

### Program Review Executive Summary Template

Based on the thorough program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This template is provided to assist institutions in providing a brief summary, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive summaries should be possible within two pages using this template format.

<b>Institution Name:</b> Rose State College <b>Program Name and State Regents Code:</b> Business Associate in Science – College of Business Option (0171-01) <b>List Any Options:</b> <b>Date of Review:</b> 9-1-2020 <b>Recommended Date of Next Review:</b> Fall 2025	
<b>Centrality to Institutional Mission:</b> As a public and open admission institution that grants associate degrees, Rose State College provides higher education programs and services intended to foster lifelong learning for a diverse population.  Business degree graduates possess the necessary skills to obtain employment in the private and public sectors. The core course for the Business degree instill in the student basic skills one should have to perform administrative, marketing, accounting, and statistical analysis that businesses require. The optional courses further enhance their acquired skills by allowing the student to specialize in an area of interest. The skills developed in the Business degree program are sought by employers throughout the world.	
<b>Program Objectives and Goals:</b> The objective of the Associate in Science degree at Rose State College is to provide a college/university parallel degree in business. Objectives of the program include: <ol style="list-style-type: none"> <li>1. To provide a solid foundation in both general education and program requirements for successful transfer to four year institutions.</li> <li>2. To provide an introduction to accounting, economics, and data analysis fundamentals that will serve applied science degree-seeking students as well as those who pursue four-year degrees.</li> </ol>	
<b>Quality Indicators Such As:</b> <ul style="list-style-type: none"> <li>– Student Learning Outcomes</li> <li>– Effective Teaching</li> <li>– Effective Learning Environments</li> <li>– External Curricular Evaluation</li> <li>– Capacity to Meet Needs and Expectations of Constituencies</li> </ul>	<b>Number of transfer students attending other institutions (2020):</b> <ul style="list-style-type: none"> <li>• Transfers to the University of Central Oklahoma 112</li> <li>• Transfers to the University of Oklahoma 26</li> <li>• Transfers to Oklahoma State University 12</li> <li>• Yearly Business Advisory Board Meetings where suggestions are made on how to enhance/support/promote the AS Business Degree at Rose State College</li> </ul>

<b>Productivity for Most Recent 5 Years</b>	<b>Number of Degrees:</b> <u>281</u> <b>Number of Majors:</b> <u>2367</u>
<b>Other Quantitative Measures Such As:</b> <ul style="list-style-type: none"> <li>– Number of Courses for Major</li> <li>– Student Credit Hour in Major</li> <li>– Direct Instructional Costs</li> <li>– Supporting Credit Hour Production</li> <li>– Roster of faculty members including the number of FTE faculty in the specialized courses within the curriculum</li> <li>– If available, information about employment or advanced studies of graduates of the program over the past five years</li> <li>– If available, information about the success of students from this program who have transferred to another institution</li> </ul>	<p>5 year summary of courses taught for the major program by total student count:</p> <ul style="list-style-type: none"> <li>• Financial Acct ACCT 2103 906</li> <li>• Managerial Acct ACCT 2203 767</li> <li>• Microeconomics ECON 2303 880</li> <li>• Macroeconomics ECON 2403 891</li> <li>• Business Statistics ECON 2843 747</li> </ul> <p>5 year summary of courses taught for the major program by total student credit hours:</p> <ul style="list-style-type: none"> <li>• Financial Acct ACCT 2103 2718</li> <li>• Managerial Acct ACCT 2203 2301</li> <li>• Microeconomics ECON 2303 2640</li> <li>• Macroeconomics ECON 2403 2673</li> <li>• Business Statistics ECON 2843 2241</li> </ul> <p>5 year summary of direct instructional costs for the program for the review period:</p> <p>\$992,250.00</p>

Roster of faculty members including the number of FTE faculty in the specialized courses within the curriculum:

