

**TABLE 7: Business Unit Performance Results (Standard 6)**

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

<b>Organizational Effectiveness Results</b>	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, retention rates, job placement rates, transfer rates, industry certification/licensure attainment, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you <b>- Please note that data reported in this table should be business unit data and not institution-wide data.</b> - If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program. - For all data reported, show sample size (n=75).			
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**Analysis of Results**

<b>Performance Measure:</b> What is your performance measure? What is your goal? (The goal should be measurable.)	<b>What is your measurement instrument or process?</b> (indicate length of cycle)	<b>Current Results:</b> What are your current results?	<b>Analysis of Results:</b> What did you learn from your results?	<b>Action Taken or Improvement Made:</b> What did you improve or what is your next step?	<b>Provide a graph or table of resulting trends (3-5 data points preferred)</b>
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Retention rates at or near the CCM results.	Retention rates as reported to the VPAA every January	85% in 2014-2015	In a positive trend for the last three years	Will have three meetings a year with business students regarding continued education and completion plans	
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Retention of Business Program Students	2012-2013 (n=112)	2013-2014 (n=125)	2014-2015 (n=120)
	81	81	83
			85

Achieve retention rates in our programs equal to the CCM retention rates	Fall-to-Fall retention rates	In the F15-F16 period, the retention rates were: CCM 51%, Business Admin. 48%, Business Career (now Professional) 52%, Hospitality Management 44%, and Hos.Mgmt Restr. & Culinary Option 38%	Business rates have been relatively flat and remain slightly below CCM rates. HOS rates have been low and are an area of focus for the next few semesters.	We now include college student success material in BUS 112, introduction to Business, and initiated "New Student Meet & Greet" sessions for freshman. In the spring 2018, we will host our first "Mid-Academic" session for sophomores. Our business clubs are now more active and have competed in the Rutgers Business Case competition. We hired 2 new full time faculty members, which will help to provide better advisement for students. The turnover of HOS students has affected enrollment and the trend needs to be reversed.	
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Graduation rates should meet the college's graduation rate	Three year graduation rate for first-time, full-time students.	Business rate has exceeded CCM's graduation rate for the past 5 years	Efforts to improve the Business curriculum has improved student outcomes. Due to the small number of students, the number of Hospitality graduates fluctuate on an annual basis.	Continue to monitor and update curriculum	<table border="1"> <tr> <td>Year – First Time, Full TIME Cohort entering year</td> <td>CCM Graduation Rates</td> <td>Business Administration A.S.</td> </tr> <tr> <td>2006</td> <td>21.80%</td> <td>19%</td> </tr> <tr> <td>2007</td> <td>20.70%</td> <td>20%</td> </tr> <tr> <td>2008</td> <td>21.60%</td> <td>18%</td> </tr> <tr> <td>2009</td> <td>23.30%</td> <td>25%</td> </tr> <tr> <td>2010</td> <td>22.30%</td> <td>27%</td> </tr> <tr> <td>2011</td> <td>27.20%</td> <td>33%</td> </tr> <tr> <td>2012</td> <td>26.70%</td> <td>35%</td> </tr> <tr> <td>2013</td> <td>28.20%</td> <td>33%</td> </tr> <tr> <td>2014</td> <td></td> <td></td> </tr> </table>	Year – First Time, Full TIME Cohort entering year	CCM Graduation Rates	Business Administration A.S.	2006	21.80%	19%	2007	20.70%	20%	2008	21.60%	18%	2009	23.30%	25%	2010	22.30%	27%	2011	27.20%	33%	2012	26.70%	35%	2013	28.20%	33%	2014		
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Year – Cohort entering year	CCM Graduation Rates	Hospitality Management(A. A.S.)
2006	21.80%	43%
2007	20.70%	18%
2008	21.60%	6%
2009	23.30%	43%
2010	22.30%	5%
2011	27.20%	33%
2012	26.70%	13%
2013	28.30%	8%
2014		

Success Rates (%A, B, C) of 70% for business core courses.

Success Rates (%A, B, C) of 70% or better in business core courses.

Success rates for accounting courses are now over 70% improved. Intro to Business decreased to 63% in the spring 2017. Principles of Marketing was 67% in the fall 2016.

Accounting efforts, such as tutoring and 3 day sections, to improve accounting results have been effective.

Discussions on how to improve success rates for all courses are continuing. BUS 112 and MKT 113 will be monitored this year. Differences in modes (traditional, hybrid, and online ) will also be reviewed.

