DASHBOARD REPORT

for the

Academic Subject Certificate

in

BUSINESS

Academic Year 2006 - 2007

October 22, 2007

45-720 Kea'ahala Rd., Kaneohe, HI 96744-4570
Telephone: (808) 235-7400 http://www.wcc.hawaii.edu
An Equal Opportunity/Affirmative Action Institution
Health Indicator Summary

Academic Subject Certificate in Business
for AY 2006-2007

Overall Program Status

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<tr>
<th>Healthy</th>
<th>Cautionary</th>
<th>Unhealthy</th>
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Overall Program Demand

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Overall Program Efficiency

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Overall Program Outcome

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</table>
Faculty review and coordination for this report was provided by:

Marvin A. Yoshida  
Business ASC Program Coordinator

Wei-Ling Landers  
Business and Mathematics Department Chairperson

Administration review for this report was provided by:

Elizabeth Ashley  
Interim Dean of Instruction

Angela Meixell  
Chancellor

Program information and research for this report was prepared by:

Jeffrey W. Hunt  
Director, Office of Institutional Research
Program Summary

The Plan of Action from the previous year's four year review (2005-6) was to:

1. To complete the required program assessment as scheduled by the college's IEC.
2. To continue to expand articulation with community colleges and four-year institutions in Hawaii to facilitate transfer for our ASC students.
3. To continue to monitor and make curriculum revisions as necessary to facilitate students moving through the program.
4. To continue to develop and coordinate assessment of student learning outcomes and to meet community needs as it relates to training and business skills required.
5. To continue to pursue more funding for our college that may lead to improved counseling for our students and to make them aware of the existence and benefits of the ASC program in Business.

The following items were accomplished in achieving the Plan of Action (2005-6):

1. At the beginning of the Fall 2007 semester, a knowledge survey was administered to students in three ACC 201 classes. A post survey will be administered at the end of the semester. The data from the knowledge survey will be used to evaluate the knowledge gained over the semester and to determine if the student learning outcomes have been met. In conjunction with the knowledge survey selected embedded problems are being included in the exams. Grading rubrics will be developed to evaluate the embedded problems. Evaluation of the data will supplement the knowledge survey information.

2. The director of the accounting program at University of Hawaii – West Oahu campus has been contacted in an effort to develop an articulation agreement between UH-West Oahu and WCC. The director is genuinely interested in establishing an articulation agreement, but has requested additional time to respond because of other administrative responsibilities.

3. Through consultation with other faculty members in the Business area, it was recommended that the ENG 100 course be dropped as a requirement for the ASC in Business since it is already a prerequisite for the ENG 209, which is also a required ASC in Business course.

4. See #1 above for work being done with assessment of student learning outcomes.

5. In the Spring 2007 semester, thanks to a grant received by Student Services, three accounting tutors were hired to provide help to ACC 201 students.

The Plan of Action for the next year (2007-8) is to:

1. Continue with the program assessment of ACC 201 course as scheduled by the college's IEC.
2. Research the causes and reasons for the high attrition rate in the ACC 201 classes in order to reduce the attrition rate.
3. Continue to pursue funding for our college that may lead to hiring of more accounting tutors in order to meet the students’ demand for accounting help.

4. Continue to monitor and make curriculum revisions as necessary to facilitate students moving through the business program.

Budget Implications

The above Plan of Action has the following budget implications:

1. Request funding to hire student tutors to assist students having difficulty with the accounting course material. The amount of funding required cannot be determined at this time.
Quantitative Indicators

Number of applicants

Number of Applicants to the Business ASC Program

Number of Majors in Business ASC Program

Number of majors.
Number of classes offered

Business ASC Program Classes Offered by Year

Low-enrolled courses

Low-enrolled Courses in Business ASC Program (1)
(source: Banner database and DOI Office)

<table>
<thead>
<tr>
<th>Course</th>
<th>2002-3</th>
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<th>2004-5</th>
<th>2005-6</th>
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<tbody>
<tr>
<td>ACC 202</td>
<td>1</td>
<td>8</td>
<td>none</td>
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(1) a low-enrolled course is a course with enrollment less than or equal to 10 students.
Persistence of business ASC majors Fall to spring

Number of degree/certificates awarded in Business ASC Program