



Program Review

Purpose

“Program review is the process through which constituencies (not only faculty) on campus take stock of their successes and shortcomings and seek to identify ways in which they can meet their goals more effectively. It is important to note here that the task of identifying evidence-based successful practices, and sharing these practices college-wide, is far more important than the negative perspective of trying to ferret out ineffective practices” – Academic Senate for California Community Colleges

Data Driven Decision Making

*Continual improvement
Evaluation of program resource needs
Fiscal stewardship and transparency
Culture of evidence*

Reporting Cycle

Program Review will be conducted every two years beginning Fall semester 2021.

Reporting Cycle Activities	Timeline
Program Review forms posted on the Program Review website :	August 22, 2023
Data is available on the ORPIE website:	
<ul style="list-style-type: none"> Instructional Program Review Dashboard 	Available now
<ul style="list-style-type: none"> Student Services Program Review Dashboard 	Coming August 28, 2023
<ul style="list-style-type: none"> State comparison data may be found on Data Mart or Cal-Pass Plus 	Available now
Program Review Office Hours and Data Support offered in a hybrid format in the Language Arts (LA) Room 115 and by zoom.	See the Program Review website schedule information.
Program Review draft due via Dynamic Forms.	Friday, October 6, 2023
Review and Feedback Steps to Finalize Program Review:	
<ul style="list-style-type: none"> Step 1a: Technical Review by IEC (for all) and Academic Senate (for any that include a faculty request). See the technical review rubrics. 	Friday, October 6, 2023
<ul style="list-style-type: none"> Step 1b: Content Review by Deans/Director. Feedback due to author. 	Friday, October 6, 2023
<ul style="list-style-type: none"> Step 2: Completed Revisions submitted by author for final approvals by Deans/Manager and Vice Presidents. Final draft will address technical and content review feedback. 	Friday, November 3, 2023
<ul style="list-style-type: none"> Step 3: Final Program Review Approvals by Deans/ Manager, Vice Presidents, and IEC. ORPIE will post final draft to the website. 	Friday, December 1, 2023
<ul style="list-style-type: none"> Step 4: Funding Requests proceed through governance structure. 	
<ul style="list-style-type: none"> Depending on the request either the Vice President or the IEC will assign the Program Review to the appropriate committee(s), including Planning Council for prioritization. 	Friday, December 1, 2023
<ul style="list-style-type: none"> Committees forward recommendations to the Budget Committee 	Friday, December 1, 2023

• Faculty Hiring timeline:	
• Academic Senate Q&A	Tuesday, November 14, 2023
• Senator Ratings due	Friday, November 17, 2023
• Academic Senate – Special Meeting to Review Rankings	Tuesday, November 28, 2023
• Prioritized requests for faculty positions will be provided by the Academic Senate to the Executive Team	Wednesday, November 29, 2023
<ul style="list-style-type: none"> ▪ President makes final faculty decisions and reports to Senate at Special Meeting. ▪ Based on approved faculty positions, faculty submit search committee membership and supplemental questions to HR and the Academic Senate. 	Tuesday, December 5, 2023
• Hiring committee participants appointed by the Academic Senate.	Tuesday, December 12, 2023
• The Budget Committee forwards all recommended non-faculty requests to the Executive Committee	Tuesday, December 12, 2023
• President announces all funded recommendations campus-wide	Monday, April 1, 2024

AUTHOR INFORMATION

Employee ID (E# or C#): First Name Last Name
Wing Email Address Office Phone

Dean/Manager First Name Last Name Email
Vice President First Name Last Name Email

Program Review - Draft

*Program-Review-Instruction - Business
Program Review 2023.docx

Program Review - Final Submission

*Program-Review-Instruction - Business
Program Review 2023 updated
10262023.docx

This Program Review includes the following:

Pick all that apply.

Faculty Request

Facilities, Technology, Equipment Request

Classified Request

This Program Review includes the following:

Pick all that apply.

If the answer was "Yes" but one of the following is not picked it will affect the form's workflow and you will have to resubmit.

