

**c. Program Student Learning Outcomes Data From the Previous Semester**

Total number of PSLOs/sections	Program SLOs: 3 PSLO Sections: 16
Percentage of PSLOs that were fully achieved	0%

**Department Discussions Regarding SLOs (“Closing the Loop”)**

Our initial focus has been on course SLOs and addressing issues at the course level. We will begin addressing Program SLOs in our next faculty meeting.

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**d. Progress on 5-year Goals from most recent Program Review.**

Goal	Complete	Partially Complete	Not Started	Abandoned	Comments
<p>Improve quality of online courses through professional development through instructional design and online techniques.</p> <ul style="list-style-type: none"> <li>a) Identify areas of training needed</li> <li>b) Schedule training sessions for faculty</li> </ul>		X			We have initiated a combined CTE effort to improve the quality of courses. We are using the Course Quality Rubric as a guide and have held a training session to introduce the process to the staff and are planning additional training based on feedback from the faculty.
<p>Implement department guidelines for improving faculty to student communication and responsiveness.</p> <ul style="list-style-type: none"> <li>a) Identify faculty members to develop department guidelines and prepare recommended guidelines</li> <li>b) Present guidelines to faculty and implement</li> </ul>		X			We have discussed the issues surrounding faculty-student communication in our Spring and Fall Faculty Meetings and course Quality training session. As a start we have focused on effectively using the communication capabilities available in Seaport.
<p>Implement department guidelines for managing course enrollment (actively identify students participating in class).</p> <ul style="list-style-type: none"> <li>a) Identify faculty members to develop department guidelines and prepare recommended guidelines</li> <li>b) Present guidelines to faculty and implement in courses.</li> </ul>		X			We have discussed improving the management of course enrollment in our Spring and Fall Faculty Meetings. Our initial focus is on identifying 'Active' students early in the semester and the tools to accurately identify student participation. Our next step will be to develop guidelines that can be implemented across the department.



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Introduce/promote the combined Business Department (Accounting, Business, Management, and Economics).		X			All disciplines with required classes for the Business AD-T have been combined under the Business Department. These include: Accounting, Business, Economics and Management. The disciplines are currently under a combined oversight.
Submit and gain state approval for the AD-T Business degree.	X				The application for a Associate Degree-Transfer for Business has been completed and submitted to Sacramento. Approval is pending. We are also planning to revise the Business Law class to meet both the Business Law and Environment of Business requirement.
Enhance the Entrepreneurship and Small Business Management program.	X				Branding of the Entrepreneurship and Small Business Management Certificate and Degree programs has been completed. We are currently working with the Art department to create an Art Entrepreneurship Certificate and Degree.
Promote Financial Planning Certificate.		X			Specialized financial planning courses and the Financial Planning Certificate have been developed and approved. Classes began in Fall 2013. We now need to address promoting the program.
Create a pathway for VESL students to enroll in classes leading to Business Certificates and Transfer degrees.			X		The ESL program has been redesigning their program to more effectively meet the needs of students. Once completed we will address a Business VESL Pathway.
Expand Advisory Committee participation and collaboration with Business groups. Integrate Advisory Committees (including VitalLink)	X				The Business department is actively engaged with several Business Groups and Advisory committees working collaboratively to identify the needs of the business community and encourage students to participate in our educational and career programs. <ul style="list-style-type: none"> <li>Coastline Community College Business and Management Advisory Committee</li> </ul>

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					<ul style="list-style-type: none"> <li>• Coastline Community College Accounting Advisory Committee</li> <li>• Vital-Link of Orange County</li> <li>• Small Business Sector and Deputy Sector Navigators.</li> <li>• Garden Grove Chamber of Commerce – Education Committee</li> <li>• California Asian Chamber of Commerce</li> <li>• Western Association of Food Chains Advisory Committee (WAFC)</li> <li>• Business Entrepreneurship Center (BEC)</li> </ul>
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Action Plan and Resource Request Based on Annual Data

