

Business, Management, Marketing & Real Estate

Program Review Presentation

Cohort 2: 2020-2021



AMERICAN RIVER COLLEGE

Business, Management, Marketing & Real Estate Profile

The mission of the Business department at American River College is to provide educational, training and academic opportunities, with an entrepreneurial emphasis, for students to fully develop personal and professional attributes to succeed in society. As such our focus on both career and technical education, general education and lower division post-secondary education, helps to support the ARC mission. Our primary goal is to ensure that we provide opportunities that are both realistic in meeting personal and community expectations, while maintaining a level of training and academic rigor that is appropriate. The need to serve such a diverse set of students requires more effort in designing our courses, degrees and certificates as well as how they are offered.

The Purpose of the Business Department is:

- To transfer to a university – Business AST Degree is the #1 transfer degree for ARC & enrollments remain strong.
- The attainment of a specific skill set or knowledge in Business, Management, Marketing or Real Estate.
- To prepare students to take exams for an industry certification/licensure.
- To ensure students meet the requirements for entry level jobs.
- To help students gain the necessary knowledge, and skills for career development and advancement.
- To facilitate lifelong learning and growth.



SWOT ANALYSIS

Strengths:

- **STEM Building:**
 - Space for Business students to mingle, network and receive support through Homebase, the computer labs, and shared spaces.
- **Faculty Collaboration**
 - Faculty are flexible and willing to collaborate with other departments and industry partners on innovative projects.
- **Breadth of Offerings:**
 - **7 Degree Programs & 16 Certificate Programs**
 - AST Business
 - AA Entrepreneurship
 - AA General Business
 - AA Management
 - AA Advertising and Sales Promotion
 - AA Retail Management
 - AA Real Estate
- **Multi-modal: On campus, Hybrid and Fully Online; with Variable Course Time Frames.**
 - All degrees and certificates are available in a fully online format.
 - 16 week, 8 week, 5 week, and 6 week.

Challenges:

- Loss of FTE has not allowed for classes to be offered in multiple modes.
- Loss of TWO full time faculty positions (since 2019) due to retirements with no replacements in sight.
 - Very difficult to manage the workload coordinating classes and programs.
 - The ability to effectively support students is undermined by the lack of full time faculty.
 - Loss of long-term adjunct faculty in the last few years has also stretched our ability to staff classes.
- Enrollment declines across the College and the District are of serious concern. While our enrollment decrease has not been as great and is rebounding, it is still a cause of concern.
 - The reduction in men taking our classes and completing our programs continues to drop precipitously, both at the College as a whole and within our programs specifically.
- Too many certificates for us to adequately support them



SWOT Analysis

Opportunities:

- Growing Apprenticeship program grants through the State of California can be a growth area of enrollment for us.
- The Government Training Academy may have contracts that need our classes to fulfill their needs.
- We see the nuggets of opportunity in the disproportionate impact data. It will assist us as we embark on a continuous learning process of analyzing what is and isn't working and creating a feedback loop to improve, expand and solidify what, how, and when we are offering needed courses.

Threats:

- Enrollment declines across the College and the District are of serious concern. While our enrollment decrease has not been as great and is rebounding, it is still a cause of concern.
- Precipitous decline of men enrolling and completing our programs.
 - Sacramento County (who we serve as a community college) is 50.8 male, while our enrollment over the last 3 years is 57% female to 41% male. The consistent rate of declination of men as well as differential between males and females in our programs is a concern and needs to be investigated further to figure out why this is happening as it shows we as a department and as a college are not serving our community.



Progress

Our teaching approach emphasizes critical thinking and its application in the real world. We treat each student as an individual and seek to teach in a way that resonates with them. Connecting content to students, and students to careers is paramount to our mission. Considering, each area of study has an individual with greater subject knowledge who manages that area, our objectives are clear.

- **Provide easily recognizable pathways through ARC**

We were one of the first departments to create realistic Pathways for Degree Programs for both full time and part time students. Big Thanks to Bill Simpson, who took the time to help us with this process.

- **Provide easily recognizable pathways to employment**

We had a full-time internship coordinator who developed internship opportunities specifically for our division, worked with students to prepare them for the internship and followed up with students and the organizations that had employed them. This was an excellent resource that made a substantive difference for our students in connecting them to industry and getting them started or helping advance them in their career goals. Although we no longer have a dedicated internship developer, Vivian Dillon and her department continue to provide great opportunities and assistance to our students.

- **Connect students to people, programs, and services as an integrated educational experience**

Homebase has been instrumental in connecting students to resources on campus as well as serving as a base to build community and connection between the students enrolled in Business, Management, Marketing and Real Estate classes.

Having a faculty member as the liaison between the fabulous folks within the Homebase has created a pipeline and easy way for faculty to assist students in accessing the many resources available to them.

During this time the ARC Business AST degree was chosen by the District to implement the fully online college. This was an amazing program that relied on 2 full time Coaches and the Degree Maps to support students as a cohort.



Strategic Enhancement

- Replacement of full-time faculty that have retired
 - Full time faculty have a subject expertise, provide a dedicated presence on campus, and can provide better overall support for students.
- Internship developer dedicated to our Departments/Division
 - Connecting to Industry is vital for our students in helping them develop skills and showing the relevance of their courses.
- Regular Career Showcase Series with diverse members of the Business community
 - Building connections, mentorship and role modeling is important for all students but especially those from historically marginalized communities.
- Increased FTE to be able to offer all classes
 - Being able to consistently offer all our classes will enable students to plan.
- Growth and institutionalization of Home Base
 - Creating a place of connection on multiple levels will lead to greater success.



Planning Steps

- Institutionalize Homebase presentations in every Business, Management, Marketing, and Real Estate Class.
 1. Track Homebase usage over 2 consecutive semesters once faculty have begun hosting these presentations to see whether there has been growth in the number of students utilizing the Bus. Homebase.
 2. Stress the importance of collaboration between Business faculty and Homebase Advisors to create and publicize events. Encourage faculty to integrate the information from the events directly into the classroom.
 3. Evaluate whether active usage of Homebase is leading to persistence & goal achievement.

