

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

**2017-18 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 Technology 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 Technology**

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

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

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## 2. Quality Indicators

### Combined Course Embedded Assessment Results For 2017-18 for Major Field Courses in Degree Program

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	44%	84%	40%
General Education Outcome 2	35%	78%	43%
General Education Outcome 3	46%	87%	41%
General Education Outcome 4	45%	93%	48%
Specific Outcomes for AAS Business Technology	Pre-Test % Correct	Post-Test % Correct	Difference
Degree Program Outcome 3	44%	85%	41%
Degree Program Outcome 4	37%	81%	44%

### Other Data Indicating Quality Relevant to Degree Program Major Field Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2017		Fall 2017		Spring 2018	
		Count	Percentage	Count	Percentage	Count	Percentage
2017-18	Total Students	2	100%	2	100%	1	100%
	Black	1	50%	1	50%	1	50%
	Indian	0	0%	0	0%	0	0%
	Asian	0	0%	0	0%	0	0%
	Hispanic	0	0%	0	0%	0	0%
	Hawaiian/Pacific Islander	0	0%	0	0%	0	0%
	White	1	50%	1	50%	0	0%
	Undeclared	0	0%	0	0%	0	0%

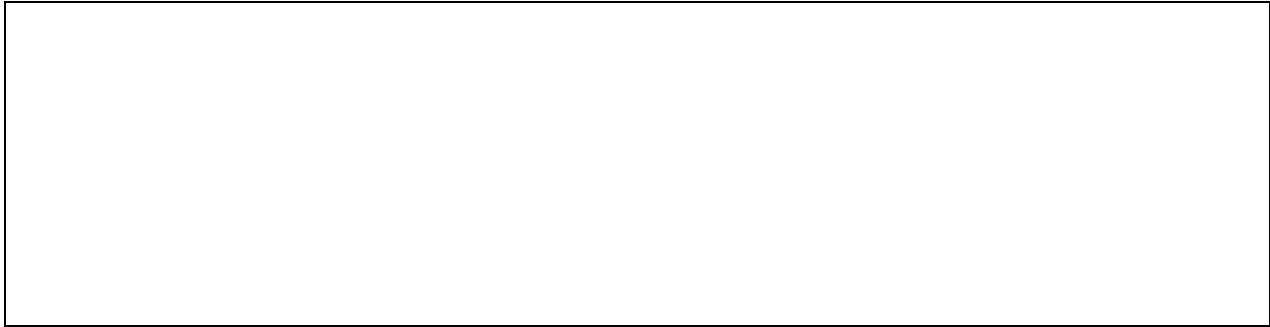
### Degree Program Enrollment by Gender

Academic Year	Gender	Summer 2017	Fall 2017	Spring 2018
2017-18	Male	0	0	0
	Female	2	2	1

Student Feedback on Instruction: The average response scores from the Student Feedback on Instruction ranged from 4.15 to 4.68 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.

Graduate Exit Survey: Overall, students rated their academic experience favorably with 70.6% of the students rating “quality of teaching in your major field of study” as excellent or above average. More than 77% of students rated “faculty concern for student well-being” and 80% “faculty commitment to student success and learning” as excellent or above average.

Collegiate Assessment of Academic Proficiency (CAAP) Test: SSC students scored within .5 points (+ or -) of the national mean in all categories. Specifically, on the Science portion SSC students scored .1 below the national mean and .5 below the national mean on the Mathematics portion of the CAAP test. The Writing Skills category results were .1 points below the national mean.



### 3. Minimum Productivity Indicators

#### Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2017-18	Summer 2017	2	0
	Fall 2017	2	1
	Spring 2018	1	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

- The AAS in Business Technology has been below the minimum OSRHE standards for productivity for several consecutive years. A restructuring of the degree program, including collaboration with the Oklahoma CareerTechs, is in process. New options and new transfer matrix with the CareerTechs should increase participation in this degree program.
- Comments/Analysis: Data from the Graduate Exit Survey shows that 85% of SSC students earned an Associate's Degree with the intention of transferring to a four-year institution. The Business Technology AAS is a terminal degree, an unpopular choice among SSC students.
- Degree requirements for the Business Technology AAS include many business electives. Reductions in faculty and enrollment as well as changes to the Business AS make it difficult to offer regularly all the necessary classes that students needs to finish the Business Technology AAS in a timely manner. A vicious cycle is now in place; required electives are not offered often enough because they do not make, so students spurn the degree program in favor of the Business AS, reducing enrollment in the classes, so the classes don't make, so student spurn the degree program ...

Low Productivity Justification: see above

**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	Intro to Accounting	2	60	30	180
BA	2123	Entrepreneurship				
BA	2133	Human Relations	1	25	25	75
BA	2233	Business Communication				
BA	2423	Business Ethics	1	22	22	66
CAP	1103	Introduction to Microcomputers	12	308	26	924

**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
2017-18	1104	141

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?
2017-18	\$319,452	Business & Education 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 Microcomputers	924

<b>Faculty Teaching Major Field Courses in Degree Program</b>			
<b>Name</b>	<b>Teaching Area</b>	<b>Highest Degree</b>	<b>Institution</b>
Stephen Brooks	Computer Applications	MBA	University of Oklahoma
Brad Schatzel	Business/Computer Applications	MBA	University of Central Oklahoma
Chunfu Cheng	Business	MBA	Oklahoma City University
Tammy Kasterke	Accounting/Computer	MBA	Cameron University
Daniel Hill	Computer Applications	MBA	University of Central Oklahoma
<b>Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)</b>			
Michael Schnell	CAP & CS	Information	Florida Institute of Technology
<b>Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)</b>			
Dawn Hamm	Accounting/Business	MBA	Oklahoma City University
Ryan Taylor	Computer Applications	MBA	Southeastern Oklahoma State
Regina Stillwell	Computer Applications	MBA	St. Gregory's University

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

Finish the restructuring that is currently in process to make the degree program more relevant and popular.

Upon completion of the degree program restructuring, create and implement a four-semester course rotation to ensure students can graduate on time.