Faculty Request

Facilities, Technology, Equipment Request

Classified Request

Faculty Requests (up to 3) One upload per request

Faculty Upload1

Faculty Upload2

Faculty Upload3

Faculty Requests (up to 3) One upload per request

Faculty Upload1

Faculty Upload2

Faculty Upload3

Facilities, Technology or Equipment Draft Requests (up to 5)

Facilities, Technology or Equipment Update Requests (up to 5)

FTE Upload1
Program-Review-Request-for-Funding-2023-24-Facilities,-Equipment,-Technology,-Other-Funding - BUSINESS PROGRAM.docx
FTE Upload2
FTE Upload3
FTE Upload4
FTE Upload5

FTE Upload1
FTE Upload2
FTE Upload3
FTE Upload4
FTE Upload5

Classified Personnel Draft Requests (up to 3)
One upload per request

Classified Personnel Updated Requests (up to 3)
One upload per request

Classified Upload1
Classified Upload2
Classified Upload3

Classified Upload1
Classified Upload2
Classified Upload3

Supporting Materials (Optional)

Supporting Materials (Optional)

Upload1
Upload2
Upload3

Upload1
Upload2
Upload3

...3537383535

Bern Baumgartner

10/06/2023

Author - Draft Signature

Date

...3439353734

Bern Baumgartner

11/02/2023

Author - Final Signature

Date

Dean/Manager Draft Feedback

Please see IEC feedback- Dean's feedback is included there.

FileUpload2

IEC Feedback

Please see Dean's feedback. IEC review was done alongside the Dean's feedback.

FileUpload4

Program Review Rubric Upload

Academic Senate Executive Board Feedback

FileUpload1

Program Review Rubric Upload

Dean/Manager Final Feedback

FileUpload2

...3930323930

Dorsie Brooks
Dean/Manager Signature

11/13/2023
Date

Vice President Feedback

FileUpload3

...3936373334

Kay Nguyen
Vice President Signature

12/06/2023
Date

Downloaded to the following Committee Teams folder on:

...3637393932

Lauren Davis-Losenko
IEC Signature

12/12/2023
Date

Dean/Manager -
Feedback Signature

Electronically signed by Dorsie Brooks on 10/20/2023 9:54:42 AM

Academic Senate:
Technical Review
Signature

Signature not required

Academic Senate
Signature

Signature not required

IEC: Technical Review
Signature

Electronically signed by Dorsie Brooks on 10/20/2023 9:53:44 AM



Program Review Request Instruction

Program Review Purpose

“Program review is the process through which constituencies (not only faculty) on campus take stock of their successes and shortcomings and seek to identify ways in which they can meet their goals more effectively. It is important to note here that the task of identifying evidence-based successful practices, and sharing these practices college-wide, is far more important than the negative perspective of trying to ferret out ineffective practices” –Academic Senate for California Community Colleges, 2009

SUBMITTER INFORMATION

First Name:	Bern
Last Name:	Baumgartner
Email:	bbaumgartner@gwc.cccd.edu
ID:	E70614
Phone Number:	714-475-8109
Who is your Dean/Supervisor?	Dorsie Brooks
Are you the Department Chair?	Yes

GENERAL PROGRAM QUESTIONS

Name of Program (Academic Programs should be listed per discipline):
Business - combination of Business, Management, and Marketing

Please provide a brief description and any significant change in your program since the last Program Review cycle.
Two significant changes: 1) GWC hired an additional full-time business instructor, Rachel Zacharia. 2) A review and modification of the non-transfer of all the GWC Business, Management, and Marketing certificate and degree programs to provide clear, streamlined, stackable degree pathways consistent with input from the GWC Business Advisory Committee.

What are your program's strengths? (Answers could include but not limited to KPI data)
A key strength of the Business Program continues to be the Business AD-T Program which is among the largest degree programs on campus. The number of Business AD-T awards increased from 442 (Yrs 2017-2020) to 517 (Yrs 2020-2023). These important Business AD-T award gains are a positive trend in the context of overall enrollment declines and changes to the AD-T program (increase math requirements).



