

Maine Community College System
Five Year Program Review

3) Credentials Awarded within the IPEDS year, i.e. July 1-June 30:

Credentials Awarded					
Credential	AY1819	AY1920	AY2021	AY2122	AY2223
AAS	29	41	39	33	48
Certificate	13	2	4	4	--

4) Program Graduates Employed:

	AAS	Certificate
Number of Completers with any Wage Data	124	31
% of Completers with any Wage Data	83%	70%
# of Completers with First Year Earnings	80	26
Median First Year Earnings	\$33,414	\$43,585

5) Partnerships, collaborations, associations and memberships

a) Advisory Meeting Dates and Attendance (past 3 years)

<i>Date(s) of Meeting</i>	<i># of college attendees</i>	<i># of Non-college attendees</i>
11/18/20	1	5
11/4/21	1	3
11/2/22	1	2

b) Program external accreditation, associations, and memberships (if applicable):

7) Student demographics:

Student Success					
AAS					
Cohort Year	AY1819	AY1920	AY2021	AY2122	AY2223
Cohort Enrollment	127	128	123	133	188
Retained to the next semester	68%	64%	63%	72%	63%
Retained to the next year	50%	49%	49%	50%	36%
100% of program time	14%	12%	9%	14%	
150% of program time	31%	23%	26%		
200% of program time	36%	27%			
Transfer Rate (non-graduates) ²	15%	16%			

Among the new courses integrated into our curriculum are:

- ACC 120 Financial Accounting
- ACC 122 Managerial Accounting
- ACC 244 Accounting Software Applications
- ACC 254 Federal Taxation
- ACC 258 Nonprofit Accounting (a unique offering in the state of Maine)
- BUS 118 Introduction to Management
- BUS 165 Nonprofit Business Administration
- BUS 170 Nonprofit Grant Writing and Revenue
- BUS 185 Personal Finance
- BUS 190 The Remote Workplace
- BUS 280 Entrepreneurship
- BUS 286 Social Media Marketing
- BUS 298 Business Capstone

Additional Pathways in Business Degree:

We expanded the Business (BUS) degree by introducing new pathways, including Nonprofit Business Administration, HR Management, Banking and Finance, Entrepreneurship and Small Business, and General Business, aiming to cater to diverse student interests and career aspirations.

Integration of ACC and BUS Programs:

Recognizing the synergy between Accounting (ACC) and Business (BUS) programs, we strategically designated them as closed programs. For instance, ACC 120 and ACC 122 were incorporated into BUS, enriching the business curriculum with six transferable credits. Additionally, in the ACC program, BUS 298 was introduced to facilitate a joint capstone experience, fostering a deeper understanding of collaboration between ACC and BUS students.

Initiatives to Enhance Community Outreach and Visibility:

- Introduction of the Business Leader speaker series.
- Hosting the CMHRM meeting on campus.
- Updating the membership of the business advisory group.
- Ongoing efforts to establish a robust social media presence for the business department.
- Implementation of a plan involving monthly radio interviews with WIGY Breakfast Club, featuring both business students and faculty.

- Ongoing presence at LA Metro Events
- We will have a Global Classroom going to London in the Spring of 2025

Faculty Strengthening and Growth:

- Welcoming a new full-time faculty position starting in the fall of 2022.
- Recognizing both full-time and adjunct faculty as vital assets and the backbone of our department.

Enrollment Growth:

Acknowledging with pride that our enrollments are experiencing a significant and impressive increase.

Challenges:

Requirement for Additional Full-Time Faculty:

There is a pressing need for an increase in full-time faculty to manage both the expanding class load and the demands of advising. Augmenting our full-time faculty would enhance our capacity to deliver quality education and provide comprehensive guidance to students.

Utilization of Adjunct Faculty and LAC Staff for Advising:

In response to the immediate advising needs this year, we effectively engaged three adjunct faculty and LAC staff, demonstrating a strategic approach that effectively addressed short-term demands, showcasing our adaptability in resource utilization. However, to meet the current and future levels of students, we recognize the imperative need for additional full-time faculty.

Necessity for Updating Marketing Materials and College Catalog:

A crucial step forward involves the timely update of our marketing materials and the college catalog. This revision is imperative for accurately representing our programs, attracting prospective students, and ensuring that current students have access to the most up-to-date information about our offerings.

Planned steps for continuous improvement:

In Spring 2024, we plan to request approval for a new full-time instructor. Additionally, we have initiated the process of revising the course catalog, with the intention of sharing the updated version with academy programs in the Fall of 2024.

Five-year Assessment Plan for Student Learning Outcomes

Business Administration & Management

February 2024

Name of Program or General Education Domain

Date

Learning goal:

Student learning outcomes:	Academic year during which assessment will occur	Source(s) and type of assessment artifact(s) that will be collected (e.g.: embedded questioning, capstone assignments, standardized testing, performance observation, portfolio reviews, etc.)	Method(s) to be used for assessing artifact(s)	Assessment Goal (targets/criteria) for direct measure	Assessment Outcome (<i>Number of Students Achieving an "acceptable" or better</i>)	Assessment Goal was: