Business Technology Department

Program Review 2010

Submitted by:

Hannah Uffmann

Review Covering School Years

2007-2008

2008-2009

2009-2010

**General Program Information**

Mission and Purpose

“East Central College will provide an environment for lifelong learning.”

~College Mission Statement

The ECC Business Department offers a learning environment that provides individuals with a foundation of knowledge to improve their abilities to be an effective member of the business community in the following areas: communication, ethics and social responsibility, technology, critical thinking and analysis.

Organization and Structure

Please see attached organizational chart.

Staffing and Credentials

* Mary Beth Huxel
  + BA - Education, Fontbonne University (1986); MS - Education, Southern Illinois University-Edwardsville (1991)
* Dan Hall
  + BA - Business, Southwest Baptist University (1970); MBA - Bus Administration, University of Missouri- St Louis (1980)
* Jim Carter
  + BS Petroleum Engineering, Missouri S & T (1985); MS - Accounting, University of Missouri- Columbia (1990)
* David Hood
  + MBA - Accounting, Lindenwood University (1996)
* Hannah Uffmann
  + BS - Business Education, Missouri State University (2003); MBA - Bus Administration, Lincoln University (2006)
* Dr. David Ruggeri
  + BS - Business Management, Maryville University (1999); MBA - Bus Administration, Tennessee State University (2002); PHD Public Policy, St. Louis University (2010)
* Jason Durbin
  + Bachelor of Science, Business and Management Systems, Missouri University of Science and Technology; Master of Science, Information Science and Technology, Missouri University of Science and Technology; Certificate, Enterprise Resource Planning, Missouri University of Science and Technology.
* Shannon Manzanilla
  + A.A.S. Legal Studies for the Paralegal, St. Louis Community College, 2006, B.A. Legal Studies, Webster University, 2008.
* Dr. Jerry Amoloza
  + Master of Arts, Economics, Northern Illinois University; Doctor of Philosophy, Economics, Northern Illinois University
* Diane Pellin
  + AA - Gen Studies-Transfer, (1986); AAS - Electronics, (1988); BS - Industrial Tech, Southeast Missouri State University (2006)
* Judy Cook
  + BS - Education, Wright State University-Main Campus (1977); MA - Education, Maryville University of St. Louis (1989)

External Accreditation

No external accreditation.

**Learning Outcomes**

Program Goals/Objectives

After completion of an Associate’s Degree in Business, graduates will be able to:

1. Present information in a clear, concise, organized, and professional manner.   
   (ECC – CLO2)
2. Recognize ethical and social justice theories and apply them to real world business environment dilemmas. (ECC – CLO1)
3. Apply current technology to improve efficiency and effectiveness in the business environment. (ECC – CLO 1, 2, 3)
4. Collect, process, analyze, and interpret information to facilitate decision making. (ECC – CLE 2, 3)

After completion of a Business Technology Degree, graduates will also be able to:

1. Utilize current office operating systems.

Course/Curriculum Info

There have been many changes made to the Business Tech courses and curriculum in the last 3 years, what was changed and the explanation for each are listed below:

* The course name and number for BT 1123 Document Production was changed to BT 1203 Microcomputer Tech/Office Environment. This was because the course description had nothing to do with the actual course content.
* BT 2023 Accounting Technology with QuickBooks is a new course that was added to some degree plans so that our students were getting the necessary accounting skills. This was a recommendation from our advisory committee meeting, and also done to align our requirements to similar degree plans at other institutions in the state. This also caused the number of electives to decrease for some students since the course is now required some have fewer elective hours needed.
* BT 2213 Business Communications was added as a program requirement to several of the degree plans since articulate and professional communication skills are needed in the workforce. This too was a suggestion from our advisory committee meeting.
* BT 2173 Microcomputer Publisher was a course covering desktop publishing using Microsoft Publisher, it was only required in one of our two year certificate programs. It was replaced with Business Communications due to the fact that this is a more valuable skill and some Publisher content is covered already in other coursework
* BT 1233 Advanced Document Production had a prerequisite change; it is now required to have BT 1093 Microsoft Word before taking this course.
* BT 1083 Office Language Skills was deactivated and a new course EN 1303 Business Writing.
* BT 2013 Business Mathematics (old course) got a new course number and was equated with MT 1023 Business Mathematics (present course).
* 1 and 2 year certificates were also changed. The new names for these options are Certificate of Achievement and Certificate of Specialization. The reason for this change was to remove the year(s) status. A student who only attends part-time wouldn’t be able to complete this program of study in a year or two years it would take them longer. This name change applies to all certificates available at East Central College.

