

**MAUI COMMUNITY COLLEGE
ANNUAL INSTRUCTIONAL PROGRAM REVIEW 2007-2008
APPLIED BUSINESS AND INFORMATION TECHNOLOGY
PROGRAM (ABIT)**

Prepared by: Dr. Rafael Boritzer – January 6, 2009

**MAUI COMMUNITY COLLEGE
ANNUAL INSTRUCTIONAL PROGRAM REVIEW 2007-2008
APPLIED BUSINESS AND INFORMATION TECHNOLOGY
PROGRAM (ABIT)
October 26, 2008**

PROGRAM MISSION, DESCRIPTION AND STUDENT LEARNING OUTCOMES

- ***Mission and Vision of the College:***

Maui Community College is a learning-centered institution that provides affordable, high quality credit and non-credit educational opportunities to a diverse community of lifelong learners.

Maui Community College envisions a world-class college that meets current and emerging Maui County education and training needs through innovative, high quality programs offered in stimulating learning environments. The College mission, goals, and actions will be guided by the Native Hawaiian reverence for the ahupua`a, a practice of sustaining and sharing diverse but finite resources for the benefit of all.

- ***Mission and Vision of the Program:***

The mission of the ABIT Program at Maui CC is to prepare graduates to be productive professionals who can make responsible business decisions and use information technology wisely in a changing world.

The ABIT Program mission is congruent with the mission of Maui CC in that the program offers credit educational opportunities and strives to create a student focused educational environment that emphasizes high quality teaching and learning. As with the college, the ABIT Program serves a diverse student population, many of who are first generation university students, and we are responsive to the needs of both traditional and non-traditional students whose life experiences and commitment to learning enrich the overall educational environment.

In addition, the ABIT Program is designed to be increasingly recognized by our stakeholders for preparing self-confident, competent graduates able to perform effectively in a changing environment. We recognize the following stakeholders as principal partners to our success:

- Students and Alumni
- College Administration and Faculty
- Employer/Business Community
- Local Community
- Governmental and non-Governmental organizations

The goals for the ABIT Program can be summarized as follows:

- To prepare graduates to develop and own, operate, and/or manage small-mid size businesses;
- To work in management and technology positions in a variety of local and global business setting;
- To help students prepare for entrance into graduate studies.

Attainment of program goals is based upon program outcomes. Program outcomes describe specific skills, attitudes, and abilities to be mastered by learners completing a program. They can be used to communicate performance expectations to potential students, new faculty, and industry partners. Program outcome assessment provides a method for continuous improvement of the program. Outcomes must be measured by collection of specific performance data on an annual basis. The analysis of the data gathered is then used to suggest program improvements. To accomplish these program goals, the following learning outcomes for the ABIT program have been established:

Upon successful completion of the ABIT Program, the student should be able to:

- 1.1 Demonstrate in written or oral form appropriate knowledge of the principles of the essential business disciplines of accounting, economics, finance, law, management, and marketing;
- 1.2 Apply knowledge of essential business disciplines and use business research methods to analyze information in order to develop solid business plans and strategies, and make effective and efficient business decisions;
- 1.3 Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships;
- 2.1 Demonstrate in written or oral form appropriate knowledge of the principles of computer literacy, computer troubleshooting, networking, computer applications and e-commerce;
- 2.2 Utilize technological tools (e.g., the internet) to conduct business-related research;
- 2.3 Demonstrate knowledge of operating system, database, word processing, spreadsheet, presentation and web development applications by designing, creating, viewing, saving, retrieving and editing appropriate files;
- 2.4 Apply knowledge of Graphical User Interface (GUI) and Event-Driven Programming (EDP) to designing, creating, and testing computer programs;

- 2.5 Apply knowledge of E-commerce by designing, creating, and testing appropriate E-commerce sites using development tools
- 3.1 Apply critical thinking skills to evaluate information, solve problems, and make decisions;
- 3.2 Use information retrieval and technology;
- 3.3 Apply quantitative reasoning to enhance independent or group decision-making skills;
- 3.4 Communicate effectively with others utilizing appropriate forms of oral communication methods including multimedia presentations that applying information technologies and serve particular audiences and purposes; and
- 3.5 Demonstrate an appropriate level of written communication.

