Program Review Report
3.7 Academic Program Review

A thorough internal or external program review addressing all criteria in policy should be possible within a comprehensive report of ten or fewer pages. This template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents.

Institution Name: Seminole State College

Program Name and State Regents Code: Enterprise Development AS– Business Administration (676)

List Program Options:
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List Embedded Certificates included in this review:
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Previous Review

Date (Year) of Last Review 2019

1. Summarize key findings from previous internal and/or external reviews of this program.

   It appears that this program was reviewed for the first time in 2019. This degree was created for the Reach Higher program. Reach Higher is designed to support the State Regents' goal of increased degree completion, support annual goals of Complete College America, and help students complete degrees to contribute to a more educated workforce. This degree is designed to assist students who have taken classes in the past and now want to return to college and complete the degree they previously started.

2. What developments and actions have taken place since the last review?

   A degree mentor has been assigned to the program since the last review. The major field requirements for the degree have been re-evaluated and adjusted to bring the degree in line with our Associate in Science in Business degree. This allowed us to offer the required courses more frequently to aid students in degree completion opportunities. Also, our online course offerings have been expanded to include all the courses required to earn an Associates in Science in Enterprise Development – Business Administration degree.

Current Review

Date (Year) of Current Review 2024

Review Criteria (*Institutions should address each criterion of OSRHE policy 3.7.5 as directed below*).

A. Vitality of the Program:

   A.1. Program Objectives and Goals:

Outcome 1: demonstrate successful articulation of Seminole state College transfer degree programs to state baccalaureate institutions of higher learning in Oklahoma.

Measurable Indicators
  a. Signed 2+2 articulation agreements between SSC and state baccalaureate institutions of higher learning in Oklahoma, especially those institution which are primary recipients of SSC transfer degree program graduates.
  b. Inclusion of required degree program courses on the Oklahoma State Regents for Higher Education annual Course Equivalency Matrix.

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.

Measurable Indicators
  a. Transfer data on SSC transfer degree program graduates from primary receiving state baccalaureate institutions of higher learning in Oklahoma.
  b. Graduate Opinion Survey data self-reporting demonstration of successful academic achievement at primary receiving state baccalaureate institution of higher learning in Oklahoma as available.
  c. Retention reports on SSC transfer program graduates regarding primary receiving state baccalaureate institutions of higher learning in Oklahoma as available.
  d. Graduation reports on SSC transfer program graduates regarding primary receiving state baccalaureate institutions of higher learning in Oklahoma as available.

Outcomes Specific to Associate in Science in Enterprise Development – Business Administration (676)

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

Measurable Indicators
Assessment data demonstrating students' ability to:
  a. Analyze a problem or case
  b. Identity steps necessary for problem solving,
  c. Apply the steps identified for solution,
  d. Validate the results,
  e. Report the results in an understandable and timely manner

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

Measurable Indicators
Assessment data demonstrating students' ability to:
  a. Interpret and manipulate data,
  b. Use appropriate technology to assist with problem-solving,
  c. Apply critical thinking to real-world scenarios.

The goals of the Reach Higher program are to increase the number of Oklahoman's who obtain an associate degree, to facilitate life-long learning goals of adult learners, to enable people with at least 18 hours of college credit to finish as associate degree in an accelerated format, to offer flexible and intensive course schedules to meet the needs of working adults, to offer a curriculum designed with the input of Oklahoma business leaders to ensure that students are prepared to succeed in the workplace and

to contribute to the economic development goals of the state of Oklahoma through providing a relevant degree option for working adults to earn an associate degree.

A.2.   Quality Indicators (including Higher Learning Commission criteria and requirements):

The Seminole State College Associate in Science in Enterprise Development – Business Administration degree program (676) fulfills the Higher Learning Commission Criterions 3 & 4 by providing evidence of student learning, faculty engagement encouraging quality teaching practices, and effective assessment of the student learning process. Faculty teaching in the Business and Education division work to utilize assessment methods and tools consistently and review and revise these tools as necessary to provide accurate student learning assessment results. Typically, our faculty use pre/post tests to evaluate and report on student learning assessments. These pre/post tests are reviewed and updated, as necessary. The results of these course embedded assessments are reported at the end of the fall semester each year and any courses that are not evaluated in the fall are then evaluated at the end of the spring semester. The table below outlines the results of the course embedded assessments for the Associate in Science in Enterprise Development – Business Administration degree. The minimum threshold for the post test grade was set at 60% by the SSC Assessment of Student Learning Committee. The post test scores for this degree all exceed the minimum requirement of 60%.