Career/Transfer Info

The degrees and certificates offered in the Business Technology department are designed so graduates can go directly into the workforce. All degrees are Associate of Applied Science (A.A.S.) degrees and not designed specifically for transfer to another institution of higher learning, but some students to decide to continue their education at other institutions while the majority goes straight into the workforce.

Recent Changes/Updates

Recently, some new degree/certificate programs have been added with funds received through the Training for Tomorrow grant. We have added a Health Information Technology program. Eventually, our Medical Secretary A.A.S. degree/certificates will be phased out and replaced with the Medical Office option. Students can also seek additional certification in the areas of medical coding if majoring in Health Information Technology (HIT).

Adding these programs to Business Technology has allowed ECC to hire additional instructors and support staff. We are currently working on recruiting students for the new programs. Recently we had a meeting with Missouri Baptist University to discuss developing a program that would allow our students to continue their education with MoBap and obtain a 4 year degree in Health Information Technology. This is still in the very early stages of the development process.

**Students**

Enrollments

Enrollment on campus has increased every semester the last 3 years. This has caused for the number of students in courses to increase as well as the number of sections being offered to increase. Please see attached Quick Review sheets for some selected Business Tech courses to see how enrollment has affected our department.

Graduates

|  |  |  |  |
| --- | --- | --- | --- |
| **Graduates 2007 - 2010** | | | |
|  |  |  |  |
|  | 2007 | 2008 | 2009 |
| Graduates | 32 | 32 | 15 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degrees & Certificates Awarded 2007 - 2010** | | | | | |
|  |  |  |  |  |  |
| **ADMINISTRATIVE ASSISTANT** | | | | | |
|  | 2007 | 2008 | 2009 | 2010 | **Total** |
| 1YR | 8 | 23 | 8 | 5 | **44** |
| 2YR | 4 | 11 | 2 | 2 | **19** |
| AAS | 4 | 10 | 6 | 11 | **31** |
| **Total** | **16** | **44** | **16** | **18** | **94** |
|  |  |  |  |  |  |
| **BUSINESS TECHNOLOGY** | |  |  |  |  |
|  | 2007 |  |  |  |  |
| 1YR | 11 |  |  |  |  |
| 2YR | 8 |  |  |  |  |
| AAS | 4 |  |  |  |  |
| **Total** | **23** |  |  |  |  |
|  |  |  |  |  |  |
| **LEGAL ASSISTANT** | | | | |  |
|  | 2007 | 2008 | 2010 | **Total** |  |
| 1YR | 5 | 2 | 2 | **9** |  |
| 2YR | 2 | 2 |  | **4** |  |
| AAS | 2 | 2 | 1 | **5** |  |
| **Total** | **9** | **6** | **3** | **18** |  |
|  |  |  |  |  |  |
| **MEDICAL SECRETARY** | | | | | |
|  | 2007 | 2008 | 2009 | 2010 | **Total** |
| 1YR | 7 | 8 | 4 | 2 | **21** |
| 2YR | 4 | 5 | 2 | 1 | **12** |
| AAS | 4 | 5 | 3 | 8 | **20** |
| **Total** | **15** | **18** | **9** | **11** | **53** |
|  |  |  |  |  |  |
| **MEDICAL TRANSCRIPTION** | |  |  |  |  |
|  | 2007 |  |  |  |  |
| 1YR | 1 |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Total Degrees/Certificates Awarded 2007 - 2010 = 189** | | | |  |  |

Placement

Student’s completing an A.A.S. in Business Technology will complete two supervised internships preferably during the last two semesters of coursework. These internships are to be completed in an office setting. Legal Assistants will complete theirs at a Law Office; Medical Assistants in a medical setting (hospital, dr. office, nursing home, chiropractor, dentist, etc.) and Administrative Assistants have the most options for settings as it needs to be some type of office within a business/organization.

Students completing a Certificate program do not have this requirement but could do it as one of their elective courses. The Internship program allows students to gain some experience in the field prior to looking for a job and put to practice some of the skills they have been learning/practicing in their coursework at ECC. It also allows them to network and make contacts with others in their line of work so that they can use their site supervisors/co-workers as references. In some cases the internship can even lead to being hired on by the company.