I. QUANTITATIVE INDICATORS FOR PROGRAM REVIEW *

Demand

1. Annual new and replacement positions in the State:	136
2. Annual new and replacement positions in the County:	9
3. Number of majors:	45
4. Student semester hours for program majors in all program classes:	173
5. Student semester hours for non-program majors in all program classes:	65
6. Student semester hours for all program classes:	238
7. FTE program enrollment:	15.87
8. Number of classes taught:	10
9. Determination of program's health based on demand:	n.a.

Efficiency

10. Average class size:	8.6
11. Class fill rate:	36.13%
12. FTE of BOR appointed program faculty:	2
13. Student/Faculty Ratio:	n.a.
14. Number of majors per FTE faculty:	24.06
15. Program Budget Allocation:	n.a.
16. Cost per Student Semester Hour:	n.a.
17. Number of classes that enroll less than 10 students:	6
18. Determination of programs health based on Efficiency:	n.a.

Effectiveness

19. Persistence of majors fall to spring:	80
20. Number of degrees earned (annual):	2
21. Number of students transferred to a four year institution:	3
22. Academic Attainment:	n.a.
23. Technical Skill Attainment:	n.a.

24. Completion Rate:	Pass grades 87.2%
	No pass 12.8%
25. Placement in Employment, Education, and Military:	n.a.
26. Retention in Employment:	n.a.
27. Non Traditional Participation:	n.a.
28. Non Traditional Completion:	n.a.
29. Determination of program's health based on effectiveness:	n.a.

* All the data has been supplied by Dr. Jeannie Pezzoli – MCC Institutional Researcher

II. ANALYSIS OF THE PROGRAM

A. *Strengths and Weaknesses*

Since ABIT has been an accredited program Since May 2007, the assessment of our strengths will rest largely on a limited data, anecdotal information, and assumptions with limited validity. That said, looking at the ***Demand*** matrix, by fall of 2007 we witnessed the rise of the ABIT majors from 32 to 45. The student semester hours for all program classes fell from 245 in 2006 to 238 in the Fall of 2007. The number of classes taught increased to 10 from the previous year of fall 2006 which totaled 9 classes. In terms of demand we are in the growth stage of the product life cycle and anticipate increased rate of growth as well as absolute growth (at the time of this writing enrollment in some of the ABIT courses has tripled).

In terms of ***Efficiency***, we have maintained the average class size at ten students. Our class fill rate was extremely low, but considering that at that point we were still unaccredited and with no graduates the statistic is not surprising. Our student faculty ratio of 24.06, is up from 10.67 the previous year.

It is early to measure our ***Effectiveness***, and the fall in the persistence of majors from 81.25% in 2006 to 80% is a worrisome weakness which is being addressed.

In summary, our rate of program growth and strength is dependent on meaningful and effective recruitment in state, on the mainland, and internationally. Such recruitment requires familiarity with the opportunities and threats in the higher education marketplace, that has become customer driven, sensitive to digitized marketing, nuanced selling techniques and requiring the use of persuasion architecture, converging technologies, and strategic alliances. Due to the international financial uncertainty, mainland and international marketing efforts will not be increased this year. Locally focused marketing efforts have been increased by the leadership of the college administration, which has made a priority of *retention* and *persistence* goals. The replacement of a third faculty member in the fall of 2008 will reduce our student faculty ratio.

