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Program Review
Form for Completion of Self Study
Instructional

(Including BOTH Academic and Continuing Education)

The ID number for this form is 202. You will need this number to update or edit your submission in the future.

Name of Division: Business

Name of Department: Management

Name of Program: Management

This Program Review is being conducted during year: 2006-2007

I. Program's/Department's Purpose

A.) State the purpose of the program/department. How is this purpose within the mission of Amarillo College?

The Management Department provides excellent Business Management courses and curriculums to meet the needs of the residents, businesses and industries of Amarillo and the surrounding communities. This mission is within the over-all mission of Amarillo College and focuses on the educational aspect of that mission. Through the delivery of courses in the Management Curriculum, we are able to help students to acquire the "soft skills" necessary to be effective employees and managers and to enhance the quality of their lives both professionally and personally which in turn advances the communities in which they live.

B.) When was the last time the program's/department's purpose statement was reviewed/revised by faculty and staff in the program/department?

At the time of the 2001 Program Review

C.) If the program/department offers continuing education credits, how are these courses consistent with the mission of Amarillo College?

With the exception of the two Cooperative Education classes in the curriculum, all of the Management Courses are cross-listed with Continuing Education courses, giving the student both options. This enables each student to best meet their own needs. Additionally, the Continuing Education Schedule of Classes is the only remaining marketing tool left for the Management programs.

D.) Does the program have admissions policies?

No

E.) Is the program/department accredited?

No

F.) Is this program/discipline required to receive approval from an external agency or organization (other than the Texas Higher Education Coordinating Board) in order to offer courses?

No

II. Program's/Department's Improvements based on Planning, Evaluation and Assessment

A.) Identify at least one example of an improvement/revision which resulted from the annual PET forms for the last five years.

The Management Department is continually turned into new opportunities to maximize student access and to guide students toward educational success. We have created two new certificate programs since the last program review. The Small Business Management-Entrepreneurship certificate has had four completers this last year and the Call Center Management certificate has approximately fifteen students who have completed about half of the curriculum.

B.) Identify at least one example of improvements/revisions which resulted from the last Program Review.

In 2000, Willie Weaver retired from the Management Department and Amarillo College. The year before Jerry Chapman had retired from the department. That left Anne Nail as the only full-time person remaining in the Management department. Instead of replacing both full-time positions vacated by Mr. Weaver and Mr. Chapman, we were authorized to post one full-time position and one three-fifths position. David Hernandez was hired in the full-time position and Susan Burks was hired in the three-fifths position. At the time of the last Program Review, we recommended that Susan Burks be moved from a 60% position to a 100% position to restore the department to full staffing. Only when David Hernandez left the department to become the HR Director for Amarillo College were we able to move Susan Burks to full-time. The Management department has been short one full-time (or at a minimum a three-fifths) faculty member ever since. Unfortunately that timing coincided with the first major budget cut from the legislature and we are still short staffed three years later. We have managed but it is getting harder the longer this goes on. Our department must have sufficient faculty to teach, advise and market new and existing programs. We are not able to fully do what needs to be done with only the two

of us. There is huge potential for growth that cannot be successfully tapped without filling our replacement faculty position.

C.) Identify all the delivery approaches used for courses within this program/department: (Select all that apply).

traditional classroom, web

D.) Identify at least one example of an improvement/revision that is a response to accomplish a strategy or tactical objective within the Strategic Plan 2010-2015.

The Call Center Management certificate is an excellent example of Strategy 1.2: Provide workforce development training based on local demands.

E.) Provide names and titles of those who determined the process used to assess outcomes of the program and/or courses in the department.

Anne Haralson Nail, Chairman and Associate Professor Susan G. Burks, Assistant Professor

1. Explain the primary reasons behind the competencies that were selected.

The goal statements, objectives and outcomes included in our most recent Planning and Evaluation Tracking (PET) form were selected for their relevance to the over-all goal of the Management Department to improve the professional and personal lives of the Management students and to meet the needs of the business community for management training.

2. Identify the primary reasons for the assessment tool(s) selected.

The assessment tools selected were tied to the best data being collected (through the college's graduate survey completed by students at the time they apply for graduation) and available at the time of the creation of the 2004 Planning and Evaluation Tracking form. In the past, the Division of Business collected its own data through means of a program specific graduate survey. The number of respondents was relatively low and the practice was discontinued.

3. Evaluate the assessment approaches to date.

Although a desire was expressed to incorporate additional outcomes and assessment benchmarks this has not been accomplished. Because of the diversity of jobs and positions held by our students and graduates, no appropriate benchmarks have been identified. We are going to be adding some type of external assessment to our Strategic Management course. Danita McAnally has announced there will be training in February 2007 which will address this.

F.) For student or program/course outcome assessments, review the program's/department's five-year graph(s) of *quantitative* results or provide a brief narrative summary of *qualitative* results.

