

# Academic Program Review Recommendations: 2023-24 Annual Progress Report

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The purpose of the Annual Progress Report is to facilitate the tracking of progress made on program recommendations/goals and to identify and explain the addition of any new program goals not listed in the most recent Review.

## 1. Name of Program: Business Pathways

[2023 Business Pathway Program Review](#)

2. List goals from most recent [Program Review](#) and report on progress for each goal. For goals that have not yet been met, please describe your department's plans for moving those goals towards completion. (Label each goal as Completed, Ongoing, Cancelled, or Postponed [include anticipated term/year for resuming activity]):

### 1. Blend the two formerly-separate departments into one coherent Business Pathway team.

Rationale: The CAWT and Business & Entrepreneurship departments have only recently been consolidated into the Business Pathway. We want to integrate the personnel, as well as program and course offerings, into a cohesive unit.

This goal also includes intentional professional development for the team.

**2023-24 Update: Completed**

**Interim goals for 2023-24:**

- **Hold at least two departmental meetings during the year.**
  - **Engage the team in at least one professional development opportunity.**
- This 5-year goal has been completed – the team is no longer addressed or considered two separate departments, but are working seamlessly as a single pathway.**

**Interim goal for 2024-25: n/a - completed**

### 2. Develop a zero-based strategic plan and design for the pathway.

- Intentionally reimagine all program and course offerings from the ground up
- Use current and projected market data to inform the plan and pathway design
- Align all vertical outcomes and identify specific mechanisms to measure achievement

Rationale: Many current courses and programs have undergone multiple adjustments for improvement and currency over the past review period, however, some have not. Additionally, many of the market requirements have changed dramatically over the past six years, especially since the pandemic.

Likewise, in the technology arena, many computer applications taught in our courses are now available online at no charge or would be better suited to community education offerings.

We intend to take a zero-based approach (i.e., starting from scratch) and ask, "If no business programs existed, what would we build? What degrees, certificates, and CPCs should we offer? What outcomes should they contain? What courses should be developed to and included to meet those outcomes?" as a baseline. From that starting point, we will prepare a holistic and adaptable strategic plan to be implemented over the next review period.

The following sequence will be used to complete the goal and ensure alignment between the outcomes at the institutional, program, and course levels:

- i. Determine programs to offer (based on market data and other institutions)
- ii. Establish program outcomes (incorporating ILOs )
- iii. Determine courses needed (to meet program outcomes)
- iv. Establish course outcomes and content requirements
- v. Identify metrics to assess each course outcome
- vi. Identify metrics to assess each program outcome
- vii. Consider non-required courses to offer in the pathway

**2023-24 Update:**

**Interim goal for 2023-24:**

- **Determine programs to offer and format (e.g., base degree with emphases).  
This interim goal has been completed – the AAO is the appropriate program and development is in process.**

**Interim goal for 2024-25:**

- **Determine courses for the base Business AAS degree as well as the courses for the options of accounting, administrative professional, and entrepreneurship.**
  - o **Evaluate the impact on certificates in those programs**

**3. Investigate and incorporate current and projected technology offerings into the design.**

▪ Example interest areas include:

• Cyber Security, Blockchain/Cryptocurrency, Machine Learning, Artificial Intelligence (AI), Data Analytics, Computer Science, Computer Technology, and Dashboards

▪ Example applications include:

• Enterprise Resource Planning (ERP)

o ADP Workforce, Netsuite, Paylocity, Workday, Sage, Deltek, Oracle, SAP • Remote/Hybrid-Focus Programs:

o MS Teams, SharePoint, Basecamp, Adobe Creative Cloud, Adobe Professional (e-signatures/legal documents)

▪ Technology degree

Rationale: This goal is a component of goal #2, but the need to update and improve our technology offerings sooner than later warrants its inclusion as a separate goal.

**2023-24 Update:**

**Interim goal for 2023-24:**

- **No specific goal as the technology offerings will begin to surface from work on goal 2, above. This mid-term goal was vague, but technology offerings are under consideration in the AAO program development.**

**Interim goals for 2024-25:**

- o **Initiate the inactivation of approximately 24 CAS & OS courses determined to be no longer relevant**
- o **Initiate the suspension of two (possibly, three) WT certificates determined to be no longer relevant**

**4. Expand multiple-mode course delivery (i.e., FlexConnect) to all appropriate courses.**

Rationale: The positive student responses to FlexConnect suggest that we should extend the delivery model, or a modified version thereof, to all Business courses where it can expand student options.

