

<b>PROGRAM INFORMATION</b>	<b>Program</b>	<b>Entrepreneurship</b>
	Submitted by:	Ryan Van Zee
	Year	2024-2025
	Date of Review	2025-01-10
	Form Key	f501d88a-fc93-4e4a-a0e5-7f9fb96ec78e
<b>PROGRAM OUTCOMES</b>	Explain how program outcomes were reviewed this year (i.e., input from advisory board, instructors, students, etc.) and changes made, if any:	The recent advisory board meeting provided valuable insights from its members, contributing significantly to the ongoing evaluation of our program. The instructor meticulously reviewed the outcomes, ensuring that the feedback from students was thoughtfully integrated into our processes.
	Outcomes are up to date in WIDS and on the program's web page	No
<b>SYLLABI</b>	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	No
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.	The syllabi underwent a comprehensive review, taking into account the gaps identified from the previous year and the valuable insights gathered from student feedback. Additionally, the latest industry trends were meticulously analyzed to ensure that the revisions align with current professional standards and expectations. This holistic approach not only enhances the educational experience but also prepares students to meet the evolving demands of their respective fields.	
<b>PROGRAM COMPETENCIES</b>	Explain how competencies were reviewed this year (i.e., input from advisory board, instructors, students, etc.) and changes made, if any:	<p>The competencies reviewed by Advisory Board members, the program director, and student input play a crucial role in shaping the educational framework and ensuring that the curriculum remains relevant and effective. These competencies encompass a range of skills and knowledge areas that are essential for student success and professional readiness.</p> <p>Advisory Board members bring their industry expertise and insights, providing valuable feedback on the competencies that align with current market demands. Their perspectives help to identify gaps in the curriculum and suggest enhancements that can better prepare students for their future careers.</p> <p>The program director, with a comprehensive understanding of the academic landscape, evaluates these competencies to ensure they meet educational standards and institutional goals. This oversight guarantees that the program not only adheres to accreditation requirements but also fosters an environment conducive to learning and growth.</p>

		<p>Student input is equally vital, as it reflects the experiences and needs of those directly engaged in the program. By incorporating student feedback, the curriculum can be tailored to address real-world challenges and enhance the overall learning experience.</p> <p>Together, the collaboration among Advisory Board members, the program director, and students creates a dynamic and responsive educational framework that prioritizes competency development and prepares graduates for success in their respective fields.</p>
	<b>WIDS Up to Date</b>	No
<b>COURSE ASSESSMENTS USED IN PROGRAM CHECKLIST</b>	<b>Capstone</b>	Yes
	<b>Class Participation</b>	Yes
	<b>Clinical/internship observations</b>	No
	<b>Examinations</b>	No
	<b>Comprehensive Final Exams</b>	No
	<b>Journals</b>	Yes
	<b>Lab Demonstrations</b>	Yes
	<b>Oral Examinations/Presentations</b>	Yes
	<b>Other Projects</b>	Yes
	<b>Peer Evaluations</b>	Yes
	<b>Portfolio Projects</b>	Yes
	<b>Quizzes</b>	No
	<b>Self-Evaluations</b>	Yes
	<b>Simulations</b>	Yes
	<b>Videos of Student Mastery</b>	Yes
	<b>Written Essays</b>	Yes
<b>Written Reports</b>	Yes	
<b>ALIGNED AND APPROPRIATE ASSESSMENTS</b>	<b>Assessments used in the program are matched to the outcomes/competencies for the program.</b>	No
	<b>Explain changes in the assessments used in your program since your last review (include input received and rationale).</b>	<p>We leveraged the insights and expertise of our inaugural advisory board to assess the effectiveness of the program. Their diverse perspectives and constructive feedback were instrumental in identifying strengths and areas for improvement, ensuring that our initiatives align with best practices and meet the needs of our stakeholders. This collaborative approach not only enhances the program's impact but also fosters a culture of continuous improvement and innovation.</p>
	<b>Give examples of how assessments used in the program reflect higher-level thinking skills, such as applications, analysis, synthesis, and evaluation.</b>	<p>Higher-level thinking skills are essential in today's dynamic business environment, and they are vividly illustrated through students' engagement in various projects. By developing business models, students not only apply theoretical knowledge but also analyze market trends and consumer behavior. This process fosters a deeper understanding of how businesses operate and the factors that contribute to their success.</p> <p>In crafting social media marketing campaigns, students synthesize information from diverse sources, integrating creative strategies with analytical insights to reach target audiences effectively. This hands-on experience enhances their ability to evaluate the impact of different marketing approaches, allowing them to refine their strategies based on real-time feedback and metrics.</p> <p>Furthermore, the creation of websites and commercials requires students to evaluate design principles and user experience, ensuring that their digital presence resonates with potential customers. Through these projects, they cultivate a comprehensive skill set that encompasses critical thinking, creativity, and strategic planning, preparing them for future challenges in the business landscape.</p>