Program Review Request Instruction

In addition, the Business Program supports a diverse set of courses and non-transfer degree pathways to provide opportunities for a wide variety of students seeking educational and career advancement. As mentioned in the previous section, the non-transfer business certificates and degree pathways have been streamlined and made stackable to enable opportunities for increased student success.

What are the challenges for your program? (If there are regulations or requirements for your program that require additional support, please note those here)

Currently, there are no significant challenges to the existing program other than overall declines in community college enrollments that are occurring locally, state-wide, and nationally. Additionally, as the world rapidly changes with new business dynamics that leverage technology such as business analytics, artificial intelligence, etc., it is a challenge to update course and degree offerings that are current with those dynamics given the amount of time for new course/program justification, review, and approval.

Describe any trends and contributing factors related to enrollment, retention, and success for this past cycle.

The enrollment, retention, and success rate trends for the GWC Business Program are generally consistent with the overall trends of GWC during the past three years. GWC Business Program seen marked improvements during this current program review cycle in areas of enrollment/faculty efficiency, retention, and success that may be attributed to additional focus on these key performance indicators from business faculty, counseling, and GWC overall.

An important strategy that Dean Brooks and the business department has made over the past year is add a greater variety of modality offerings for many of the business courses including more online, hybrid, and non full-term courses. This increase in modalities seems to help enrollments by offering students a greater variety of course options. Going forward, we are planning to continue to explore and expand modality variety for our overall course offerings.

How does your department/program support the goals of diversity, equity, inclusion, and accessibility? (Answers could include but not limited to gaps in success data, modality of course offerings, part/length of term (full-term, non full-term, etc.)

Culturally, the GWC Business Program faculty are understanding and empathetic to the importance of DEIA. In efforts to support this, our department is sensitive to and increasing modality offerings with more online, hybrid, and non full-term courses. During this program review cycle, notable improvements are observed in student retention and success rates. Also, faculty are increasingly working with DSPS to meet the needs of challenged students. Finally, our department has made a concerted effort to switch most courses in the program to Open Educational Resource (OER) textbooks which reduces student education costs and further supports the goals of DEIA.



Program Review Request Instruction

How does your department/program collaborate with other areas on campus to advance student success?

Areas of collaboration for student success that have increased during this program review cycle are DSPS, counseling, and veterans. As an example, Bern Baumgartner has collaborated with Heather Antunez of Counseling in the new Credit for Prior Learning program for veterans. This program provides opportunities for veterans to obtain GWC course credit for prior military courses and experience and contributes to their overall progress and success at GWC.

How does your department/program utilize technology to support student success?

We have a number of faculty become certified for online/Canvas training during the current program review period. Increasingly, GWC business faculty are utilizing, discussing, and sharing best practices for utilizing technology for student engagement and success; particularly for our increasing number of online course offerings.

Do any of the courses in your program have a CTE TOP code?

Yes

AWARDS

What type of awards does your program offer?

- Certificates
- Associate Degree
- Associate Degree for Transfer

Please provide the information for the number of awards for Associate Degrees (CCI-approved), Associate Degrees for Transfer (State-approved), and Certificates of Achievement for this program. Please put N/A if an area is not applicable for your program.

	3 years ago	2 years ago	1 year ago
Certificates	23	25	12
Associate Degrees	15	11	18
Associate Degrees for Transfer	173	175	169

Please comment on the trends for the number of awards. You may then comment on any other relevant information provided by the Office of Research and Planning, and Institutional Effectiveness (ORPIE).

Overall, the award trends in GWC Business over the past three years are consistent with GWC's overall award trends over the same period that shows some decrease in awards that is reflective of declining enrollments.



Program Review Request Instruction

GWC Business AD-T's did increase over the past 3 years relative to the prior 3 years:

2017-2020 - Average Annual Business AD-T Awards = 148

2020-2023 - Average Annual Business AD-T Awards = 172

FTES and FTEF

For the below questions, please provide your FTES (full-time-equivalent students, resident) divided by your FTEF (full-time-equivalent faculty). Please submit your rates from three years ago, two years ago, and this past year.

Please note: For programs with earned credit please use FTES (Res)/FTEF. For non-credit, please use FTES (Total)/FTEF.