Action	Institutional planning goals*	How action will improve student learning	Type of Resource	Resource needs, if any	Department priority**	Approximate cost	Potential Funding Source
			Equipment				
			Facilities				
			Personnel				
			Software				
			Supplies				
			Technology				
Identify training needed to incorporate elements to bring all Business and Management courses to the Effective level in the Academic Quality Rubric.	Student Success (learning and retention).	Include additional learning activities to enhance student engagement	Training	Training on technical tools needed to achieve Effective status	2	TBD	CTE Grant

## Coastline Community College Annual Institutional Planning Report

Department/Division	Business / Business
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Inter department task force to address student communication and enrollment management.	Student Success (learning and retention).	More personalized student experience	Other		1	0	
Promote Financial Planning Certificate.	Student Completion	New high wage career potential.	Other	Marketing and promotional.	2	\$5,000	CTE Grant
Expansion of Advisory Committee participation and collaboration with businesses.	Program relevance	Insure educational relevance to in-demand careers.	Other	Meetings and collaboration.	2	\$2,500	CTE Grant

\*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, SLO/SAO evaluation and assessment, College Mission, or other relevant planning documents.

\*\*Prioritize the program's resource needs with 1 being the most important and subsequent numbers being less urgent.

Coastline Community College  
Annual Institutional Planning Report

Department/Division	Business / Economics
Academic Year	2013-2014

Annual report submitted to the Program Review Committee on 10/30/2013

\_\_\_\_\_  
Signature of Department Chair/Lead Faculty Member

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Signature of Dean/Director

**A. Data and Analysis**

**a. Program Data**

	3 Years Prior	2 Years Prior	1 Year Prior
FTES	62.0	61.0	63.0
FTEF	1.3	1.3	1.5
WSCH/FTES	781.2	800.1	716.0
Number of Full-Time Instructors	0	0	0
Fill Rate	85.9%	81.4%	78.2%
Success Rate	66.3%	62.1%	59.0%
Persistence	34	20	22
Retention	84.5%	84.1%	79.7%

**Program Data Analysis**

The consistency of FTES during the Budget Crisis shows the level of need for trained business professionals in the community and the student desire to complete these courses to fulfill GE requirements (AS Business and other AA degrees).

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Department/Division	Business / Economics
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**b. Curriculum Data**-- Use data from the previous academic year

	Additions	Revisions	Suspensions	Retirements	Current
Courses	0	0	0	0	2
Certificates 18 units or	0	0	0	0	0
Certificates less than 18	0	0	0	0	0
Degrees	0	0	0	0	1 *

- AS Business

**Curriculum Data Analysis**

The department has weathered several years of program and course reductions and a result of budget issues while continuing to add courses and programs in areas of identified need. Budget restrictions are subsiding and increases have occurred in several areas. Student FTEs and courses have been increasing since the Summer of 2013.

**c. Program Student Learning Outcomes Data From the Previous Semester**

Total number of PSLOs/sections	Program SLOs: 3 PSLO Sections: 0
Percentage of PSLOs that were fully achieved	0%

**Department Discussions Regarding SLOs ("Closing the Loop")**

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**d. Progress on 5-year Goals from most recent Program Review.**

Goal	Complete	Partially Complete	Not Started	Abandoned	Comments
<p>Improve quality of online courses through professional development through instructional design and online techniques.</p> <ul style="list-style-type: none"> <li>a) Identify areas of training needed</li> <li>b) Schedule training sessions for faculty</li> </ul>		X			<p>We have initiated a combined CTE effort to improve the quality of courses. We are using the Course Quality Rubric as a guide and have held a training session to introduce the process to the staff and are planning additional training based on feedback from the faculty.</p>
<p>Implement department guidelines for improving faculty to student communication and responsiveness.</p> <ul style="list-style-type: none"> <li>a) Identify faculty members to develop department guidelines and prepare recommended guidelines</li> <li>b) Present guidelines to faculty and implement</li> </ul>		X			<p>We have discussed the issues surrounding faculty-student communication in our Spring and Fall Faculty Meetings and course Quality training session. As a start we have focused on effectively using the communication capabilities available in Seaport.</p>
<p>Implement department guidelines for managing course enrollment (actively identify students participating in class).</p> <ul style="list-style-type: none"> <li>a) Identify faculty members to develop department guidelines and prepare recommended guidelines</li> <li>b) Present guidelines to faculty and implement in courses.</li> </ul>		X			<p>We have discussed improving the management of course enrollment in our Spring and Fall Faculty Meetings. Our initial focus is on identifying ‘Active’ students early in the semester and the tools to accurately identify student participation. Our next step will be to develop guidelines that can be implemented across the department.</p>

