

INSTITUTIONAL ASSESSMENT REPORT

BUSINESS INFORMATION TECHNOLOGY – 2012 - 2013

Department's Relationship to the College Mission and Strategic Plan *(completed Spring semester or on accreditation cycle)*

In a paragraph or two, discuss how the department's work carries out the Mission and Strategic Plan.

The purpose of the Business Information Technology Department is to provide students with current training and education in the fields of administrative, legal, and medical support personnel. The faculty work as a team to integrate technology, oral communication, critical thinking, and business writing skills. Students are introduced to current software packages, offered hands-on applications, internship positions, and opportunities to learn from subject matter experts in areas such as human resources, legal administration, and medical transcription. These afford students the experience to gain valuable knowledge from guest speakers in areas of expertise relevant to business and office professions.

An element of the Jefferson College mission is to train students to meet the employment needs of the community. Even during these tough economic times, the program affords students a technical education that competes at a reasonable cost, provides current technology and skills, and assists with employment through the curriculum and services provided by the Employment Services Office. The demand has increased with current changes and trends in the economy. Enrollment in the BIT Department has increased significantly. Students completing programs may receive certificates or degrees. The final degree is an Associate of Applied Science. Students enter the workforce as administrative assistants, medical transcriptionists, health information specialists, medical front-office support staff, and legal secretaries.

Summary of Departmental Activities, Assessment and Use of Results *(completed Spring semester or on accreditation cycle)* *(may include process flowchart)*

Provide a brief overview of major accomplishments since the last review and how assessment results have been used to improve services/learning outcomes.

Full-time Faculty Member – Janie L. Blum, Professor

Bachelor of Science – Southeast MO State University

Additional/Graduate hours – 30 hours - Southeast MO State University, University of MO – St. Louis
Department of Elementary and Secondary Education – Lifetime Certification in Career & Vocational Education – 24 hours

Employed – August 1984. Currently in 29th year of employment with Jefferson College.

Professional organizations/associations:

MO Community College Association
East Central Business Education Association
MO Business Education Association
National Business Education Association

Accomplishments:

MCCA Senior Faculty Award - 2011
Who's Who Among America's Junior Colleges
East Central Business Education Association – Outstanding Business Educator
MO Business Education – Who's Who

Professional Responsibilities:

MO Business Education Association Membership Committee
MO-ACTE Membership Committee Representative
MBEA Summer Conference Planning Committee
MBEA Fall Conference Planning Committee
ECBEA – Host School/Chair

Attended Fall (Lake Ozark, MO) and Summer (Springfield, MO) MO Business Education Conferences – multiple years.

Attended Missouri Community College Association Conference, Branson, MO - 2011.

Attended National Business Education Association Conference – San Antonio, TX – 2008, Chicago, IL – 2009; Boston, Massachusetts - 2011.

Attended Fox High School Advisory Council – 2011

Attended Adjunct Faculty Orientation Session – conducted department meeting.

College committees/organizations:

President's Leadership Council- 2011, 2012
Commencement – 1993 - 2012
Faculty Senate CTE Faculty Representative – 2012 (and previous years)
JC National Education Association – 2010 – 2012 (and previous years)

Presentations:

- ✓ Advising sessions—group and individual sessions for 30 – 60 students with BIT majors
- ✓ Careers Fair – Demonstrated Voice Technology
- ✓ MBEA Fall Conference Presenter - 2008 – Teaching the Unprepared Student in Career Education
- ✓ BIT Informational sessions for academic advisors
- ✓ Participation in Nontraditional, Career Expo, and New Student Orientation opportunities
- ✓ Faculty mentoring (formal and informal)

Faculty Data:

All faculty (full- and part-time) are involved in departmental activities such as advising, course scheduling, textbook decisions, and curriculum changes. The department has been well served by several long-term, dedicated adjunct faculty members. The department has benefitted from their years of experience and varying areas of expertise.

With only one full-time faculty member, ongoing efforts are made to acquire and mentor adjunct faculty to ensure consistent curriculum, like goals, and equitable course standards.

Adjunct Faculty:

Terry Barton
Judy Larson
Alicia Lundstrom
Maria Scopino
Curt Sykes
Jodie Temple
Brian Wehner
Stacey Wilson

Mark Bindner
Steve Larson
Vickie Morgan
Jennifer Sohn
Tonya Tedder
Alan Wamsley
Robin Wehner
Niki Vogelsang

As quality education and the retention of dedicated, long-term faculty members are both priorities, this report indicates the need for the addition of at least one full-time BIT faculty member. The data indicating an increase in credit hours generated from 1,501 in 2008 to 3,201 in 2012 and the increase in the FTE count from 125.08 in 2008 to 266.75 in 2012 support this need. (See chart, p. 6) The unfilled retirement position in 2009 also impacted the department. The teaching load and assigned duties for one full-time faculty member are an ever increasing concern. At times, this responsibility does compromise the quality of student learning. Faculty is assuming a much more serious role as personal and academic advisor to students. There is a need to advise students and refer them to the appropriate resources available at Jefferson College. These services are critical to personal/academic success and ultimate completion of a departmental certificate or degree. (See Action Plan chart, p. 10)

Assessment Results:

The Business Information Technology students complete the National Occupational Competency Testing Institute (NOCTI) job ready assessment instrument for administrative assisting skills. The instrument includes computer applications, working in an office environment, records management, office procedures, and accounting and computational skills. The most recent test scores for spring 2011 show BIT students scoring at 77.1% which is above the state and national averages of 74.8%.