<b>INDUSTRY CERTIFICATIONS</b>	<p>Explain any changes made or planned in the program based on assessment of industry certifications used in the program.</p>	<p>N/A</p>
<b>INTERNSHIPS/ CLINICALS</b>	<p>How do you evaluate program competencies or learning objectives during internship/externship experiences?</p>	<p>The competencies developed in our Entrepreneurship program are rigorously validated through the dynamics of the free market. Each student has successfully generated a profit, ranging from modest gains to substantial returns, which serves as a testament to the effectiveness of the methodologies employed within the program. This tangible success not only reflects the students' hard work and dedication but also underscores the practical relevance of the skills and knowledge they acquire. By engaging directly with market forces, our students are equipped to navigate the complexities of entrepreneurship, ensuring they are well-prepared for future challenges and opportunities in their business endeavors.</p>
	<p>As you reviewed results of internship/externship evaluations, what curriculum changes were made or are planned in your program?</p>	<p>As a result of the evaluation of student success, the program has adopted an additional text on business plan development, alongside a comprehensive sales textbook that meticulously details the sales process. This strategic enhancement aims to equip students with the essential skills and knowledge necessary for effective business planning and sales execution. By integrating these resources into the curriculum, the program seeks to foster a deeper understanding of the intricacies involved in developing robust business strategies and achieving sales objectives. This initiative reflects a commitment to continuous improvement and the pursuit of excellence in student outcomes.</p>
<b>ENROLLMENT</b>	<p>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.</p>	<p>We are pleased to report a significant increase in enrollment compared to last year. Our proactive approach includes engaging with both instructors and students to foster a collaborative environment that encourages further growth in enrollment. By leveraging these relationships, we aim to enhance the educational experience and attract even more participants to our programs.</p>
<b>RETENTION</b>	<p>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.</p>	<p>We have successfully cultivated a lasting relationship with our previous students, which serves as a vital resource in our efforts to recruit and inspire prospective students. This ongoing connection not only enhances our outreach initiatives but also provides authentic testimonials and insights that resonate with potential candidates. By leveraging the experiences and successes of our alumni, we create a compelling narrative that showcases the value of our programs and the supportive community we foster. This approach not only attracts new students but also reinforces the commitment of our institution to their growth and success.</p>
<b>GRADUATION</b>	<p>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.</p>	<p>All of the students who participated in the program graduated with a profitable business. This remarkable achievement not only highlights the effectiveness of the curriculum but also underscores the dedication and hard work of the students. Each participant was equipped with essential skills and knowledge, enabling them to navigate the complexities of entrepreneurship successfully. The program fostered an environment of innovation and collaboration, allowing students to develop their ideas into viable business ventures. As they step into the professional world, these graduates are well-prepared to make a significant impact in their respective industries.</p>
<b>PLACEMENT</b>	<p>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.</p>	<p>Entrepreneurs possess the unique ability to choose their fields of endeavor, allowing them to align their passions and skills with market opportunities. This autonomy not only fosters creativity and innovation but also enhances their potential for profitability. As a result, each entrepreneur has successfully secured employment within their chosen program field, leveraging their expertise to drive success and contribute meaningfully to their industries. This strategic alignment between personal interests and professional pursuits is a hallmark of entrepreneurial success, enabling them to thrive in competitive environments while fulfilling their aspirations.</p>

