

**SEMINOLE STATE COLLEGE
ASSOCIATE IN SCIENCE IN BUSINESS (203)**

2020-21 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 of Science in Business 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 Science in Business

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

Outcome 4: Demonstrate preparation for continued pursuit of courses leading to a baccalaureate degree in business.

2. Quality Indicators

**Combined Course Embedded Assessment Results For 2020-21
for Major Field Courses in Degree Program**

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	39%	80%	41%
General Education Outcome 2	37%	76%	38%
General Education Outcome 3	39%	80%	41%
General Education Outcome 4	42%	84%	43%
Specific Outcomes for AS Business	Pre-Test % Correct	Post-Test % Correct	Difference
Degree Program Outcome 3	50%	81%	31%
Degree Program Outcome 4	42%	84%	42%

Other Data Indicating Quality Relevant to Degree Program Major Field

Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2020		Fall 2020		Spring 2021	
		Count	%	Count	%	Count	%
2020-21	Total Students	48	100%	154	100%	117	100%
	Black	2	10%	13	8%	13	11%
	Indian	11	20%	33	21%	28	24%
	Asian	1	0%	3	2%	0	0%
	Hispanic	1	4%	11	7%	9	8%
	Hawaiian/Pacific Islander	0	2%	0	0%	0	0%
	White	33	62%	90	59%	67	57%
	Undeclared	0	2%	4	3%	0	0%

Degree Program Enrollment by Gender

Academic Year	Gender	Summer 2020	Fall 2020	Spring 2021
2020-21	Male	20	70	59
	Female	28	58	58

Student Feedback on Instruction: The average response scores ranged from 4.4 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. The average response score for the rated-scale questions pertaining to all classes was 4.6.

Graduate Exit Survey: In the statistics related to the overall satisfaction with SSC, 74.9% of students rated the overall educational experience as excellent or above average. The students indicated they would again choose SSC if starting over at 79%. Students listed professors consistently as one of the greatest strengths at SSC. Also, students stated a goal of transferring to a four-year institution at 79%.

ETS Proficiency Profile: Seminole State students scored near national means in all seven subject areas. For example, SSC students averaged a score of 115.5 on the Natural Sciences test, which is 1.8 higher than the national mean. SSC students scored higher than the national mean in all other

areas, except Social Sciences, when compared to their counterparts with 45+ credit hours at other two-year institutions nationwide. SSC had students whose performances placed them above the national total mean of 437. The SSC total mean was 440.8. SSC awarded Certificates of Achievement to students who scored at or above the national mean. Of the 63 tests administered, 34 students or 54% had scores above the national average.

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 19% on Outcome 3 to 29% on Outcome 2. All four of the outcomes showed percentage growth at or above 19%. In 2020-2021, two thousand, one hundred twenty-one online students and 3,366 classroom students participated in the assessments to compare online courses to face-to-face courses. For each outcome, the course assessment difference from online and classroom courses were similar ranging from 14% to 31%, a difference of 17%, for online courses and 15% to 25% for classroom courses, a difference of 10%.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2020-21	Summer 2020	48	3
	Fall 2020	154	12
	Spring 2021	117	33

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

Majors Enrolled (25 per year): Yes

Degree Conferred (5 per year): Yes

Comments/Analysis: This degree program exceeds the minimum OSRHE standards for productivity for the 2021-2021 academic year.

Low Productivity Justification:

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	2033	Financial Accounting	4	72	18	216
ACCT	2123	Managerial Accounting	4	52	13	156
BA	2113	Macroeconomics	4	74	19	222
BA	2213	Microeconomics	4	70	18	210
BA	2253	Business Statistics	3	59	15	177

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
2020-21	0	981

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?
2020-21	\$696,191	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
		NA	

Faculty Teaching Major Field Courses in Degree Program

Name	Teaching Area	Highest Degree	Institution
Chunfu Cheng	Business	E.D.D.	Northeastern University
Tammy Kasterke	Accounting	MBA	Cameron University
Brad Schatzel	Business/Economics	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)			

Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			

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

While the Associate in Science in Business degree currently exceeds the OSRHE minimum standards for productivity, the Business & Education Division will continue to seek to increase their number of majors enrolled and graduation rates. From 2019-2020 to 2020-2021, both the number of majors enrolled, and number of graduates increased by over 10%. We will continue to strive to have a 10% increase in both the number of majors enrolled and number of graduates in the future.

The Business Degree Program instructors hope to accomplish these goals by doing the following:

- Encourage students to choose business as their major in lieu of Liberal Studies by providing information, degree plan forms, and reinforcement in business classes.
- Recruiting students into the Business Degree Program by visiting Learning Strategies classes, area high schools, and other recruiting events.

Retention and graduation efforts will continue to include:

- Business & Education instructors being the academic advisors for business majors.
- Reviewing business degree graduation requirements and procedure with students every semester.
- Business Degree Program instructors will continue efforts to help students learn about transfer options.
- SSC Business students and instructors annually tour the Stonecipher School of Business at East Central University. Due to COVID-19 protocols, the Dean of the School of Business did a Zoom visit this past year. Additionally, recruiters from the UCO and OCU business programs make annual visits to SSC.