<b>Faculty</b>	<b>Credential</b>	<b>Institution that granted degree</b>
Craig Dawkins	MBA	Oklahoma Christian University
Rob Winslow	MBA	Oral Roberts University
Tricia Popowsky	MSA	University of Phoenix
Nathan Gay	MSA	Liberty University

	<p>Information about the success of students from this program who have transferred to another institution:</p> <table><tr><th colspan="4">Rose State College</th></tr><tr><th colspan="2">Degrees awarded Major 0171-01</th><th>Transfer to</th><th>Degree</th></tr><tr><th>Year</th><th># Degrees</th><th>4-yr</th><th>@ 4-yr</th></tr><tr><td>2016</td><td>55</td><td>45</td><td>31</td></tr><tr><td>2017</td><td>63</td><td>54</td><td>36</td></tr><tr><td>2018</td><td>57</td><td>50</td><td>24</td></tr><tr><td>2019</td><td>41</td><td>28</td><td>1</td></tr><tr><td>2020</td><td>65</td><td>26</td><td>0</td></tr><tr><td>Grand Total</td><td>281</td><td>203</td><td>92</td></tr></table>	Rose State College				Degrees awarded Major 0171-01		Transfer to	Degree	Year	# Degrees	4-yr	@ 4-yr	2016	55	45	31	2017	63	54	36	2018	57	50	24	2019	41	28	1	2020	65	26	0	Grand Total	281	203	92
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Duplication and Demand	<p>1) The demand for the AS Business transfer degree has been steady. Very shortly, additional faculty will be needed in order to meet student expectations. The budget situation has place an incredible barrier on growth.</p> <p>2) The Division of Business and Information Technology at Rose State College has been engaged in consulting in the areas of 3D modeling and fabrication, project management, and cyber-security, all of which indirectly relate to the AS Business Degree.</p>																																				
Effective Use of Resources	<p>For FY 2016, \$409,445 were spent on resources For FY 2017, \$403,939 were spent on resources For FY 2018, \$396,514 were spent on resources For FY 2019, \$422,952 were spent on resources For FY 2020, \$424,452 were spent on resources</p> <p>The decrease in expenditures is a result of a decrease in the number of full-time faculty positions, which at this time, have not been replaced.</p>																																				

<b>Strengths and Weaknesses</b>	<p><b>Strengths:</b></p> <ol style="list-style-type: none"> <li>1. The program has articulation agreements with metropolitan and private institutions;</li> <li>2. The Business and Information Technology Division has experienced full-time and adjunct professors; and,</li> <li>3. The Division also has state-of-the-art technology, such as videoconferences, up-to-date computers and software, Internet access, and D2L online supplements.</li> </ol> <p><b>Weaknesses:</b></p> <ol style="list-style-type: none"> <li>1. Travel restrictions and budget constraints limit travel to professional conferences.</li> <li>2. Marketing outreach specific to the Associate in Science Business Program are limited.</li> <li>3. The reduction in the number of full-time faculty available to support the</li> </ol> <p>courses taught in the program from 6.5 to 4.</p>
<b>Recommendations</b>	<ul style="list-style-type: none"> <li>• To maintain the viability of the program, retain the articulation agreements among the two and four-year schools emphasizing the need for business knowledge in support to technical and scientific expertise.</li> <li>• Seek additional financial support for travel and technology.</li> <li>• Enhance marketing for the Associate in Science Business Program.</li> <li>• Hire the additional number of faculty needed to support the courses taught in the program.</li> </ul>

**Program Review Summary Template**  
**3.7 Academic Program Review**  
(optional)

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

Description of the program's connection to the institutional mission and goals:

The Associate in Science in Business Program at Rose State College is designed for students who plan to continue their education at a four-year college or university. The degree continues to prepare students for transfer to both in and out of state universities. The Rose State College Business Program provides the student with an overview of the field of business while developing important skills necessary in the preparation for the becoming responsible members of the business community.