**2023-24 Update:**

**Interim goals for 2023-24:**

- Review the policy on required F2F inclusion in FlexConnect/ hyflex/definition.
- Make a determination as to future course delivery.

**No progress toward this goal. Need to consider the difficulty in finding qualified instructors locally available to deliver in F2F mode.**

**Interim goals for 2024-25:**

- Review the policy on required F2F inclusion in FlexConnect/ hyflex/definition.
- Make a determination as to future course delivery.

**5. Obtain General Education designation for additional Business courses.**

Rationale: There are two principal reasons for this goal: 1) specifically, CTE instructors have been asking for this business course Gen Ed options for their students as employers are seeking candidates with business skills in addition to their technical requirements, and 2) generally, because all students will eventually be working in a business – either as employees or owners – and can highly benefit from understanding how businesses function.

**2023-24 Update:**

**Interim goal for 2023-24:**

- Obtain Gen Ed designation for at least two additional BA courses.

**No progress toward this goal. This is the primary focus for the 2024-25 AY.**

**Interim goal for 2024-25:**

- Obtain Gen Ed designation for at least two additional BA courses.

**6. Extend the Credit for Prior Learning opportunity to additional Business courses.**

Rationale: To increase enrollment by allowing prospective students to receive credit for their prior business experience while furthering their educational goals.

**2023-24 Update:**

**Interim goals for 2023-24:**

- Review results of CPL submissions for courses from spring 2023.
- Determine additional courses for which to prepare submissions.

**No progress toward this goal.**

**Interim goal for 2024-25: None for this AY**

**7. Establish dual-credit courses with local high schools.**

Rationale: To increase enrollment by connecting with high school students and introducing them to CGCC before they solidify their post-graduation plans.

**2023-24 Update:**

**Interim goal for 2023-24:**

- Review current status of dual-credit with Cat Graham and make any necessary changes.
- Establish at least one new BA dual-credit course in at least one local high school.

No progress toward this goal. This is a primary focus for the 2024-25 AY.

**Interim goals for 2024-25:**

- Review current status of dual-credit with Ashley Beardmore & Cat Graham and make any necessary changes.
- Establish at least one new BA dual-credit course in at least one local high school.

**Update: 10/23/24 - met with Ashley and Cat to discuss next steps.**

**8. Pursue an Applied Baccalaureate four-year program.**

Rationale: Related to goal #5, many CTE students would benefit tremendously from two years of technical training plus two years of business training. We have been in discussion with the UAS department for several years and, as it's currently conceived, year three would consist of instruction in general business principles while year four would focus on how to apply those learned principles to the student's chosen field.

We believe that offering a four-year program would increase enrollment in business courses as well as at CGCC in general.

**2023-24 Update:**

**Interim goals for 2023-24:**

**Review current status of the Applied Baccalaureate program in Oregon.**

**No progress toward this goal.**

**Interim goal for 2024-25: None for this AY**

**9. Explore with Student Services how Business programs would be of interest to specific target populations for outreach and recruitment.**

Rationale: Outreach strategies for target populations (e.g., military veterans) may suggest synergy between the Business Pathway and Student Services for recruitment support

**2023-24 Update:**

**Interim goals for 2023-24:**

- Review current status of enrollment marketing.
- Explore potential for inclusion of business-specific marketing.

**The strategy toward this goal was to develop a good relationship with Student Services (SS) to: 1) create awareness of the current Business programs; and 2) get SS to promote those programs to students.**

**This has resulted in a significant increase in Business course enrollment over the past two fall terms**

Interim goal for 2024-25: n/a - completed (and ongoing)

**3. List any additional goals added since the most recent Program Review, include the rationale for each new goal, and describe any actions taken or planned to be taken in the pursuit of each new goal. (Label each goal as Completed, Ongoing, Cancelled, or Postponed [include anticipated term/year for resuming activity]):**

Additional 2023-24 goals unrelated to 5-Year Review

**Goal for 2023-24:**

- **Convene two Business Advisory Board meetings.**
  - o One meeting held this year – scheduling was difficult with members

**Goal for 2024-25:**

- **Convene two Business Advisory Board meetings.**
  - o Next meeting January 15, 2025 from 10:00-11:30 AM.

**Goal for 2023-24:**

- **Review and suspend/inactivate programs/courses with little enrollment or no longer relevant.**
  - o Significant progress on this goal – suspensions to come in 2024-25 AY.

- **Goal for 2024-25:**

- o Inactivations/suspensions be completed this AY (see 5-Year Goal 3, above)