The 2001 through 2004 results recorded on the 2004 Management Department PET form indicate all of the goal statements in place at that time are being met and exceeded.

1. What changes have been made in the curricula of the program/department because of the analysis of these results?

The only changes made to the curriculum are the addition of the Small Business Management-Entrepreneurship Certificate and the Call Center Management Certificate.

G.) Review the five-year graph(s) of course completions for the program/department.

1. Explain any increase or decrease that is more than a one-year anomaly.

Course completions in the Management Department are very high. Overall course completions for the years 2001-2005 range from 82% to 88% with the average 84%.

2. Provide the program's/department's plan of action for improving any identified problem or results from the implementation of the plan of action.

No problems have been identified.

H.) Does the program/department provide for alternative methods of awarding credit? (Select all that apply).

Tech-Prep, Credit by Exam

1. What approaches are used to assure outcomes are comparable to those expected of students who enrolled and completed the course?

I.) For general education and/or core curriculum required by this program/department, identify the relevant competencies approved by the Academic Affairs Committee (see Catalog section entitled Degrees and Certificates: General Education Competencies).

Amarillo College is in the process of developing competencies and the process of measuring those competencies. These competencies will include math, critical thinking, communication, aesthetics, ethics, and diversity. Committees are currently meeting to develop competency criteria with plans to begin testing them in the Spring of 2007.

1. Explain how outcomes for the competencies have been assessed and achieved and provide links to the documentation.

These outcomes have not yet been assessed.

2. Outline a plan for correcting any weaknesses.

No weaknesses have been identified.

J.) Do students/graduates in this program/department have to be certified or licensed?

K.) For all technical programs/departments offering one or more technical programs (Associate in Applied Science or Certificates), review the program's/department's graphs of the results for job placement during the past five years.

1. Explain any increase or decrease that is more than a one-year anomaly.

The Management Department's programs are all classified as technical/vocational. In the last data available from the 2004 Annual Data Profile cumulative outcomes for management graduates were reported at 96.30%. The new benchmark is 93% (up from 85%).

2. Provide a plan of action for the identified problem.

There are no problems. Management Programs exceeded the benchmark.

III. Curricula

A.) Does the program/department have affiliation(s)/agreement(s)/contract(s) with any other entity for the purpose of delivering instructional content?

B.) How many curricula changes were approved by the Academic Affairs Committee during the past five years?

2

1. Which steps in the curricula change process had faculty involvement prior to submitting the curricula proposal(s) to the Academic Affairs Committee.

C.) Is any program within the department a technical program (e.g. AAS or certificate)?

Yes

1. When was the last advisory committee meeting.

November 11, 2005

http://www.actx.edu/archives/files/uplink/Management_Advisory_Committee_Minutes_111105.pdf

2. Provide a link to the minutes of the last advisory committee(s) minutes in the Electronic Archives.

http://www.actx.edu/archives/files/uplink/Management_Advisory_Committee_Minutes_111105.pdf

3. Provide a link to the appropriate committee membership of the advisory committee(s) in the Electronic Archives.

http://www.actx.edu/archives/files/uplink/Management_Advisory_Committee_Minutes_111105.pdf

IV. Enrollment Data

A.) After receiving the five-year graph(s) indicating the number of students enrolled in the program/department, by total students, number of full-time equivalents, and number of completers, determine if there is more than a one-year anomaly.

1. If so, provide the faculty and staff analysis of their assessment of the problem.

Enrollments in the Management Department have fluctuated from a high of 716 in 2002 to the low of 545 in 2005.

These are the number of enrollments of all of the programs within the department. The majority of these students are declared majors in the BMGT.AAS degree. Headcount by Program by Academic Year is as follows:

2001----- 478

2002----- 532 +54

2003----- 498 -34

2004----- 464 -34

2005----- 425 -39

2006----- 607 +62

In the past the data provided was focused on contact hours not on enrollments and completion rates. The department's contact hours have remained relatively stable despite all the changes in the past few years. There was a fairly substantial dip in the number of contact hours in 2005 but the numbers were back up in 2006. Continuing assessment is in process to try to determine the probable causes for this fluctuation.

2. Create an action plan for needed improvement and commendation for any dramatic improvement.

Although enrollments were up last year, there are numerous ways we could be enhancing enrollments through marketing efforts by the college and the department. At the beginning of Fall 2006 in the division/department chair/program coordinator meeting, Dr. Brad Johnson shared that the college has become aware that although it knows how to reach the high school population and how to market the college to that group, it does not have a good way to reach the more mature population of potential students. In the past there were numerous methods that were utilized to do this. As the college abandoned these marketing approaches to move to a generic approach to marketing the college as a whole with no emphasis on specific programs, (the very programs most likely to appeal to that more mature audience) many of those specific programs have suffered. With little or no marketing support from the college, programs and departments that provide those specialized programs are left to do what they can to get the word out to the community that they exist. The Management Department faculty needs to be restored to full staffing in order to market our own programs successfully.

