Business Technology

ANNUAL
REPORT OF PROGRAM DATA
2021

1. Program or Unit Description

The Business Technology Program envisions an international state-of-the-art technological curriculum that meets current and emerging Maui County education and computer training needs through innovative, high quality programs offered in motivating learning environments. The Business Technology Program empowers students to achieve their highest potential as informed, accountable, and productive members of our island, national, and global societies. The Business Technology Program strives to promote and raise awareness of the diverse local and Native Hawaiian traditions that contribute to a positive business environment that make our community so unique.

The Business Technology Program student population are recent high school graduates and individuals seeking a change in career in an office setting utilizing their business acumen and technology skills.

There are two specializations Business Technology majors can select, Information Processing and Medical Office Specialists. Students choosing the Information Processing path develop valuable business and technology skills to be able to work in any office environment. In addition to the technology skills Information Processing students develop, the Medical Office Specialist also learns medical skills that make them valuable medical office administrators.

2. Analysis of the Program/Unit

Demand Indicator

The Healthy Demand indicator shows that there is a high demand for graduates of the Business Technology program. In 2020 - 2021, there were new and replaced 1831 positions in the state and 166 in the county of Maui. Most of the Business Technology students were going to school part-time, 88% in the fall and 74% in the spring. The high percentage of part-time students reflects the high cost of living in Maui. (See Appendix)

Recent graduates of the program have gotten jobs working in office settings in various capacities including:

- Administrative Assistants
- Medical Assistants
- Account Representatives
- Tax Clerks
- Office Administrators
- Human Resource Assistant
- Coordinators
- Housing Specialists

The graduates have gotten jobs in various industries and business such as:

- County of Maui
- Maui Medical Group
- Hale Makua
- Maui Economic Development Board
- Akimeka

Efficiency Indicator

A Healthy Efficiency Indicator is a result of better class scheduling and the demand for online sections. The average class size increased to 61.7%. Due to the COVID pandemic, all courses were taught online, which made it possible for students to schedule classes without any conflicting times.

The scheduling of classes were also shared with the other Business Technology programs at Hawaii Community College and Leeward Community College. The sharing of courses improved the fill rates of the courses. (See Appendix)

Effectiveness Indicator

An improved success rate and withdrawals from classes contributed to a Healthy Effectiveness Indicator. Although the persistence rate slightly dropped from the previous year, there was an increase in the number of majors graduating. (See Appendix)

3. Program Student Learning Outcomes or Unit/Service Outcomes

In Spring 2021, a committee was established to assess students' attainment of the BUSN Program Learning Objective 1, Prioritize and handle multiple tasks efficiently using current and emerging technologies such as word processing, spreadsheet, database, and presentation software, and College-wide Academic Student Learning Outcome (CASLO) - Creative Thinking. The assessment team consisted of two representatives of the BUSN Program Advisory Committee, who are also BUSN graduates, and the BUSN faculty.

A Zoom meeting was held on April 8, 2021, asking the questions:

1. Are students achieving the PLOs at the level appropriate for the degree?
2. Do students develop and demonstrate relevant competencies for graduates of the program?

 A Business Technology PLO/CASLO short survey was sent to committee members to share additional feedback.

The members of the team reviewed sample work completed during her internship, as part of the BUSN 193v course.. In addition to the sample work, the team reviewed the employer/mentor evaluation of the student and the self-evaluation of the student.

Some of the jobs the student was tasked by her internship mentor included:

- Google form sign-up sheet
- Google survey for employers and students to complete
- Innovative way to use Excel to create a monthly schedule
- Word form fillable checklist
- Logos and flyers using Adobe Creative Cloud applications

Based on the discussion during the meeting and the survey results, we have agreed that the stduent's sample work demonstrated progress towards the exit level of PLO1 and Critical Thinking to achieve an BUSN AAS degree. The members of the committee were very impressed with not only the work samples the student provided, but also the way she presented herself with her electronic portfolio. One of the advisory committee members commented, "The quality of work showed clear objectives and outcomes as evident in her advanced skills. She applied knowledge and design to help optimize systems used to organize data survey collections. This allowed the organization to continue using this as a template for future implementations/study. The student's digital media skills used in her flyers and posters showcased their expansion of tools and creativity. As a graphic artist myself, I do see that the student has used new ideas and innovative designs that communicate key concepts in creating successful marketing visuals. The student also incorporated drafting skills in her portfolio that allows her unique advantages. This was achieved by using cutting-edge software and is relevant in the job market."

 The committee was equally impressed with the way the student was able to successfully create a Google form to complete a task assigned to her by her employer. Although Google tools are not part of the BUSN curriculum, the student was able to demonstrate her critical thinking and solve a problem using technology that is available to her.