B. *Significant Program Actions*

It is best to begin by revisiting the **2006 – 2007 Goals**

- **Review and Modify the ABIT Curriculum.**

Some of the changes may be as follows:

1. **Revising course titles**
2. **Change course Alphas and Numbers**
3. **Revise courses to reflect changing technologies or laws**
4. **Change student learning outcomes (SLO's)**
5. **Change the labeling of a course from required to elective or visa versa**
6. **Remove course from curriculum**
7. **Add required and elective courses in light of program experience and student feedback**

Some courses in Business, Humanities and Information Technology, have been modified and approved by the Maui CC curriculum process. Major curriculum changes will undergo the curriculum process in the spring of 2009.

- **Negotiate agreement with West Oahu, Manoa and Hilo to transfer and accept our upper division courses when mutually advantageous.**
This has been has been done and is operational.
- **Negotiate with other community colleges in the UH System to coordinate their lower division programs for easy interface with the ABIT Program.**
This has begun with Kauai CC and the process will continue with all the community colleges in the UH System.
- **Actively recruit ABIT students with targeted marketing strategies that utilize our limited resources in the most effective and judicious manner. These may include the use of trained student help, joining friendship communities on social networks, search engine optimization and overseas recruitment agencies.** Work on the use of social networks has begun but awaits resolution of the name change issue and approval for the use of overseas recruitment agencies.
- **Support efforts to change the College's name so as to remove the "community" identifier. This issue is a roadblock in recruitment efforts for a 4 year program.** This issue is on the system's agenda, and hopefully will be resolved during this academic year.
- **Work with Business Careers Program, ECET Programs, and Information and Computer Science Programs to create a better interface with the ABIT program so as to complete a baccalaureate degree at M.C.C.** This is being formulated in tandem with curriculum revisions and should undergo the curriculum process in spring of 2009.

- **Explore alternative entry tracks for completing a baccalaureate degree in the ABIT Program.** This is being formulated in tandem with curriculum revisions and should undergo the curriculum process in spring of 2009.
- **Support faculty research.** Accomplished and ongoing. Applied research policies and procedures are awaiting UH System approval.
- **Purchase Software and Hardware, that will assist students in the preparation of presentations, websites, video streaming, audio streaming and encoding taped classes for on-line delivery.** Completed and continuing.
- **Offer additional ABIT courses in the on-line, cable, and other distance learning modalities.** The process has continued, and two additional classes have been added to the distance learning format including BUS 420 on Cable TV and MGT 400 online.
- **Communicate ABIT IT needs to campus services and support, e.g., Computing Services, The Learning Center, Kalama Computer Lab: Provide full student support services, including advising , tutoring, counseling, and library services, that increase student retention and success in a learning centered environment.** This is a process that has been implemented successfully and is ongoing.
- **Complete the 2007 – 2008 ANNUAL INSTRUCTIONAL PROGRAM REVIEW due date of October 26, 2008.** Completed

C. *Determination of Program's Overall health*
Not available

1. **Revise and resubmit the Action Plan. The strategies listed there are the exact same ones of the previous year. When you do revise the Action Plan, include specific goals that are either concrete or measurable. Due: December 12, 2008.**

Part III. ACTION PLAN

- A. Review and Modify the ABIT Curriculum. Curriculum revisions will be reviewed before the Winter 2008 break amongst the ABIT faculty and submitted to the ABIT Committee and BHS Department for approval prior to the end of January. When approved will be submitted to curriculum committee.
- B. Negotiate agreement with West Oahu, Manoa and Hilo to transfer and accept our upper division courses when mutually advantageous. Courses in the

Business, IT, and Humanities upper division not previously submitted for transfer and articulation will be negotiated by the three ABIT faculty with their counterparts in the three baccalaureate institutions prior to April 1, 2009.