<b>STUDENT SATISFACTION</b>	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	Students in this program consistently express a high level of satisfaction with their instruction. This positive feedback reflects the effectiveness of the teaching methods employed and the dedication of the instructors. The curriculum is designed to engage students actively, fostering an environment where they feel supported and encouraged to excel. As a result, learners not only appreciate the quality of education they receive but also feel motivated to participate fully in their academic journey. This strong sense of satisfaction is a testament to the program's commitment to excellence in education.
<b>ALUMNI SATISFACTION</b>	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	Students have expressed a notable level of satisfaction regarding their career preparedness. This positive sentiment reflects their confidence in the skills and knowledge they have acquired during their academic journey. The alignment of educational programs with industry demands appears to play a significant role in fostering this sense of readiness. As students prepare to transition into the workforce, their assurance in their capabilities is a promising indicator of future success and adaptability in their chosen fields.
<b>EMPLOYER SATISFACTION</b>	If this benchmark is not met, what strategy or strategies will be implemented to address this measure?	N/A
<b>PROFESSIONAL DEVELOPMENT</b>	What professional development activities have instructors in this program completed in the last year?	The Director has recently attended the South Dakota ACTE conference, an event dedicated to advancing career and technical education. This conference provided a valuable platform for networking, sharing innovative practices, and discussing the latest trends in education. The Director engaged with fellow educators and industry leaders, fostering collaborations that aim to enhance educational outcomes and better prepare students for the workforce. The insights gained from this conference will undoubtedly contribute to the ongoing development of effective programs and initiatives within our organization.
	How were these activities used to improve this program?	The recent conference served as an invaluable platform for educating attendees on the integration of the program within the framework of career clusters for technical education. Participants engaged in insightful discussions that highlighted the significance of these activities.
<b>PROFESSIONAL ORGANIZATIONS</b>	Do faculty members belong to professional organizations associated with this program?	Yes
	If no, explain why.	The South Dakota Association of Career and Technical Education (SD ACTE) plays a pivotal role in promoting and enhancing career and technical education across the state. As a vital component of the National Association for Career and Technical Education (NACTE), it provides a platform for collaboration and professional development.
	Are students made aware of the professional organizations for their career field?	Yes
<b>ADVISORY BOARD RECOMMENDATIONS</b>	What changes were or will be made to this program based on feedback provided at the past year's advisory board meeting(s)?	The collaboration among mentors, accountants, lawyers, QuickBooks experts, insurance agents, bankers, the Department of Revenue, and the Small Business Development Center is essential for fostering a robust framework of best practices. Each of these professionals brings unique insights and expertise that can significantly enhance the operational efficiency and compliance of businesses. Mentors provide invaluable guidance based on their experiences, helping entrepreneurs navigate challenges with confidence. Accountants and QuickBooks experts ensure that financial records are meticulously maintained, facilitating accurate reporting and informed decision-making. Lawyers contribute by ensuring that all legal aspects are addressed, protecting businesses from potential liabilities. Insurance agents play a critical role in risk management, advising on appropriate coverage to safeguard assets. Bankers offer financial solutions and insights into funding opportunities, while the Department of Revenue provides essential information on tax compliance and regulations. Lastly, the Small Business Development Center serves as a vital resource for training and support, empowering businesses to thrive. Together, this collective expertise will pave the way for sustainable growth and success in the business landscape.

	<b>Implementation Date</b>	2025-05-09
	<b>Indicate the personnel responsible for implementing the change(s):</b>	Ryan Van Zee
<b>PROGRAM IMPROVEMENT PLANS AND BUDGET</b>	<b>As you review this past year, what changes do you propose for the next school year that will affect the program's budget?</b>	
	<b>Cost</b>	