 The committee members agreed that internships are an important requirement for BUSN students to be able to validate the skills they learn throughout the program.

> *"As a former alumni and a mentor to a few of the Business Technology students that I have interned, I can assure you that the program development clearly demonstrates the high outcome for skills obtained. The students have transferable skills and knowledge and are able to be successful in any type of business environment. These types of performances and competences are relevant for*

problem-solving that are preparing them for sustainable skills and professional employment in advancing their education in higher annual earnings."

"Based on the work sample presented, the skills the Business Technology program teaches its students clearly demonstrate high quality, attention to detail, and employable graduates - meaning, these students should be able to easily find jobs in the workforce and fill needed positions in a wide range of sectors (Business, Information Technology, Hospitality, Restaurant, Service, Health Care, etc. etc). "

A suggestion made by one of the members wasn't really a suggestion, but to *"continue doing what you are doing - to teach students emerging technologies while providing them with a solid foundation of employable skills. Continue working with other professionals in the different sectors to get insight on what the current industry trends and focus is, and do as much Outreach as possible so the community, education professionals, and students are aware of how valuable the program is and that students gain the skills needed to fill much needed positions within the community and abroad (working remotely from home, here on Maui).'*

4. Action Plan

Due to the continual low number of majors, it has been decided that the Business Technology Program will be folded into the Business Administration Program. A curriculum will be developed under the Business Administration Program that will provide students with the opportunity to obtain a Certificate of Achievement and an Associate in Applied Science with a concentration in Business Technology.

Business Administration majors will be able to choose from two concentrations, Management and Marketing or BusinessTechnology. Both concentrations will enable students to continue their pursuit of a 4-year degree. What differentiates the two concentrations is the Business Technology concentration provides students with the opportunity to learn skills that will prepare them for employment in multiple industries after graduation.

5. Resource Implications

x I am NOT requesting additional resources for my program/unit.

Appendix

#	Demand Indicators	2018 - 19	2019 - 20	2020 - 21	Demand Health
1	New & Replacement Positions (State)	2347	1948	1831	
2	New & Replacement Positions (County Prorated)	224	191	166	
3	Number of Majors	34	27	25	
3a.	Number of Majors Native Hawaiian	7	9	8	
3b.	Fall Full-Time	38%	39%	12%	
3c.	Fall Part-Time	63%	61%	88%	
3d.	Fall Part-Time who are Full-Time in System	0%	0%	8%	
3e.	Spring Full-Time	21%	12%	26%	**Healthy**
3f.	Spring Part-Time	79%	88%	74%	
3g.	Spring Part-Time who are Full-Time in System	0%	12%	4%	
4	SSH Program Majors in Program Classes	217	145	122	
5	SSH Non-Majors in Program Classes	269	264	288	

6	SSH in All Program Classes	486	409	410	
7	FTE Enrollment in Program Classes	16	14	14	
8	Total Number of Classes Taught	16	15	9	

#	Efficiency Indicators	2018 - 19	2019 - 20	2020 - 21	Efficiency Health
9.	Average Class Size	11	11	16	
10.*	Fill Rate	37.70%	38.70%	61.70%	
11	FTE BOR Appointed Faculty	1	1	1	
12.	Majors to FTE BOR Appointed Faculty	34	27	25	
13	Majors to Analytic FTE Faculty	17	27	25	
13a.	Analytic FTE Faculty	2	1	1	**Healthy**
14	Overall Program Expenditures	$120,129	$131,654	$101,323	
14a.	General Funded Budget Allocation	$120,129	$131,654	$101,323	
14b.	Special/Federal Budget Allocation	0	0	0	
14c.	Tuition and Fees	0	0	0	
15	Cost per SSH	$247	$322	$247	

16	Number of Low-Enrolled (<10) Classes	6	7	1	

#	Effectiveness Indicators	2018 - 19	2019 - 20	2020 - 21	Effectiveness Health
17	Successful Completion (Equivalent C or Higher)	77%	72%	82%	
18	Withdrawals (Grade = W)	5	13	5	
19.*	Persistence Fall to Spring	59%	71%	68%	
19a.	Persistence Fall to Fall	30%	54%	50%	
20.*	Unduplicated Degrees/Certificates Awarded	14	7	11	
20a.	Degrees Awarded	9	1	5	
20b.	Certificates of Achievement Awarded	2	1	2	**Healthy**
20c.	Advanced Professional Certificates Awarded	0	0	0	
20d.	Other Certificates Awarded	9	5	6	
21	External Licensing Exams Passed [1]				
22	Transfers to UH 4-yr	0	1	1	
22a.	Transfers with credential from program	0	0	0	
22b.	Transfers without credential from program	0	1	1	