

PROGRAM INFORMATION	Program	Accounting/Business Management
	Submitted by:	Annika Russell
	Year	2024-2025
	Date of Review	2025-01-10
	Form Key	db70d1d4-cc47-4af3-9f23-2ef2e0f8236e
PROGRAM OUTCOMES	Explain how program outcomes were reviewed this year (i.e., input from advisory board, instructors, students, etc.) and changes made, if any:	Instructors review program outcomes and made changes according to advisory board, accreditation and instructor feedback.
	Outcomes are up to date in WIDS and on the program's web page	Yes
SYLLABI	ADA Statement	Yes
	Competencies	Yes
	Course Description	Yes
	Course Title and Number	Yes
	Credit Hours	Yes
	Freedom of Expression Statement	Yes
	Grading Criteria	Yes
	Instructor	Yes
	Academic Integrity Policy	Yes
	Nondiscrimination Statement	Yes
	Office Hours/Contact Information	Yes
	Prerequisites	Yes
	Required Text(s)	Yes
	Syllabi Up to Date in WIDS	Yes
Explain which syllabi were reviewed this year; input received from advisory board, instructors, students, etc. regarding course objectives and textbooks used; and changes made, if any.	During Spring 24 advisory board meeting the syllabi for Government and Nonprofit was reviewed. Advisory Board members suggested different entities to partner with for projects.	
PROGRAM COMPETENCIES	Explain how competencies were reviewed this year (i.e., input from advisory board, instructors, students, etc.) and changes made, if any:	Instructors reviewed program competencies and updated with input from business partners.
	WIDS Up to Date	Yes
COURSE ASSESSMENTS USED IN PROGRAM CHECKLIST	Capstone	Yes
	Class Participation	Yes
	Clinical/internship observations	Yes
	Examinations	Yes
	Comprehensive Final Exams	Yes

	Journals	Yes
	Lab Demonstrations	No
	Oral Examinations/Presentations	Yes
	Other Projects	Yes
	Peer Evaluations	Yes
	Portfolio Projects	No
	Quizzes	Yes
	Self-Evaluations	Yes
	Simulations	Yes
	Videos of Student Mastery	No
	Written Essays	No
	Written Reports	No
ALIGNED AND APPROPRIATE ASSESSMENTS	Assessments used in the program are matched to the outcomes/competencies for the program.	Yes
	Explain changes in the assessments used in your program since your last review (include input received and rationale).	Instructors evaluate assessments each year and have changed requirements for different assessments according to what industry wants students to know.
	Give examples of how assessments used in the program reflect higher-level thinking skills, such as applications, analysis, synthesis, and evaluation.	We use case studies in Business Law in which they apply what they have learned in the chapter and class discussions and apply in the different situations. They participate in a Mock Trial in which they all have a "role" in the judicial system that they act. In all the Accounting classes, they do online work, take quizzes, incorporate Excel, extensions activities. In Digital Marketing, we use the Mimic simulation for students to practice creating social marketing plans and running them to see the success or lack of success. Intro to business they prepared a Shark Tank presentation sharing their business plan with market analysis, marketing strategy, financial plans. In Excel, the students ended the semester project where they created everything from scratch to include what they would need for the spreadsheet in a current career or future career. In Customer Service, they use the simulation lab to assess application of techniques learned in class. In Tax Accounting students participate in the VITA program and complete tax returns for qualified people from the community
INDUSTRY CERTIFICATIONS	Explain any changes made or planned in the program based on assessment of industry certifications used in the program.	NA
INTERNSHIPS/ CLINICALS	How do you evaluate program competencies or learning objectives during internship/externship experiences?	The internship supervisor completes a performance instrument on each individual intern. Students submit a weekly journal documenting the daily specific job responsibilities and task completed that week. Instructors will visit students on site at least once during the internship period.

	As you reviewed results of internship/externship evaluations, what curriculum changes were made or are planned in your program?	No changes have been made
ENROLLMENT	Does the most recent year's data meet this benchmark? If not, explain a single-year anomaly or explain what strategies your program will implement to address a pattern (two or more years) of not reaching this benchmark.	Yes we are at 113% enrollment
RETENTION	Does the most recent year's data meet this benchmark? If not, explain a single-year anomaly or explain what strategies your program will implement to address a pattern (two or more years) of not reaching this benchmark.	Yes ~ we are at 87% retention
GRADUATION	Does the most recent year's data meet this benchmark? If not, explain a single-year anomaly or explain what strategies your program will implement to address a pattern (two or more years) of not reaching this benchmark.	Yes ~ we are at a graduation rate of 76%
PLACEMENT	Does the most recent year's data meet this benchmark? If not, explain a single-year anomaly or explain what strategies your program will implement to address a pattern (two or more years) of not reaching this benchmark.	Yes ~ we are at 84% placement
STUDENT SATISFACTION	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	During these students' first year, we had alot of turnover with instructors throughout the year. Most of their concerns dealt with instructors and their involvement. When they were second year students, they only had one instructor for one semester. There was a lot of learning for instructors and inconsistencies throughout their 2 years. That has since been addressed and our current students have had the same instructors and they seem to be pleased overall according to course evaluations.
ALUMNI SATISFACTION	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	Yes it was met as we were at 83.5%

EMPLOYER SATISFACTION	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	Yes ~ we are at 100%
PROFESSIONAL DEVELOPMENT	What professional development activities have instructors in this program completed in the last year?	Instructors attended conferences and webinars Both instructors took course to renew insurance license Instructors continue to work in the bookkeeping and insurance field One instructor is working on Quickbooks certification One instructor is startng to seek their real estate license
	How were these activities used to improve this program?	Anything we learn during these opporunities we bring back and share with each other. Also we have many first hand experiences to share with students.
PROFESSIONAL ORGANIZATIONS	Do faculty members belong to professional organizations associated with this program?	Yes
	If no, explain why.	
	Are students made aware of the professional organizations for their career field?	Yes
ADVISORY BOARD RECOMMENDATIONS	What changes were or will be made to this program based on feedback provided at the past year's advisory board meeting(s)?	We didn't make any changes to the program based on feedback from advisory board this year
	Implementation Date	2025-01-10
	Indicate the personnel responsible for implementing the change(s):	NA
PROGRAM IMPROVEMENT PLANS AND BUDGET	As you review this past year, what changes do you propose for the next school year that will affect the program's budget?	Not at this time
	Cost	