	3 years ago	2 years ago	1 year ago (this past year)
FTES/FTEF Ratio:	32	28	31

Outside of hiring new faculty or staff, please discuss the data trends above, and your plans for serving more students.

The FTES/FTEF ratio for GWC Business over the past 3 years has shown a noticeable improvement when compared to the prior years (2017-2020).

Average FTES/FTEF 2017-2020 = 26.3

Average FTES/FTEF 2020-2023 = 30.7

This improvement is attributed to a greater focus campus-wide and within the business division/department on the importance of this key performance indicator. To enable this improvement, greater focus has been given to course modalities, student retention, and student success in the GWC Business Program.

CURRICULUM

After a thorough review of your courses in CurricUnet, with the assistance of your CCI representative, answer the following questions.

If you do not currently have a representative on CCI, you may contact either:

Gary Kirby: gkirbyjr@gwc.cccd.edu

Monica Jovanovich: mjovanovich@gwc.cccd.edu

Do you have any courses that have not been updated to CCI, within the required timeframe (6 or more years for a transfer-level course, 3 years or more for a CTE course)?

Yes



Program Review Request Instruction

No

Are there courses in your Program (Degree/Certificate) that have not been successfully offered since the last Program Review? Please note, classes that were cancelled, they were not successfully offered)

Yes

No

Do you have active courses that are not part of a degree or certificate?

Yes

No

Please indicate the name of the course(s) and the name(s) of the certificate(s) or degree(s) you intend to connect it to when you submit your revision to CCI.

BUS G210 is not currently connected to a degree or certificate. GWC Business will evaluate if we should modify or retire this course based on the current direction of the Program.

STUDENT LEARNING OUTCOMES

Do any of your SLOs use the exact wording as the course objectives?

(SLOs should be written to reflect the course objectives while not using the exact same language as the course objectives).

Yes

No

How has your department/program utilized SLO (Student Learning Outcome) results to make changes or improvements to your Program?

The Business Dept conducts SLO Assessments at the end of each semester to assess student and instructional performance for SLOs. Additionally, as each course outline of record (COR) is updated, SLOs are reviewed and updated on a regular basis based on the SLO Assessments as well as general feedback from the GWC Business Advisory group. Example of this are the SLO updates made to BUS G101 - The Mindset of Business Success during this program review cycle to reflect the Business Advisory group's recommendations for added emphasis on professionalism, communication, and other soft skills in the business curriculum.

Per the above question on SLOs and course objectives wording, our department has identified five courses that currently have the same wording for both SLOs and course objectives. We are developing a plan to update these CORs with different SLOs and course objectives in the coming year. Additionally, we are in the process of updating CORs that are older than three years.



Program Review Request Instruction

GOALS AND REQUESTS FOR FUNDING

Requests – If you are requesting any of the following, they MUST be addressed within your Department goals. These forms must be submitted separately from the Program Review.

- Faculty
- Facilities, Equipment, Technology & Other
- Classified Personnel

GWC Strategic Plan Goals Legend

1. **Enrollment:** GWC will increase credit and noncredit enrollment while providing efficient academic programs and student services.
2. **Equity and Success:** GWC will support, enhance, and develop equity-minded services and academic programs that lead to student success.
3. **Completion:** GWC will ensure students' timely completion of degrees and certificates by providing high quality academic programs and student services.
4. **Workforce Preparation:** GWC will support student success by developing and offering academic programs and student services that maximize career opportunities.
5. **Facilities:** GWC will provide flexible, accessible, and sustainable learning environments that support the success of students, faculty, staff, and communities.
6. **Professional Development:** GWC will support the success of all employees by providing professional development opportunities that focus on the achievement of the College Goals.
7. **Communication:** GWC will effectively communicate and collaborate within the College and its communities.

GOALS FROM PREVIOUS PROGRAM REVIEW CYCLE

Please refer to your previous Program Review cycle and summarize all outcomes for each goal.