Internal and External Data Collection and Analysis

(completed by Fall semester or on accreditation cycle)

Gather and analyze relevant internal and external data (link to data).

BIT Program	2007-08	2008-09	2009-10	2010 - 2011	Total Grads 2007-2011
Total Grads Employed + Military + Continuing Education/Total Grads					
BIT	81%	73%	100%	85%	69

For the reporting period of 2007 through 2011 (academic years) the BIT program has maintained respectable and steady employment rates. Employment preparation skills are attained in BIT 114 - Professional Image and BIT 112 - Job Search for the Professional courses and through assistance given by the Employment Services Office. The average placement over the previous four years is 85%.

SWOT Analysis
(completed by Fall semester)

Using the data collected and analyzed, complete a SWOT analysis. Reference and link data for each.

<p style="text-align: center;">Internal Strengths</p> <p>Several long-term SMEs (subject matter experts) as adjunct faculty in the department.</p> <p>New technology for delivery of course materials through Blackboard 9.</p> <p>BIT Administrative Support Specialist certificate offered completely “online.”</p>	<p style="text-align: center;">Internal Weaknesses</p> <p>Only one full-time faculty member for all departmental, curricular, and student needs.</p> <p>New program offerings as general competition for student population. Specifically – Health Information Technology and all other Health Occupations additions. Computer Information Systems as a similar career path/technologies is also a competitor. All compete for available students.</p> <p>Budget constraints for salaries to hire faculty to broaden course offerings, locations, and varied platforms.</p>
<p style="text-align: center;">External Opportunities</p> <p>County/community environment for networking and relationships with employers/high schools.</p> <p>Membership on advisory councils provides opportunities for working relationships to foster program improvement.</p>	<p style="text-align: center;">External Threats</p> <p>Competition from for-profit schools offering similar programs of study.</p> <p>Downturn in the economy and decreased funding opportunities for students.</p> <p>Smaller graduating class size in county high schools.</p> <p>Employers hiring assistants with only high school education – willing to train on-the-job.</p>

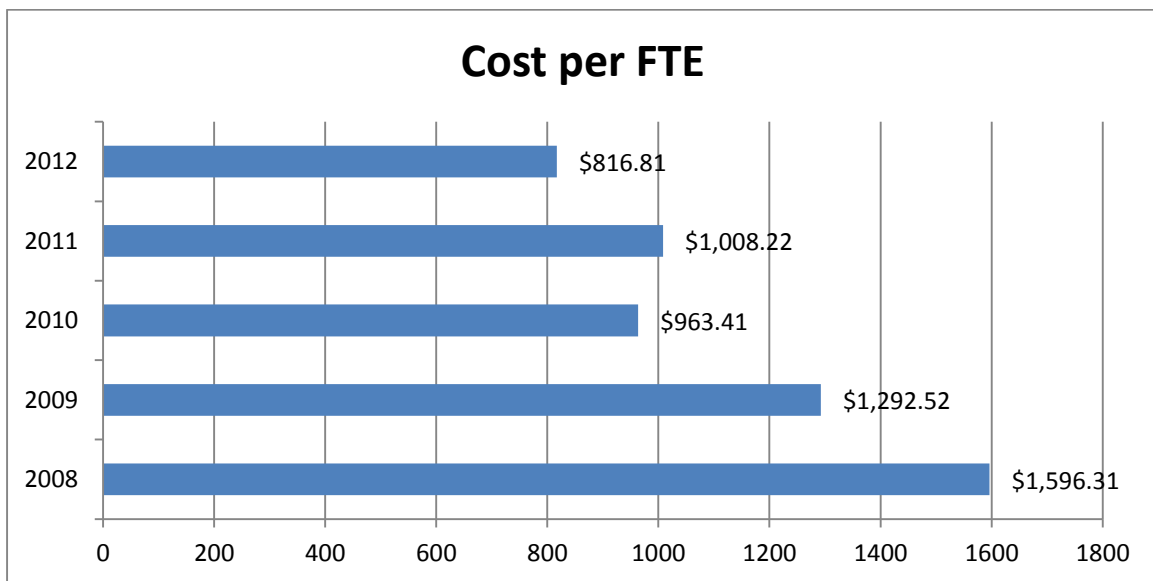
Annual Cost per FTE and Trend Analyses
(completed by Fall semester)

Provide cost per FTE and analyze for the period being evaluated.