Feedback/Survey of Graduates

The feedback collected so far is only from the 2007-2008 and 2008-2009 school year. As the 2009-2010 data has not been finalized yet. The Career Services Department sends out surveys 180 days after the May graduation date to all graduates. The return rate of this information is low as some students contact information changes and we have no way to get in touch with them, or they simply do not fill out the survey and send it back. Below is a table with the data summarized so you can see how many of the graduates are currently employed in a related or unrelated field, and those that went on to continue their education.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **East Central College 2007-2008 Employment Summary**  *(Reflects Summer 2007, Fall 2007 and Spring 2008 Graduates)* | | | | | | | | | | | |
|  | Total Grads. | | Employed Related | Employed Not Related | Cont. Ed. | Continuing Education NOT Related | Not Employed | Not Available | Status Unknown | Military Related | Military NOT Related |
| Medical Secretary | 7 | | 3 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| Legal  Assistant | 2 | | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Administrative Assistant | 23 | | 10 | 7 | 1 | 0 | 3 | 1 | 1 | 0 | 0 |
| **East Central College 2008-2009 Employment Summary**  *(Reflects Summer 2008, Fall 2008 and Spring 2009 Graduates)* | | | | | | | | | | | |
|  | | Total Grads. | Employed Related | Employed Not Related | Cont. Ed. | Continuing Education NOT Related | Not Employed | Not Available | Status Unknown | Military Related | Military NOT Related |
| Medical Secretary | | 5 | 3 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Legal  Assistant | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Administrative Assistant | | 10 | 4 | 4 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| **East Central College 2009-2010 Employment Summary** | | | | | | | | | | | |
| Not available yet. | | | | | | | | | | | |

**Advisory Committee Info**

Minutes/Meetings

Please see attached copies of meeting minutes from the past 3 years. Spring 2010, Fall 2009, and Spring 2009 are all included. Minutes from the Fall 2008, and earlier meetings are not available.

Recommendations

At one of our advisory committee meetings it was suggested by our members, that a recommended skill set to add to our curriculum, was accounting skills and knowledge of QuickBooks. We have since added a course to the Business Technology curriculum to address this issue and it is now required in some of our degree/certificate programs.

Another change in regards to the advisory committee is that we no longer meet as individual departments. Previously all content areas had their own meeting. Now the Accounting, Business, and Business Technology departments all meet together since there is a lot of overlap and discussion from different areas can benefit the business department as a whole.

Membership

**2009 Business Tech Advisory Committee**

Amanda Stephens – Manpower

Shelly Adkison

Crystal Eggers – Manpower

Esther Schmidt

Ginny Brittingham

Dianna L. Demint

Paul Schierhoff – Net Engineers

Laurie Weber – Bank of Sullivan (Union Banking Center)

Bonnie Gardner – East Central College

Jean McCann – East Central College

Brenda Bouse – East Central College

Mary Beth Huxel – East Central College

Kim Minnich-Contarini – East Central College

Andrea Thurmond – East Central College (Student)

Jennifer Winkler – East Central College (Student)

Megan Buyer – East Central College (Student)

David Hood – East Central College

Hannah Uffmann – East Central College

**Assessment Plan and Data**

East Central College

Assessment Reporting: Course/Curriculum

Submitted by: David Hood

Division: Education and Social Science

Course/Curriculum Name: Business Technology Program

**Intended Program Outcome:**

* Introduce and explore office technology applications. (i.e. Microsoft Office, QuickBooks)
* Explore and develop personal and professional skills and abilities
* Communicate in a clear, complete courteous manner personally and professionally
* Embrace the concept of professional development and lifelong learning

**Upon successful completion of this program, student will be able to:**

* Explain the importance and value of good customer service
* Create and interpret technical reports
* Identify methods for dependability and accountability relating to work performance
* Function as a team member to identify and solve operational problems
* Present information for projects using appropriate media, graphics etc.
* Identify and evaluate how information technology can impact business processes

**Means of Assessment**

* Case studies
* Projects
* Presentations
* Exams
* The National Occupational Competency Testing Institute (NOCTI) Exam

**Defined/Established Criteria**

* Students will achieve 80% of program goals and objectives

The NOCTI exam is administered during the Capstone Business Technology course. This Capstone course is one of the last courses that students enroll in prior to graduation. The version of the NOCTI exam administered to business students measures competencies in 5 areas. These areas include:

1. Computer Applications
2. Working in an Office
3. Records Management
4. Office Procedures
5. Accounting and Computational Skills

If students score a 75% or higher it is considered a passing score to DESE. The results of the NOCTI exam in the area of Business Technology are below.