Summary and Outcomes of Previous Goals (from the last Program Review) including resource requests and if they were funded or not.
<p>In general, positive progress was made towards the previous goals and requests.</p> <p>Goal 1) Increase student enrollments for the Business Program.</p> <p>While enrollments did not increase, the Business Program enrollments mirrored the trends seen overall at GWC.</p> <p>Goal 2) Increase Equity, Retention, and Success in the Business Program.</p> <p>As indicated above, the GWC Business Program showed notable improvements in Retention and Success.</p> <p>Goal 3) Improve Business Degree Completions.</p>



Program Review Request Instruction

As indicated above, the GWC Business Program showed an increase in its largest degree category, AD-Ts. This is notable, given that this positive trend occurred during a period of declining enrollments and were better than overall GWC trends.

Goal 4) Continue to focus on achieving above average Student Satisfaction of our faculty and courses. This Goal was achieved based on internal and external student surveys and ratings.

Our most significant request of hiring a full-time faculty member was granted. This has already enabled us to support more overall GWC and student success initiatives.

GOALS FOR CURRENT PROGRAM REVIEW CYCLE

Current goals should be connected to GWC's Strategic Plan Goals.

GOAL 1 (Required)

Description of goal:

Combine business, marketing, and management courses into one program.

Given that these disciplines are interrelated and taught by the same faculty, it makes practical sense to combine these courses under one program. An additional benefit will be that students will see all the available business, marketing, and management courses in the same area of the schedule and catalog which could improve enrollments.

What actions will be taken to accomplish the goal?

- 1) Evaluate best approaches to making these changes, including unintended consequences, by having discussions with GWC Counseling, Articulation/Transfer, Curriculum (CCI), Scheduling, and Administration.
- 2) Upon review/approval from the above groups, move forward with the best approach.

What metric will you use to measure your goal?

That the marketing, management, and business courses are under one umbrella of business in the schedule and catalog.

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development



Program Review Request Instruction

Communication

GOAL 2 (Required)

Description of goal:

Continue to increase equity, retention, and success in the Business Program.

What actions will be taken to accomplish the goal?

- 1) Continue to offer a wide range of course modality to best support the diverse GWC student population.
- 2) Build upon the relationships that Business Faculty have with GWC Counseling and DSPS to support students with challenges and needs.
- 3) Continue to have review and input from the GWC Business Advisory Committee to evaluate workforce needs and employer recommendations for the GWC Business Program to bring relevant content to GWC business students.
- 4) Continue to support high school days with dynamic content for prospective business students.
- 5) Proactively engage with the rollout of Handshake (online recruiting tool) at GWC.
- 6) Update BUS G101 - The Mindset of Business Success, to improve student soft skills that are needed in the workplace.

What metric will you use to measure your goal?

Retention, Success, and Awards statistics.

We will strive to attain the following metrics:

Retention > 90%

Success > 75%

Total Awards > 225 per year

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development
- Communication

GOAL 3 (Required)

Description of goal:



Program Review Request Instruction

Continue to focus on achieving above average student satisfaction of our faculty, facilities, and courses.

What actions will be taken to accomplish the goal?

- 1) Conduct faculty evaluations and student surveys.
- 2) Monitor 3rd-party student satisfaction/rating platforms.
- 3) Continue to emphasize the importance of this with GWC.
- 4) Continue advocacy of an accounting/business/computer science student lounge that can be used for studying, group projects, clubs, etc.

What metric will you use to measure your goal?

Above average satisfaction surveys conducted within GWC and via third-party platforms.

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development
- Communication

OTHER INFORMATION

What additional information would you like to share about your program?

In the coming program review cycle, we will leverage our newly added full-time faculty member (Rachel Zacharia) and our updated certificate/degree program to put added focus on curriculum updates and student success factors. With the support of a knowledgeable and experienced Dean and strong administrative team, we are optimistic about our opportunity to build upon student success, enrollments, and course enrollment efficiency.

Submitter's Signature: *Bern Baumgartner*

Date: Click or tap to enter a date.

Supervisor's Review

As the supervisor of this program, I have reviewed this request.

- No concerns
- I have concerns

Comments: Click or tap here to enter text.



Program Review Request Instruction

Supervisor's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.

Vice President's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.