The following table and chart show the Business Information Technology (BIT) cost per FTE since the previous program review:

Year	2008	2009	2010	2011	2012
Credit Hours	1,501	1,849	2,643	2,860	3,201
FTE	125.08	154.08	220.25	238.33	266.75
Program Cost	\$199,671.46	\$199,155.79	\$212,191.50	\$240,292.56	\$217,883.13
Cost per FTE	\$ 1,596.31	\$ 1,292.52	\$ 963.41	\$ 1,008.22	\$ 816.81

Business Information Technology cost per FTE



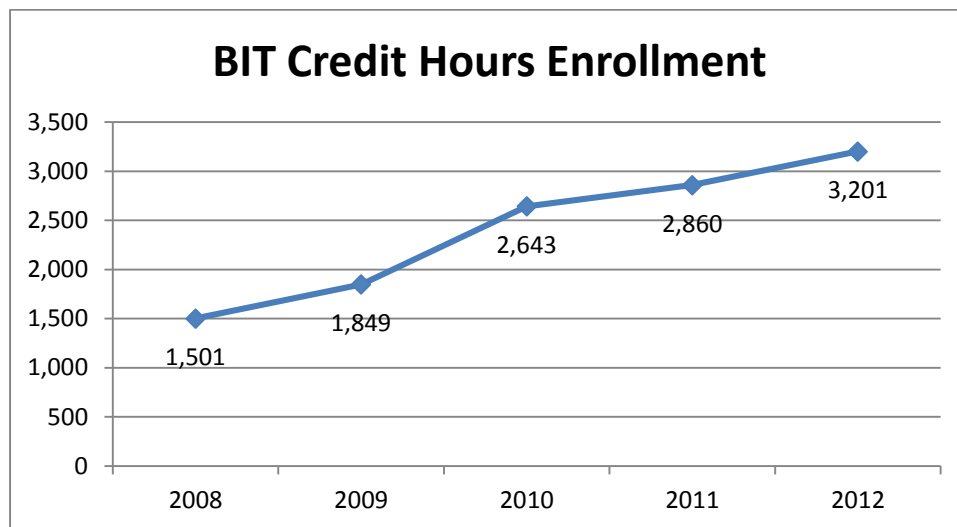
Analysis

1. Over the past 5 years the program has had an average yearly cost per FTE of \$1,135.45, with slight increases over that amount in 2008 (due to full-time faculty raises and increased number of adjunct-taught sections) and in 2009 (due to enrollment decrease).
2. Business Information Technology is a very cost-efficient and popular program. With one full-time faculty member and an average of 12-14 adjunct faculty, the program generates

approximately 2,411 credit hours per year with class sections that generally fill at 12-18 seats per class.

Academic Year	Seats	Credit Hours
2008	530	1,501
2009	799	1,849
2010	1,183	2,643
2011	1,286	2,860
2012	1,354	3,201
Totals	5,152	12,054

- The Business Information Technology program has experienced a relatively steady increase in enrolment since the last program review, with an overall 113% increase since 2008.



- Course attrition is low at 7.2% overall and 6.9% for full-time faculty. The overall attrition rate includes some high attrition rates (12.5% - 25%) but with a slightly reduced and focused long-term adjunct faculty pool, this is no longer a problem. (Note: Second eight-week courses and online courses generally have higher attrition rates.). Given these two conditions, the attrition for the program is particularly low.

**Faculty Indicators for Business Information Technology (BIT), (School Years 2007-2012)
School Terms 200801 through 201203 (Summer 2007 through Spring 2012)**

Number of Course Sections Taught	Total Students	Attrition Number ("W" Grades)	Attrition Percent	Student Credit Hours Earned	Average Students	Average GPA	Annualized 5-Year Program FTE
313	4,622	332	7.2%	8,846	14.8	2.921	59.0

Attrition % represents the number of "W" grades conferred as a percentage of ALL students.

Annualized Program FTE is the number of graded credit hours divided by 150 (30 hours/yr for 5 years).

External Accreditation (if applicable)

Link to accreditation report.

Not applicable.

INSTITUTIONAL ACTION PLANS for *Department / Year*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Target Desc	Target Value

DEPARTMENTAL ACTION PLANS for *BIT / 2012*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Target Desc	Target Value
56306	1	3	Add AT LEAST ONE possibly two full- time faculty members warranted by number of course offerings, seat counts, and credit hours generated.	2	Full-time salary and benefits		Dean of CTE		Proposed	2013 - 2014			
56306	2	13	Advise and refer students to appropriate academic and support services available.	7 & 8	0		Janie Blum		Proposed	2013 - 2014			
56306													

Evaluation



Meets Expectations

Comments:



Requires Attention and Submission of a Follow-Up Report

Comments:



Does Not Meet Expectations and Requires Submission of a Follow-Up Report

Comments:

Follow-up report required by: _____

Comments: (Date)

Approvals



Division Chair/Director

Comments:

Oct. 31, 2012

Date



Dean

Comments:

Oct. 31, 2012

Date



Vice President/President

Comments:

January 31, 2013

Date