**3.7.5 Process (Internal/External Review):**

Previous Reviews and Actions from those reviews:

Analysis and Assessment (including quantitative and qualitative measures) noting key findings from internal or external reviews and including developments since the last review:

In the previous review, submitted for the years 2010 – 2015, the average number of majors in the AS Business transfer degree was 471.4. For the current review, submitted for the years 2015 – 2020, the average number of majors is 473, which represents a 0.3% increase. The average number of graduates for the previous review was 71.4. For the current review, that number is 56, which represents a 21.6% decrease. The graduation rate for the previous review was 13.6%. The graduation rate for the current is 11.9%, which represents a 12.5% decrease. The relatively consistent level of both majors and graduates in the AS Business program since 2015 has occurred despite the reduction of the number of full-time faculty responsible for the courses taught in the program from 6 in 2015 to 4 in 2020. This would be an indication of the dedication of the faculty and their attention to the program and the students who enroll in it. Overall, Rose State College has lost over \$7,000,000.00 in funding since 2015.

**A. Centrality of the Program to the Institution's Mission:**

As a public and open admission institution that grants associate degrees, Rose State College provides higher education programs and services intended to foster lifelong learning for a diverse population.

Business degree graduates possess the necessary skills to obtain employment in the private and public sectors. The core course for the Business degree instill in the student

basic skills one should have to perform administrative, marketing, accounting, and statistical analysis that businesses require. The optional courses further enhance their acquired skills by allowing the student to specialize in an area of interest. The skills developed in the Business degree program are sought by employers throughout the world.

## **B. Vitality of the Program:**

### **B.1. Program Objectives and Goals:**

The objective of the Associate in Science degree at Rose State College is to provide a college/university parallel degree in business. Objectives of the program include:

1. To provide a solid foundation in both general education and program requirements for successful transfer to four year institutions.
2. To provide an introduction to accounting, economics, and data analysis fundamentals that will serve applied science degree-seeking students as well as those who pursue four-year degrees.

### **B.2 Quality Indicators (including Higher Learning Commission issues):**

Number of transfer students attending other institutions (2020):

- |  |     |
|--|-----|
| 1) Transfers to the University of Central Oklahoma | 112 |
| 2) Transfers to the University of Oklahoma         | 26  |
| 3) Transfers to Oklahoma State University          | 12  |

Yearly Business Advisory Board Meetings where suggestions are made on how to enhance/support/promote the AS Business Degree at Rose State College

### **B.3. Minimum Productivity Indicators:**

Time Frame (e.g.: 5 year span)	Head Count	Graduates
<u>YEAR</u>	<u>NUMBER OF MAJORS</u>	<u>GRADUATES</u>
2016	507	55
2017	488	63
2018	502	57
2019	445	41
2020	425	65

### **B.4. Other Quantitative Measures:**

- a. Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

<i>List or attach list of courses</i>		
<u>Enrolled</u>	<u>Year</u>	<u>Number of Students</u>
Financial Accounting ACCT 2103	2016	187
	2017	218
	2018	177
	2019	173
	2020	151
Managerial Accounting ACCT 2203	2016	152
	2017	187
	2018	147
	2019	154
	2020	127
Microeconomics ECON 2303	2016	186
	2017	191
	2018	180
	2019	174
	2020	149
Macroeconomics ECON 2403	2016	185
	2017	206
	2018	171
	2019	168
	2020	161
Business Statistics ECON 2843	2016	134
	2017	137
	2018	160
	2019	158
	2020	158

**b. Student credit hours by level generated in all major courses that make up the degree program for five years:**



<u>Hours</u>	<u>Year</u>	<u>Number of Students Credit</u>
Financial Accounting ACCT 2103	2016	561
	2017	654
	2018	531
	2019	519
	2020	453
Managerial Accounting ACCT 2203	2016	456
	2017	561
	2018	441
	2019	462
	2020	381
Microeconomics ECON 2303	2016	558
	2017	573
	2018	540
	2019	522
	2020	447
Macroeconomics ECON 2403	2016	555
	2017	618
	2018	513
	2019	504
	2020	483
Business Statistics ECON 2843	2016	402
	2017	411
	2018	480
	2019	474
	2020	474

c. Direct instructional costs for the program for the review period:

For FY 2016	4.5 Faculty X \$47,250 = \$212,625
For FY 2017	4.5 Faculty X \$47,250 = \$212,625
For FY 2018	4 Faculty X \$47,250 = \$189,000
For FY 2019	4 Faculty X \$47,250 = \$189,000
For FY 2020	4 Faculty X \$47,250 = \$189,000

d. The number of credits and credit hours generated in the program that support the general education component and other major programs including certificates:

N/A

e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:

Faculty	Credential	Institution that granted degree
Craig Dawkins	MBA	Oklahoma Christian University
Rob Winslow	MBA	Oral Roberts University
Tricia Lackmeyer	MSA	University of Phoenix
Nathan Gay	MSA	Liberty University

f. If available, information about employment or advanced studies of graduates of the program over the past five years:

N/A

g. If available, information about the success of students from this program who have transferred to another institution:

Rose State College			
Degrees awarded Major 0171-01		Transfer to	Degree
Year	# Degrees	4-yr	@ 4-yr
2016	55	45	31
2017	63	54	36
2018	57	50	24
2019	41	28	1
2020	65	26	0
<b>Grand Total</b>	<b>281</b>	<b>203</b>	<b>92</b>

**B.5. Duplication and Demand:**

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various publics served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

**B.5. Duplication and Demand Issues:***Address Duplication:*

N/A

*Address Demand:*

The demand for the AS Business transfer degree continues to grow. Very shortly, additional faculty will be needed in order to meet student expectations.

**B.5.a.** Detail demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

N/A

**B.5.b.** Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:

N/A

**B.5.c.** Detail demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

The Division of Business and Information Technology at Rose State College has been engaged in consulting in the area of cyber-security, which indirectly relate to the AS Business Degree.

**B.5.d.** Detail indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

N/A

**B.5.e.** The process of program review should address meeting demands for the program through alternative forms of delivery. Detail how the program has met these demands:

An additional 12 online and 3 hybrid courses that support the AS Business Degree have been added since the last program review.

**B.6. Effective Use of Resources:**

Resources include financial support, (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff.

For FY 2016, \$409,445 were spent on resources  
 For FY 2017, \$403,939 were spent on resources  
 For FY 2018, \$396,514 were spent on resources  
 For FY 2019, \$422,952 were spent on resources  
 For FY 2020, \$424,452 were spent on resources

The decrease in expenditures are a result of a decrease in the number of full-time faculty positions, which at this time, have not been replaced.

\*Low Producing Program Reviews follow a different format and template.

**Institutional Program Recommendations:** (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

Recommendations	Implementation Plan	Target Date
1) Replace full-time faculty who have retired	1) Identify sources and earmark an appropriate amount of monies needed to replace full-time faculty	1) Have new faculty in place by fall 2021 semester
2) Continue to develop and maintain articulation agreements with 4-year institutions	2) Strengthen relationships and meet with RSC's articulation partners on a regular basis	2) Ongoing
3) Enhance marketing approach for AS Business Degree	3) Meet with RSC's VP of Marketing to develop a strategy	3) Immediately

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**Summary of Recommendations:**

	Department	School/College	Institutional
<b>Possible Recommendations:</b>			
Expand program (# of students)	X		
Maintain program at current level			
Reduce program in size or scope			
Reorganize program			
Suspend program			
Delete program			

Department/

Program Head

*Craig Dankins*  
(Signature)

Date 8/31/2020

*Mark Zippert*

Dean \_\_\_\_\_  
(Signature)

Date 9-1-2020