Program Review Request- Facilities, Equipment, Technology & Other

Golden West College

FACILITIES, EQUIPMENT, TECHNOLOGY & OTHER FUNDING REQUEST

Submitter's First Name:	Bern
Submitter's Last Name:	Baumgartner
Submitter's Email:	bbaumgartner@gwc.cccd.edu
Submitter's Phone Number:	714-475-8109
Who is your Dean/Supervisor?	Dorsie Brooks
Are you the Department Chair?	Yes
Who is your Vice President?	Kay Nguyen
Program/Department:	Business-Management-Marketing/Business

Type of Review:

Note: Library and Counseling should submit individual Program Reviews: one for Instruction and one for Student Services.

- Instruction
- Student Services
- Administrative

Directions:

- Fill out the GOAL section, including narrative (required) and include supporting data (if necessary/desired).
- Fill out the REQUEST FOR FUNDING section, indicating a request for Facilities, Technology or Equipment, including description of the item(s) being requested and total dollar amount.
- Fill out one form per GOAL/REQUEST FOR FUNDING.

GOAL

Description of Program's Goal (required):
<p>Goal 3: Continue to focus on achieving above average student satisfaction of our faculty, facilities, and courses.</p> <p>In the previous and now current Program Review, we are requesting an accounting/business/computer science student lounge that can be used for studying, group projects, clubs, etc. The intention is to facilitate discussions, team-building, technology access among our diverse business student population.</p> <p>Several of the GWC business program courses require graded team projects and collaboration amongst students. Providing students with a common space in the same building as their classes will enable them to better engage in these projects as they can work with their peers closer to their class schedules. Presentations are common in the business discipline. The student lounge can serve as an area for students to prepare or relax before a presentation. As a result, we hope to see higher student success in these classes in the long run.</p>

Data to support the Program's Goal (if necessary/desired)
<p style="text-align: center;">Data Dashboards</p> <p style="text-align: center;">If additional data is necessary/desired, fill out a Research Request - May take up to 4 weeks</p>
TBD.



Program Review Request- Facilities, Equipment, Technology & Other

Golden West College

What actions will the program take to accomplish this goal?

Collaboration with Facilities, Dean Brooks and Accounting, Business, and Computer Science Faculty and Students to gain perspectives on desires, needs, and facility/budget constraints.

What metric will you use to measure this goal?

Develop a common space that is utilized by accounting, business, and computer science students on a regular basis.

Which of the College's missions and goals does this goal support? (Vision 2030)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development
- Communication

Please describe how this goal supports the College's missions and goals [\(Vision 2030\)](#).

This type of student lounge area supports the College mission and goals by providing facilities where students have access and facilities to comfortably collaborate and communicate with their accounting, business, and computer science peers to improve engagement and connectivity on campus.

REQUEST FOR FUNDING

Request: What do you need to accomplish this goal? (Mark one per request)

- Facilities (e.g. improvements/repairs to classrooms, offices and buildings)
- Technology
- Equipment
- Other (e.g. conferences, funding for professional development)

Description of Item(s) / Cost

All requests must have a sales quote that includes:

1. Sales tax
2. Installation fee
3. Training fee
4. Service life agreement/fee

Please note: approved requests over 10k will need 3 quotes before purchase



Program Review Request- Facilities, Equipment, Technology & Other

Golden West College

Description of Item(s)	Total Dollar Amount Requested
Convert small TECH Building classroom to student lounge	\$5,000
Provide computer, projector, whiteboard equipment.	\$10,000
Provide couches, chairs, tables.	\$5,000
Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.

Do you have any existing funds in your budget to cover this expense? Please describe.

Not currently.

Will there be an on-going cost for this request? What is the total cost of ownership?

Periodic replacement based on wear and tear of equipment.

Supervisor's Review

As the supervisor of this program, I have reviewed this request.

No concerns

I have concerns about this recommendation

I believe department or wing funds exist to cover this request: partial full payment

Comments: Click or tap here to enter text.

Supervisor's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.

Vice President's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.

OFFICE USE ONLY

President's Recommendation:

- Funding recommended
- Funding not recommended

President's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.