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Department/Division	Business / Economics
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Introduce/promote the combined Business Department (Accounting, Business, Management, and Economics).		X			All disciplines with required classes for the Business AD-T have been combined under the Business Department. These include: Accounting, Business, Economics and Management. The disciplines are currently under a combined oversight.
Submit and gain state approval for the AD-T Business degree.	X				The application for a Associate Degree-Transfer for Business has been completed and submitted to Sacramento. Approval is pending. We are also planning to revise the Business Law class to meet both the Business Law and Environment of Business requirement.
Enhance the Entrepreneurship and Small Business Management program.	X				Branding of the Entrepreneurship and Small Business Management Certificate and Degree programs has been completed. We are currently working with the Art department to create an Art Entrepreneurship Certificate and Degree.
Promote Financial Planning Certificate.		X			Specialized financial planning courses and the Financial Planning Certificate have been developed and approved. Classes began in Fall 2013. We now need to address promoting the program.
Create a pathway for VESL students to enroll in classes leading to Business Certificates and Transfer degrees.			X		The ESL program has been redesigning their program to more effectively meet the needs of students. Once completed we will address a Business VESL Pathway.
Expand Advisory Committee participation and collaboration with Business groups. Integrate Advisory Committees (including VitalLink)	X				The Business department is actively engaged with several Business Groups and Advisory committees working collaboratively to identify the needs of the business community and encourage students to participate in our educational and career programs. <ul style="list-style-type: none"> <li>Coastline Community College Business and Management Advisory Committee</li> </ul>

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			Facilities				
			Personnel				
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Identify training needed to incorporate elements to bring all Business and Management courses to the Effective level in the Academic Quality Rubric.	Student Success (learning and retention).	Include additional learning activities to enhance student engagement	Training	Training on technical tools needed to achieve Effective status	2	TBD	CTE Grant



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Inter department task force to address student communication and enrollment management.	Student Success (learning and retention).	More personalized student experience	Other		1	0	
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Signature of Department Chair/Lead Faculty Member

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**A. Data and Analysis**

**a. Program Data**

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FTEF	1.4	1.5	1.6
WSCH/FTES	693.3	787.4	825.4
Number of Full-Time Instructors	0	0	0
Fill Rate	77.1%	96.8%	88.3%
Success Rate	63.5%	64.2%	53.9%
Persistence	5	10	8
Retention	90.2%	89.4%	80.5%

**Program Data Analysis**

The consistency of FTES during the Budget Crisis shows the level of need for trained business professionals in the community. While the department has maintained course offerings with one FT and several PT faculty it is becoming increasingly difficult to adapt to the increased need for classes to meet our growing FTES. Similarly our WSCH/FTES (productivity) and FTEF show a consistent need and ability to support our request for additional faculty. We are requesting the addition of one (1) FT Faculty member to the Business department (Business and Management disciplines).

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**b. Curriculum Data**-- Use data from the previous academic year

	Additions	Revisions	Suspensions	Retirements	Current
Courses	0	1	0	0	13
Certificates 18 units or	0	0	0	0	5
Certificates less than 18	0	0	0	0	1
Degrees	1	0	0	0	5

**Curriculum Data Analysis**

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Total number of PSLOs/sections	Program SLOs: 3 PSLO Sections: 13
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**d. Progress on 5-year Goals from most recent Program Review.**

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