Table 1 – Combined Course Embedded Assessment Results for FY 2023-2024 for Enterprise Development			
Outcomes	Pre-Test % Correct	Post Test % Correct	Percentage Increase
General Education Outcome 1	37%	81%	44%
General Education Outcome 2	37%	80%	43%
General Education Outcome 3	37%	81%	44%
General Education Outcome 4	40%	91%	51%
Program Outcome 3	38%	81%	43%
Program Outcome 4	40%	87%	47%

A.3.   Minimum Productivity Indicators:

Time Frame (e.g.: 5-year span)	Enrollment	Graduates
FY2019-2020	0	0
FY2020-2021	1	0
FY2021-2022	0	0
FY2022-2023	0	0
FY2023-2024	0	0

A.4.   Other Quantitative Measures:

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a.4.a. Number and enrollment of courses taught exclusively for the major for each of the last five years:
List or attach list of courses

None

a.4.b. Student credit hours by course level (i.e. 1000, 2000) generated in all major courses in the degree program for five years:

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	COURSE TITLE	hours attempted	hours earned
BA 2113	Macroeconomics	1074	993
BA 2213	Microeconomics	1089	1029
ACCT 2033	Financial Accounting	1050	876
ACCT 2123	Managerial Accounting	795	756
BA 2253	Business Statistics	861	735
BA 2513	Marketing	48	45

a.4.c. Direct instructional costs for the program during the review period:

No direct data were available that could be used to determine the exact amount of the instructional cost for any of the business degree programs. The annual SSC budget report provided the total expenditures for the Business and Education division as shown in the table below. The annual Business and Education division budget contains the instructional costs for five of the degree programs managed by the division.

Academic Year	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Instructional Cost	$737,765	$696,191	$696,191	$633,373	$577,161

a.4.d. The number of credits and credit hours generated in the program that support the general education component and other degree programs including certificates:

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	COURSE TITLE	hours attempted	hours earned
BA 2113	Macroeconomics	1074	993
BA 2213	Microeconomics	1089	1029
ACCT 2033	Financial Accounting	1050	876
ACCT 2123	Managerial Accounting	795	756
BA 2253	Business Statistics	861	735
BA 2513	Marketing	48	45

a.4.e. If available, information about employment or advanced studies of graduates of the program over the past five years:

No data collected to my knowledge.

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a.4.f. If available, information about the success of students from this program who transferred to other institutions:

Seminole State currently does not have a mechanism to track transfer students by degree, but the table below describes the transfer data from all graduates to the following four institutions of higher education.

Table XX. 2023-2024 Transfer Reports from Four-Year Institutions								
Four Year Institution	Number of Former SSC Students Enrolled	Credit Hours Completed	Credit Hours Attempted	Course Completion Rate	Aggregated GPA of Former SSC Students	Aggregated Student Body GPA	Difference	Bachelor's Degrees Awarded
East Central University	372	7414	7769	95.43%	3.2	3.08	0.12	95
Oklahoma State University	246	*	*	*	3.17	3.24	-0.07	43
University of Oklahoma	152	3,349	3,488	96.01%	3.29	**	**	29
University of Central Oklahoma	235	3374	3780	89.26%	3.04	3.03	0.01	51
Totals	1005	14137	15037	94.0%				218

*Data from OSU not reported in the correct format.

**Data from OU did not provide aggregated student body data, but Summer difference +0.41, Fall difference -0.03, and Spring difference -0.06.

Recommendation(s)

A. **Recommendation for the Program (3.7.7.A.4):**
    ☐ Maintain the program at the current level.
    ☒ Continue the program with modifications as noted below and detailed in the comment section below.
        ☒ Expand the program
        ☐ Reduce program in size or scope
        ☐ Merge or consolidate program
        ☐ Reorganize program/curricular modifications*
    ☐ Suspend program to allow an opportunity to consider recommendations detailed in the section below*
    ☐ Delete program*

Requires a Request for Degree Program Modification and governing board approval.

B. **Specific comments regarding recommendations:**
    (Provide detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements. Recommendations to suspend or modify the program should include measurable goals and a timeline for monitoring the program in one-, two-, three-, or four-year increments)

Recommendations	Implementation Plan	Target Date
Increase enrollment in the degree program by 5% each year.	Work with the Online Degree Office to enhance advertisement and recruitment efforts.	Click to enter a dateOn going
Increase the number of degree graduates by 2% each year.	Work closely with the Online Degree Office to ensure that required courses are offered online.	Click to enter a dateOn going
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Add additional rows as necessary

Department/
Program Head _____ *Tammy Kastelle* _____ Date: October 15, 2024 Click here to
enter a date   (Signature)

Dean _____ (Signature) _____ Date: 10-15-2024 Click here to enter a date

Chief
Academic
Officer _____ (Signature) _____ Date: 10/16/2024 Click here to enter a date

President _____ *Lana Reynolds* _____ Date: 10-24-24 Click here to enter a date

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