- C. Negotiate with other community colleges in the UH System to coordinate their lower division programs for easy interface with the ABIT Program. While this has been attempted with mixed success, upon approval of our own MCC internal paths by curriculum, this should become easier.
- D. Actively recruit ABIT students with targeted marketing strategies that utilize our limited resources in the most effective and judicious manner. These may include the use of trained student help, joining friendship communities on social networks, search engine optimization and overseas recruitment agencies. This will continue but is dependent on the fiscal situation as well as when the school's name change (Item E) takes place.
- E. Support efforts to change the College's name so as to remove the "community" identifier. This issue is a roadblock in recruitment efforts for a 4 year program.
- F. Explore alternative entry tracks for completing a baccalaureate degree in the ABIT Program. We are exploring several potential tracks which will be tied into the curriculum revisions.
- G. Review the fruits of the ABIT faculty applied research agenda. It is currently anticipated that by the first of February 2009, final approval will be granted by the ABIT committee and the administration as regards the research agenda of the ABIT faculty.
- H. Offer additional ABIT courses in the on-line, cable, and other distance learning modalities. All the business courses except for the capstone Bus 495 are now offered on line or via cable TV. It is anticipated that additional IT and humanities distance learning courses will be offered in summer and fall 2009.
- I. Purchase Software and Hardware, which will assist students in the preparation of presentations, websites, video streaming, audio streaming and encoding taped classes for on-line delivery. This is an ongoing process and will continue till May 2009.
- J. Work with Business Careers Program, ECET Programs, and Information and Computer Science Programs to create a better interface with the ABIT program so as to complete a baccalaureate degree at M.C.C. This is being developed together with the ICS courses coordinator. To be integrated in curriculum revisions.

- K. Communicate ABIT IT needs to campus services and support, e.g. Computing Services, The Learning Center, Kalama Computer Lab: Provide full student support services, including advising, tutoring, counseling, and services, that increase student retention and success in a learning centered environment.
- Complete the 2008 – 2009 ANNUAL INSTRUCTIONAL PROGRAM REVIEW due date of October 26, 2009

Part IV. RESOURCE IMPLICATIONS

In physical terms there are no required changes in the program as a result of the anticipated Action Plans. In human terms the only incremental cost to the current projections is the employment of two part student helpers to assist in student recruitment, data mining, information analysis, query tracking activities and server maintenance.

Budget for next year

Estimated resources for the development of the ABIT Program and the projected budget for 2009:

ABIT Program	FY 2008		FY 2009	
	Description	Amount	Description	Amount
Goal: Prepare graduates to develop and own, operate and/or manage small-mid sized businesses To work in management and technology positions in a variety of local and global business settings To help students prepare for entrance into graduate studies				
Personnel				
ABIT Counselor		50,888		
9-month faculty		54,833		
Lecturers & fill behind		25,000		
Financial aid support		11,866		
Computing Services Support		16,930		

Library Support	22,834		
Media Support	19,077		
Secreterial Support	11,866		
COOP Support	37,892		
Student Services Support	11,866		
TLC Support	15,630		
Business Lab support	8,736		
Equipment			
Classroom computer equipment and software	5,000		
Business lab computer equipment & software	5,000		
Library Databases and Books	21,000		
Accreditation Expenses	8,925		
Marketing expenses	16,800		
Non-personnel services (handicap)	7,350		
Travel	7,455		
Miscellaneous office needs	7,770		
Faculty computers & equipment	5,250		
Professional Development	4,000		
Faculty: Applied Research	20,000		
Supplies			
TOTAL	395,968		

Summary Table: ABIT PROGRAM-Estimated Tuition Revenues versus Program Costs

	2004-05	2005-06	2006-07	2007-08	2008-09
Estimated Tuition Revenue	\$44,712	\$267,072	\$476,800	\$484,608	
Estimated Program Costs:					
Faculty and Lecturer Costs	105,408	123,749	231,618	236,250	
Support Costs	94,278	119,015	176,377	217,926	
Other Costs	<u>103,570</u>	<u>162,060</u>	<u>98,301</u>	<u>74,650</u>	
Total Program Costs	303,256	404,824	506,296	528,826	
Additional Funding Required	\$258,544	137,752	\$ 29,496	\$ 44,218	