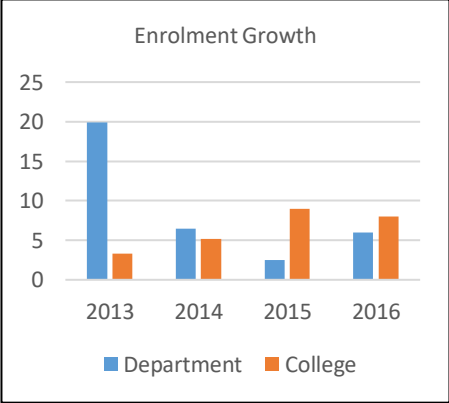
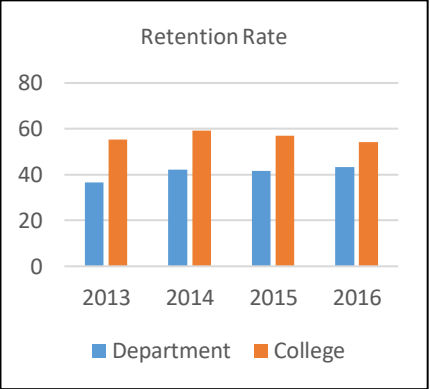


## Standard 6 Table 6.1 - Assessment of Organizational Effectiveness

<b>Organizational Effectiveness Results</b>		<i>Examines attainment of organizational goals. Includes monitoring of enrollment patterns, student retention, student academic success, and other characteristics reflecting students' performance.</i>																		
		<b>Analysis of Results</b>																		
<b>Performance Measure</b>	<b>Description of Measurement Instrument</b>	<b>Areas of Success</b>	<b>Analysis and Action Taken</b>	<b>Results of Action Taken</b>	<b>Graphs or Tables of Resulting Trends</b>															
<p>The rate of growth in the number of majors in the Business program will align with the rate of growth of enrollment for the College overall.</p>	<p>Registration record of declared majors in Business, Accounting, and Economics</p>	<p>The enrollment in Business department has seen a steady increase in enrollment following a very strong 2103 with nearly 20% growth.</p> <p>The rate has not been negatively impacted when the school's rates have decreased.</p>	<p>Coordinate with Admissions Office on recruitment efforts. Chair prepared a letter for distribution to prospective incoming Business majors – to be used by the Admissions Office.</p>	<p>Faculty have participated actively in all events sponsored by the Admissions Office.</p>	<p>2013: Business majors = 19.9% increase College-wide = 3.3% decrease 2014 Business majors = 6.5% Increase College Wide = 5.2% Increase 2015 Business majors = 2.5% Increase College Wide = 9% decrease 2016 Business majors = 6% Increase College Wide = 8% Increase</p> <div style="text-align: center;">  <table border="1" style="margin: 10px auto;"> <caption>Enrolment Growth Data</caption> <thead> <tr> <th>Year</th> <th>Department (%)</th> <th>College (%)</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>19.9</td> <td>3.3</td> </tr> <tr> <td>2014</td> <td>6.5</td> <td>5.2</td> </tr> <tr> <td>2015</td> <td>2.5</td> <td>9.0</td> </tr> <tr> <td>2016</td> <td>6.0</td> <td>8.0</td> </tr> </tbody> </table> </div>	Year	Department (%)	College (%)	2013	19.9	3.3	2014	6.5	5.2	2015	2.5	9.0	2016	6.0	8.0
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<p>The retention rate of the Business and Economics programs will be equal to the College-wide average retention rate.</p>	<p>Analysis of data from the Institutional Research Office</p>	<p>The retention rate of the Business programs has been lower than the College average for the cohorts of 2009, 2010, 2011, 2012 (latest data available)</p>	<p>The retention numbers have been negatively affected by the prior accounting program coordinators. Since the new group has come onboard, the retention of accounting students has grown substantially however that will not be reflected until the cohort of 2015. Additionally, the business attracts a large number of juniors who join the program and therefore are not reflected in the cohorts.</p>	<p>Enrolment has grown significantly for the department.</p> <p>As was part of the last strategy plan, Accounting in particular has seen significant growth. It has increased its enrollment by over 300% in the past four years.</p>	<p>Retention Rate:</p> <p>2013 (cohort of 2009) Business and Econ Dept. = 36.6% All College = 55.4%</p> <p>2014 (cohort of 2010) Business and Econ Dept. = 42.3% All College = 59.2%</p> <p>2015 (cohort of 2011) Business and Econ Dept. = 41.5% All College = 56.9%</p> <p>2016 (cohort of 2012) Business and Econ Dept. = 43.3% All College = 54.3%</p> 
<p>The number of students pursuing the new degree program in Accounting will increase each year</p>	<p>Registration records of declared Accounting majors</p>	<p>The number of declared Accounting majors increased from 2010 to 2011 but slightly fell in 2012.</p>	<p>Rate of failure in accounting courses had been high and appeared to discourage students from continuing with the program. The new accounting</p>	<p>New accounting faculty has created a Constant Contact marketing email that was sent to all accepted accounting</p>	<p>2010 = 16 students 2011 = 27 students 2012 = 24 students 2013 = 27 students 2014 = 19 Students 2015 = 26 Students 2016 = 39 Students</p>

		<p>As was expected due to new initiatives in place to advance the major there was a marked increase in 2016 Accounting has occurred this year with 39 registered majors</p>	<p>faculty hired has marketed the program well and serves the students' needs that were previously not in place.</p>	<p>students to assist in the recruitment efforts of the College.</p>	<p>Accounting Majors</p> <table border="1"><thead><tr><th>Year</th><th>Accounting Majors</th></tr></thead><tbody><tr><td>2010</td><td>15</td></tr><tr><td>2011</td><td>27</td></tr><tr><td>2012</td><td>24</td></tr><tr><td>2013</td><td>27</td></tr><tr><td>2014</td><td>19</td></tr><tr><td>2015</td><td>16</td></tr><tr><td>2016</td><td>39</td></tr></tbody></table>	Year	Accounting Majors	2010	15	2011	27	2012	24	2013	27	2014	19	2015	16	2016	39
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