

 <p>CARROLL COMMUNITY COLLEGE</p>	<p>COMPREHENSIVE ACADEMIC AFFAIRS PROGRAM REVIEW</p> <p>EXECUTIVE SUMMARY</p> <p>2020-2021</p>
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Complete Program Title Office Technology Certificate/AALOR			
Program Director/Coordinator Margo Adkins			
Division Business and Technology	Division Chair Robert Brown		
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Type of Program Transfer Degree: <input type="checkbox"/> Associate of Arts (A.A.) <input type="checkbox"/> Associate of Arts in Teaching (A.A.T.) <input type="checkbox"/> Associate of Fine Arts (A.F.A.) <input type="checkbox"/> Associate of Science (A.S.) <input type="checkbox"/> Associate of Science in Engineering (A.S.E.) </td> <td style="width: 50%; vertical-align: top;"> Terminal Degree: <input type="checkbox"/> Associate of Applied Science (A.A.S.) Certificate: <input checked="" type="checkbox"/> Directed Technology Certificate <input type="checkbox"/> New Certificate Program within an Existing Degree Area <input type="checkbox"/> New Stand Alone Certificate </td> </tr> </table>		Type of Program Transfer Degree: <input type="checkbox"/> Associate of Arts (A.A.) <input type="checkbox"/> Associate of Arts in Teaching (A.A.T.) <input type="checkbox"/> Associate of Fine Arts (A.F.A.) <input type="checkbox"/> Associate of Science (A.S.) <input type="checkbox"/> Associate of Science in Engineering (A.S.E.)	Terminal Degree: <input type="checkbox"/> Associate of Applied Science (A.A.S.) Certificate: <input checked="" type="checkbox"/> Directed Technology Certificate <input type="checkbox"/> New Certificate Program within an Existing Degree Area <input type="checkbox"/> New Stand Alone Certificate
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Please provide the following information about the program based on the results of the Program Review. Use a bulleted format and do not exceed one page (front and back).

1. Synopses of the significant findings

- Completion of the Administrative Assistant Letter of Recognition continues to provide students with real-world skills that prepare them for entry-level administrative positions or enhance their career-building skills.
- Students who complete the Office Technology Certificate acquire technical skills and they also gain the analytical and conceptual skills necessary for the modern office environment. With the advent of the Business Management A.A.S., upon completion of the certificate, students can now go on to pursue this associate degree to qualify for entry-level management positions in the fields of banking, government, and manufacturing.

2. Strengths of the program

- While overall enrollment is lower than in the College's larger programs, the retention rate of students enrolled in the Certificate program remains consistently high.
- Students graduating with either the AALOR or the Certificate acquire technical skills preparing them for industry certifications, important in the modern office environment. These skills include Microsoft Office Suite certifications in software programs, e.g., Outlook, Word, Excel, Powerpoint, and Access.
- The majority of the coursework in both the AALOR and the Certificate is delivered in a purely online format; therefore, students acquire a familiarity and comfort with the virtual business world of today.

3. Weaknesses of the program

- Conversely, the constant online, virtual environment of the courses can be a struggle for some students, as success requires strengths in personal time management. For many students, who work or have many family commitments or both, this can be a deterrent to success.
- While the technical skills learned in these programs are necessary in today’s business world, there is a perception in the public that these skills have already been acquired prior to college or that such an in-depth knowledge of these technical programs is not required to be successful in business. Neither perception is accurate.
- More opportunities for internships/experiential learning/jobs must exist for enrolled students and graduates of the Certificate and the AALOR to attract new students.

4. Plans for Improvement including timeline

Over the next five-year period, plans are in place to:

- Work with PMA to increase marketing of the Certificate and AALOR, with emphasis on the integration with the new Business Management A.A.S., including student testimonials;
- Create clear pathways from these programs to the new Business Management degree, using Q & A sessions;
- Reopen efforts to reach out to current staff in Program Assistant positions and encourage enrollment in the Administrative Assistant Letter of Recognition to enhance their ability to advance at the College; and
- Establish more connections with the local and state business community to attract interest in providing internships and job possibilities for students in these programs.

5. Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished

- The primary weakness identified in previous reviews was declining enrollment, prompting plans to create a larger degree program into which the Office Technology Certificate and AALOR could be integrated. This new degree program, the Business Management A.A.S., was created in the fall of 2019 to address this issue. Eighteen students have already enrolled to graduate with this major.
- Additional marketing efforts were advised. These are in the process of being implemented, with additional emphasis on the coursework in these programs.

6. Budget/position requests

- To the extent that marketing efforts are successful, and enrollment increases significantly, plans will be made to hire more adjuncts who are capable of teaching the courses, but there are no plans at this time for more full-time hires or other major budget requests.

Signatures

<u>Margo Chaney Adkins</u>	<u>May 17, 2022</u>
Program Director/Coordinator	Date
<u>Robert W. Brown</u>	<u>May 17, 2022</u>
Division Chair	Date
<u>Melody L. Moore, Ph.D.</u>	<u>May 19, 2022</u>
Associate Vice President for Program Development and Partnerships	Date