

**SEMINOLE STATE COLLEGE
ASSOCIATE IN APPLIED SCIENCE IN BUSINESS OPERATIONS (114)**

2019-20 Degree Program Evaluation

The information required to complete this annual evaluation process mirrors the information required by OSRHE Policy on Academic Program Review. Specifically, it covers the following Vitality of the Program items: (1) Program Objectives and Goals, (2) Quality Indicators, (3) Minimum Productivity Indicators, and (4) Other Quantitative Measures (for additional information see OSRHE Policy 3.7.5.B.1-4).

1. Program Objectives and Goals

Associate in Applied Science in Business Operations Degree Program Outcomes

Outcomes for Transfer Degree Programs

Outcome 1: Demonstrate successful articulation of Seminole State College transfer degree programs to state and professional institutions of higher learning granting professional and baccalaureate degrees in Oklahoma.

Outcome 2: Demonstrate successful academic achievement by Seminole State College transfer degree students at primary receiving state baccalaureate institutions of higher learning in Oklahoma. Successful academic achievement is defined as the maintenance of satisfactory academic progress toward degree completion as determined by the receiving institution.

Outcomes Specific to Associate in Applied Science in Business Operations

Outcome 3: Demonstrate problem-solving skills related to the world of business.

Outcome 4: Demonstrate preparation for continued pursuit of courses leading to employment.

2. Quality Indicators

**Combined Course Embedded Assessment Results For 2019-20
for Major Field Courses in Degree Program**

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	53%	79%	26%
General Education Outcome 2	47%	75%	29%
General Education Outcome 3	53%	79%	26%
General Education Outcome 4			
Specific Outcomes for AAS Business Operations	Pre-Test % Correct	Post-Test % Correct	Difference
Degree Program Outcome 3	61%	82%	21%
Degree Program Outcome 4			

Other Data Indicating Quality Relevant to Degree Program Major Field

Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2019		Fall 2019		Spring 2020	
		Count	%	Count	%	Count	%
2019-20	Total Students	1	100%	5	100%	5	100%
	Black	0	0%	0	0%	0	20%
	Indian	1	100%	0	0%	0	20%
	Asian	0	0%	0	0%	0	0%
	Hispanic	0	0%	1	20%	1	20%
	Hawaiian/Pacific Islander	0	0%	0	0%	0	0%
	White	0	0%	4	80%	4	80%
	Undeclared	0	0%	0	0%	0	0%

Degree Program Enrollment by Gender

Academic Year	Gender	Summer 2019	Fall 2018	Spring 2019
2019-20	Male	0	1	1
	Female	1	4	4

Student Feedback on Instruction: The average response scores from the Student Feedback on Instruction ranged from 4.5 to 4.7 for the rated scale questions. Therefore, all of the averaged responses fell between “usually applies” and “almost always applies” with those responses describing desired attributes or behaviors. Students responded with an average response of 4.6 to all rated-scale questions.

Graduate Exit Survey: In the statistics related to the overall satisfaction with SSC, 82% of students indicated satisfaction with the SSC education experience by giving a rating of excellent or above average. The students indicated they would again choose SSC if starting over at 85%. In general, the responses to the survey increased this year with good insight given for areas to improve.

ETS Proficiency Profile: SSC students scored within 0.6 points (+ or -) of the national mean in all seven subject areas. In Writing, SSC students scored at the National mean. In Mathematics, SSC students performed 0.3 below the National mean. The national total mean was 437.0 while the SSC total mean was 436.0.

Course-Embedded Assessment Analysis: Analysis of the data at hand focuses on two primary areas for each outcome: the percentage of increase from pre-test to post-test and the magnitude of the post-test percentage. Percentage improvements range from 33.3% on outcome 3 to 36.3% on outcome 2. All four of the outcomes showed percentage growth at or above 33%.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2019-20	Summer 2018	1	0
	Fall 2018	5	0
	Spring 2019	5	0

Does the degree program meet the minimum OSRHE standards for productivity this year?

Majors Enrolled (25 per year): No

Degree Conferred (5 per year): No

Comments/Analysis: The number of declared majors was 13 in 2018-2019 and has unfortunately decreased to 11 in 2019-2020.

Low Productivity Justification: Data from the Graduate Exit Survey shows that 82% of SSC students earned an Associate’s Degree with the intention of transferring to a four-year institution. The Business Operations AAS is a terminal degree, which is not the most popular degree choice for SSC students.

A proposal was submitted to the OSRHE to accept courses from Oklahoma’s Career Tech Centers for credit toward the Business Operations AAS degree. Unfortunately, that proposal was not accepted as it was submitted. Currently, the VPAA is working with a liaison at Gordon-Cooper Technology Center and the Division Chair of the Business & Education division to try to work out a plan to accept courses from that specific career tech center towards credit for the Business Operations AAS degree.

Work is continuing to be done in an attempt to increase the number of declared majors and graduates in the Business Operations AAS degree.

4. Other Quantitative Measures

Number of Sections Taught and Enrollment for Each Course in Major Field of Degree Program

Prefix	Number	Major Field Course Title	Number of Sections	Total Students	Ave. Class Size	Total Credit Hours Generated
ACCT	1413	Introduction to Accounting	2	51	25	153
BA	2123	Entrepreneurship				
BA	2133	Human Relations	1	39	39	117
BA	2233	Business Communication	1	9	9	27
BA	2423	Business Ethics				
CAP	1103	Introduction to Microsoft Office	19	460	24	1380

Credit Hours Generated in Major Field Courses of Degree Program By Level (from table above)

Academic Year	1000 Level Credit Hours Generated	2000 Level Credit Hours Generated
2019-20	1533	144

Note: Credit Hours Generated columns represent the student credit hours generated by all the major field courses of the degree program for the given academic year. The hours do not represent the number of student credit hours generated only by those students declaring this major.

Direct Instructional Costs

Academic Year	Instructional Costs*	Costs Shown By Division or Program?
2019-20	\$708,875	Division

*When cost data are not available by degree program, use total division budget for instructional costs for each degree program.

Credit Hours Generated by Courses in Major Field That Are Part of General Education Requirements in Other Degree Programs

Major Field Course Information			
Prefix	Number	Title	Credit Hours Generated
CAP	1103	Introduction to Microsoft Office	1380

Faculty Teaching Major Field Courses in Degree Program

Name	Teaching Area	Highest Degree	Institution
Stephen Brooks	Computer Applications	MBA	University of Oklahoma
Chunfu Cheng	Business	MBA	Oklahoma City University
Daniel Hill	Computer Applications	MBA	University of Central Oklahoma

Tammy Kasterke	Accounting/Computer Applications	MBA	Cameron University
Brad Schatzel	Business/Computer Applications	MBA	University of Central Oklahoma
Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			
None			
Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			
None			

5. Recommendations and Other Relevant Items: Describe recommendations, new developments or initiatives pertaining to degree program.

In the spring of 2019, a proposal was submitted by the College to the OSRHE to accept courses from Oklahoma’s Career Tech Centers for credit toward the Business Operations AAS degree.

Unfortunately, that proposal was not accepted as it was submitted. It appears that SSC must create specific arrangements with each career tech center individually. Currently, the VPAA is working with a liaison at Gordon-Cooper Technology Center and the Division Chair of the Business & Education division to try to work out a plan to accept courses from that specific career tech center towards credit for the Business Operations AAS degree.

Work is continuing to be done in an attempt to increase the number of declared majors and graduates in the Business Operations AAS degree. Our goal is to bring this AAS degree program back into the minimum OSRHE standards.