

PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Business

Person Responsible for this Division: S. Fouts

Department of: Business Administration

Person Responsible for this Form: S. Beckham

Purpose Statement (With Last Updated Date): To provide business programs that afford the business community a labor ready work force (Last Reviewed: Fall 2011).

Goal Statement #1: Deliver quality instruction to a diverse student population that facilitates graduation. *Assess Business Administration student success (AC Strategic Plan through 2015: Strategy 1.5).*

Outcome/Objective Statement : Objectives/Outcomes (including assessment tools and standards): *Students completing Business Administration courses will graduate at a rate equal to or greater than the institutional average (AC Strategic Plan through 2015: Task 1.5.1.2.1).*

Results: The latest data available shows that the three year graduation rate for Fall 2007, 2008, and 2009 among students in the Business Administration Department compared favorably to the institutional averages. Using data from the Amarillo College Databook—Tables 3A showing unduplicated annual headcount for students receiving credit and Table 8A for students receiving degrees—the graduation rate as a percent of headcount was derived for the Business Administration Department and the overall college. For the years 2007, 2008, and 2009—the institutional average was 8.2%, 8.0%, and 7.3% respectively for an average of 7.3% for the three years. The graduation rates for the Business Administration Department was 10.0%, 6.3%, and 8.2% covering those same years for an overall average of 8.2%.

Head Count	2004	2005	2006	Head Count	2004	2005	2006
Bus	842	841	871	College	13923	14402	13896
Grad	48	48	55	Grad	1036	1087	1086
Percent	5.7	5.7	6.3	Percent	7.4	7.5	7.8

Head Count	2007	2008	2009	Head Count	2007	2008	2009
Bus	849	843	818	Bus	13696	13662	14016
Grad	85	53	67	College	1122	1093	1030
Percent	10.0	6.3	8.2	Percent	8.2	8.0	7.3

Analysis

Results: The latest data available shows that the three year graduation rate for Fall 2004, 2005, and 2006 among students in the Business Administration Department compared favorably to the institutional averages. For the years 2004, 2005, and 2006—the institutional average was 7.4%, 7.5%, and 7.8% respectively for an overall rate of 7.6%. The graduation rates for the Business Administration Department was 5.7%, 5.7%, and 6.3% for an overall average of 5.9% covering those same years.

- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2010-2011** PET Results:
 - The Business Administration program promoted and actively counseled and tracked students through their degree plan.
 - Evaluate Why Improvements Were Successful/Were Not Successful: Using latest available data, graduation rates for the department improved from an overall rate of 5.9% to 8.2%. With the soft economy, students continue to find value in a business degree at the price point that Amarillo College offers.
 - Recommendations/Actions for 2011-2012
 - Person Responsible: S. Beckham
 - Action Plan: Continue to promote the Business Administration degree and to actively counsel and track students through their degree plan.
 - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Business Administration department has already been actively working with our Division Counselor to improve graduation rates such as having the counselor come into the classroom to go over degree plans and transfer options.
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Goal Statement #2: Enhance the student's understanding of the nation's founding business principles (AC Strategic Plan through 2015: Strategy 1.1).

Objectives/Outcomes (including assessment tools and standards): Using an embedded test format, 90% of the students enrolled in Economics, Accounting, and Introduction to Business will correctly answer 3 out of 5 questions—thus demonstrating knowledge of basic business principles (AC Strategic Plan through 2015: Task 1.1.1).

Results (Provide Numbers and Percentages for Quantitative Data)

Number/Percent of Student to Answer 3 out of 5 Questions Correctly

- **2009-2010 Data:** Numbers = 3.85 out of 11 and Percentage =s 35% Pre Test
2009-2010 Data: Numbers = 8.4 out of 12 and Percentage =s 70% Post Test
- **2010-2011 Data:** Numbers = 4 out of 18 and Percentage =s 22% Pre Test
2010-2011 Data: Numbers = 10 out of 12 and Percentage =s 83% Post Test
- Analysis
 - Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement): While the '09 result of 70% improved to 83%, the 2010 post test result was below the 90% benchmark set in the Objective/Outcomes statement. When comparing the 2009/10 reporting period to 2010/11--post test results improved by 18.57%.
- Improvements
 - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results: The faculty looked for ways to improve content delivery and comprehension.
 - Evaluate Why Improvements Were Successful/Were Not Successful: While the results did not obtain the 90% benchmark, the faculty continues to look for ways to improve content delivery and comprehension.
- Recommendations/Actions for 2011-2012
 - Person Responsible (Who will complete the action?): Business Administration Faculty.
 - Action Plan: The department will continue to look for ways to improve the post test exam scores.

- Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): [Fall 2012](#).