B.) For programs/departments with majors, review the graphs of program majors and the number of new majors by year.

1. Provide an analysis of the program's/department's faculty and staff assessment of the problem and an action plan for needed improvement and commendation for any dramatic improvement.

The Management Department has been short a full-time faculty position since the departure of David Hernandez in the summer of 2002 when he left the department to become Human Resources Director for the college. David was a dynamic force in our department and his superb people, marketing, and networking skills have been sorely missed. Anne Nail and Susan Burks (aided by Catheryne Lankford) have done amazingly well during those three years in maintaining the quality of our courses and programs and in our focus on exceptional advising. There are two specific areas we hope to include in our focus in the coming years that have substantial potential. The potential problem is that we are stretched so thin all ready that it will be extremely difficult to capitalize on these opportunities as long as we are so understaffed.

V. Resources

A. Faculty

1.) Review the five-year graph(s) of the student to faculty ratio in the program/department.

a. Explain any increase or decrease that is more than a one-year anomaly.

There has been a small decrease in the student to faculty ratio in each year.

b. Provide an action plan for improvement of any identified problem.

Marketing of the Management programs by the college and pursuing the potential two new growth areas would reverse this trend and increase the number of students enrolled.

2.) In the database for Roster of Instructional Staff (also known as Roster of Faculty), review the credentials of each full-time and part-time faculty member within the program/department. If any faculty member does not meet the SACS and THECB requirements, evaluate whether additional documentation is significant to grant an exemption.

Anne H. Nail

Susan G. Burks

Both Anne Nail and Susan Burks are fully qualified to teach courses in the Management Department and both were approved for promotions in rank this past spring of 2006.

3.) List the names and the last date for all full-time faculty evaluations based on the schedule indicated in the Faculty Performance Review (FPRP).

Anne H. Nail Spring 2005

Susan G. Burks Spring 2006

4.) List the names of each part-time faculty and the last date of evaluation by students and supervisor for each course taught.

Anne H Nail Fall 2006

Susan G. Burks Fall 2006

5.) Amarillo College's Board Policy Manual defines each faculty member's academic freedom as 'full freedom in the classroom in discussing the subject being taught and to pursue research and publications. However, a faculty member must not attempt to force on students a personal viewpoint and must at all times allow for diversity of opinion.' Has anyone in the program/department filed a grievance for violation of the aforementioned academic freedom?

No

B. Library

1.) Which of the following library collections/resources/services have been used by faculty, staff and/or students within the past five years? (Select all that apply)

Tech-Prep, Credit by Exam Circulating collection, Interlibrary loan, Circulating collection

2.) Which two or three collection/resources/services should be improved to support Amarillo College's mission regarding teaching and service?

No improvement necessary at this time.

3.) Does your program/department have discipline accreditation?

No

C. Technology and Security/Privacy

1.) After assessing the strengths and weaknesses of the program's/department's access to technology, what improvements would ensure that the students have access and training in the use of technology?

There is no weakness in this area at this time.

2.) What improvements would ensure that students use technology?

No improvements are needed at this time.

3.) Review program/department operations. Does any operation present the possibility for violations of security, confidentiality, or integrity of student records?

No

D. Support Services for Students

1.) Which support services need to be strengthened to better serve students in this program/department?

None at this time.

a. Explain what aspects of the services need to be strengthened.

2.) Describe any indicators or problems that prevent a healthy, safe and secure environment for the students, faculty and staff of this program/department.

No problems at this time.

3.) Describe any indicators or problems that hamper adequate physical facilities, both on and off campus, to meet the needs of the program/department.

No problems at this time.

VI. Budget

A.) Which program/department outcomes have resulted in budget requests to date?

For the past three years the budget constraints have prohibited the hiring of a new faculty member to replace the position vacated by David Hernandez. It should be the Management Department's turn to acquire our replacement faculty position.

B.) Project the program's/department's strategic initiatives for the next five years based on the program's/department's outcomes.

We believe there is a substantial potential for the Call Center Management Certificate program, but currently we do not have adequate faculty to fully respond to that opportunity. We are also investigating the possibility of adding a new certificate program in Food Service Management to our offerings. There are good indications that a growing demand exists and will increase in the coming years.

VII. Publications

A.) If the program/department publishes any advertising or recruitment documents (electronic or paper), do the documents accurately represent Amarillo college and the program/department?

Yes

B.) Does the program/department publish any documents (electronic or paper) with references to SACS accreditation?

No

VIII. Other

A.) State any additional comments/concerns which may impact this program/department during the next five years.

With the potential for growth in the Management Department and the forty year history of success for its past efforts, it would be extremely sad to see the department not be able to continue that excellence in the future due to lack of staffing and support from the college. It is our hope that the future accomplishments of the Management Department will do justice to those in its past.