* Spring 2010 Capstone class scored a composite 79.1% in the Business Tech. area
* Fall 2009 Capstone class scored a composite 77.6% in the Business Tech. area

**New Strategies/Adjustments to Course/Program**

* Review curriculum content
* Learn and/or develop new pedagogy to increase the overall knowledge of the students
* Continue to review course evaluations and student suggestions
* Network with other Business Technology Instructors to become exposed to new practices that have been proven to be successful learning tools

**Other Student Learning Opportunities**

For the past 33 years, the ECC Business Department has held an annual Business Symposium. This event is designed to assist students in making a smooth transition into the business world by bringing a variety of business leaders from across the area to speak on current business & technology subjects. ECC Business program Advisory Committee members and local business leaders in the ECC service area serve as table moderators, leading round-table discussions with our students to reinforce the ideas presented by the speakers. Over 400 Business, Accounting, and Business Technology students, in addition to faculty and staff attended the April 2010 event.

After the event ended, students complete a survey giving faculty feedback on the event. The results of the 2010 Business Symposium survey are below.

* 75.1% of students attending the 2010 Symposium had never attended before
* 49% of students rated the quality of the speakers as “Good”, and 16.8% reported the speakers as “Very Good”
* 41.8% of students reported that they “Somewhat Agreed” the Symposium increased their overall knowledge of the business environment, with 12.4% reported the “Strongly Agreed”
* 35.6% of students reported that they “Somewhat Agreed” that the Symposium was worthwhile to attend, with 23.3% reported the “Strongly Agreed”
* 37.0% of students rated their experience with the Table Moderators as “Very Good”

**Faculty Support**

During the 2009-2010 academic year, the first year in which this statistic was measured, the faculty within the business department recorded 74 hours of assistance to over 200 students outside the classroom in the areas of academic advising and class assistance.

**Facilities**

In the summer of 2009, the area outside the offices of the business faculty received a face lift. We now have a workspace complete with computers, printers, and resources for students to come use between classes. The area makes students feel more welcome and comfortable in seeking out their instructor/advisor than before the area was constructed.

Grants are written every year for Perkins funding to keep the computer labs up-to-date. In 2009 room AC160 was updated with new computers and furniture. This year (2010) the grant was written to update labs AC134 and AC136 with new computers and software.

**SWOT Analysis**

Strengths

* Quality technology is used and made available to students through Perkins Grants written yearly.
* New faculty as well as new degrees being offered in HIT and BMT.
* Revised medical program to phase out Medical Secretary degree/certificates and add Medical Office and Health Information Technology options.
* New lab area outside of the offices allows for increased availability of students to see instructors/advisors.
* Adding a Legal Terminology course to the Spring 2011 schedule in place of one of the outdated/repetitive course in the certificate/legal degree programs.
* ECC’s tuition remains the lowest in the State of Missouri for in-district students and extremely competitive for out-of district students.

Weaknesses

* Some courses and books are outdated in the Legal Secretary courses.
* No Legal Terminology course for legal secretaries.
* Some course material is repetitive.
* No student group currently exists on campus for business students.
* Community image of legal program is not currently positive.
* Tracking graduates and getting feedback after they graduate from East Central College is difficult.

Opportunities

* Finding ways to revamp the Legal Secretary program, we are considering going to a paralegal program after the new HIT program is up and running.
* Working with MoBap to create an option for HIT students to continue their education with them after completing their A.A.S at East Central College to pursue a Bachelor’s Degree in HIT.
* The recently formed Economic Development Center at ECC can be used for marketing, building up the internship program with the surrounding community and will help improve our department image with members of the community.
* Increased membership on boards and organizations within the community to increase visibility.
* Develop summer/semester abroad program.

Threats

* Other schools offering more online classes than ECC currently plans to offer.
* Anticipated reduction in educational funding during fiscal 2012 and 2013.
* Improved economy resulting in more students back going to or returning to work and not attending college full-time.
* Voice recognition software eliminating office jobs and/or the need for our degree programs.

**Summary**

In the last 3 years the Business Technology Department at East Central College, has gone through many changes in effort to keep the programs, and courses offered to students up-to-date; while also meeting the needs of the surrounding communities and the employers within areas. We have modernized curriculum, updated facilities, and added new programs/instructors in an effort to stay competitive with other educational institutions in the state.