

TABLE 3.1: Student and Stakeholder Focused Results (Standard 3)

- Student, stakeholder, and market focused results examine how well your business unit satisfies students and stakeholders key needs and expectations.
 - Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.
 - Measurement instrument or processes may include end of course surveys, alumni surveys, Internship feedback, etc.
 - Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board.
 - Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete successfully for entry-level positions.
 - 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).

Analysis of Results

Performance Measure: What is your performance measure? (The goal should be measurable.)	What is your measurement instrument or process? (Indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)	AY14-15 n=14	AY15-16 n=21	AY16-17 n=15	AY17-18 n=18										
In response to the question, "Is your current employment related to your degree," on the Business Management Technology (BMT) Graduate Survey, respondent results will be marked as "Yes" at or at least 70% of the submitted surveys.	BMT Graduate Surveys are distributed each Academic Year (AY). The Current Results are based on BMT Graduate Surveys for the following academic years: AY14-15, AY15-16, AY16-17, AY17-18.	Reported to the BMT Graduate Surveys for AY14-15, 86% of the respondents employed indicated. Yes. For AY15-16, responses were recorded 67% as Yes. For AY16-17, responses of Yes were recorded at a rate of 60%. Recorded for AY17-18, 100% of responses were marked Yes for this question.	Analysis of the responses include a dip in the number of BMT graduates who responded to the survey who were working in their field of study during the years 2015 - 2017. Changes to the BMT Program Plan of Study is continuous. The increase to 100% in AY17-18 might be the updated BMT Program Plan of Study in which students are required to complete 60 credits; specific courses that relate to the business environment.	Improvements include continuous review of the BMT Plan of Study to validate the courses relate to the requirements students are facing when entering or continuing to work in the business environment. The BMT faculty will continue to survey the Business Advisory Committee (members include local and regional business owners and leaders) as to the requirements of our graduates to be placed in a position related to the BMT Program. One immediate change is to raise the measurement of this goal from 70% to 80%.	<p>Response of Yes to Survey Question Current Employment Related to Degree</p> <table border="1"> <tr><th>Academic Year (AY)</th><th>Percentage</th></tr> <tr><td>1</td><td>86</td></tr> <tr><td>2</td><td>67</td></tr> <tr><td>3</td><td>60</td></tr> <tr><td>4</td><td>100</td></tr> </table>	Academic Year (AY)	Percentage	1	86	2	67	3	60	4	100	86	67	60	100
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Response to the question "The courses in your technology gave you the skills to be successful in the major areas involved in my job" on the BMT Graduate Survey will be marked as at or at least "well" on 70% of submitted surveys.	BMT Graduate Surveys are distributed each Academic Year (AY). The Current Results are based on BMT Graduate Surveys for the following academic years: AY14-15, AY15-16, AY16-17, AY17-18.	AY14-15, respondents chose the answer of well or very well at 77% on this question on the BMT Graduate Survey. For AY15-16, 76% reported responses to this question of well or very well. The rate of responses was 60% for AY16-17 as to the answer of well or very well. Respondents chose well or very well at 100% for AY17-18.	The BMT Program Plan of Study (POS) reflect the technical skills and requirements of current positions in the business environment. The changes in the BMT POS represent state mandates, input (comments) from BMT graduates, suggestions from the BMT Advisory Board Committee members, and feedback from internal stakeholders. Although AY17-18 BMT Graduate Survey results reported 100% positive responses to this question, BMT faculty learned the imperative need for continuous review and updates to student learning objectives for each course to reflect technical skills and knowledge necessary for our graduate to find placement in the workplace. Further, BMT faculty learned that they must attempt to stay ahead of the students in this area by gaining knowledge and skills through trainings and workshops so they are able to instruct current students for future business positions, and to design courses and choose course resources that support the instruction of students.	BMT faculty spend time each semester reviewing, selecting, and utilizing require course materials with maintaining the priority of instructing students in the area of business technical skills and knowledge. BMT faculty attend workshops and trainings to support their learning process as leaders, mentors, advisors, and instructors in field of business. BMT faculty presents this question to members of the BMT Advisory Committee in different forms during meetings, and different formats throughout the year. BMT faculty are members of College committees, and gather additional information and input on this subject during committee members. BMT faculty continue to ask this question of BMT graduates. BMT faculty continuously gather input of current students who are also employees and/or employers in the business environment. Results of the analysis do reflect a change of percentage for the measurement of this goal from 70 to 80%.	<p>Responses of at least Well to Survey Question, "Courses in your technology gave you the skills to be successful in the major areas involved in my job."</p> <table border="1"> <tr><th>Academic Year (AY)</th><th>Percentage</th></tr> <tr><td>AY14-15</td><td>77</td></tr> <tr><td>AY15-16</td><td>76</td></tr> <tr><td>AY16-17</td><td>60</td></tr> <tr><td>AY17-18</td><td>100</td></tr> </table>	Academic Year (AY)	Percentage	AY14-15	77	AY15-16	76	AY16-17	60	AY17-18	100	77	76	60	100
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At least 50% of students of the BMT Program will respond to the BMT Graduate Survey sent by the College's Office of Career Development each academic year.	BMT Graduate Surveys are distributed each Academic Year (AY). The Current Results are based on BMT Graduate Surveys for the following academic years: AY14-15, AY15-16, AY16-17, AY17-18.	For AY14-15, the response rate to the BMT Graduate Surveys was 32%. To continue, AY15-16 was 38%, AY16-17 at 44%, AY17-18 was 38%.	From AY14-15 - through AY17-18, response rate to the BMT Graduate Surveys was under 50%. Although it continues to be a struggle to depend on students to respond to BMT related surveys, it needs to be a measurable goal to achieve in increase in response rates as a BMT program.	BMT faculty will inform potential graduates of the BMT Program of the BMT Graduate Survey sent by the College's Office of Career Development. BMT faculty will ask that potential graduates of the BMT Program to kindly take the time to respond to the surveys, and to share with these students the importance of the information they share with BMT faculty. Each BMT faculty will send this information throughout the semester to BMT potential graduates.	<p>Graduate Survey Response Rates</p> <table border="1"> <tr><th>Academic Year (AY)</th><th>Percentage</th></tr> <tr><td>AY14-15</td><td>32</td></tr> <tr><td>AY15-16</td><td>38</td></tr> <tr><td>AY16-17</td><td>44</td></tr> <tr><td>AY17-18</td><td>38</td></tr> </table>	Academic Year (AY)	Percentage	AY14-15	32	AY15-16	38	AY16-17	44	AY17-18	38	32	38	44	38
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Students in the Field Experience class will be assessed as to if they can "apply conceptual learning skills in today's business environment" well or very well at a least a rate of 85% by supervisors.	Supervisors at the work placement site of students who are enrolled in the Field Experience course complete a survey at the end of each semester. The survey is used as a measurement based on the supervisor's observance of the student's comprehension and communication, attitude and work habits, work performance, and questions related to the College's and the BMT Program Outcomes. This goal is a question located under the label, Work Performance, on the supervisor survey submitted by the supervisor.	In Spring 2018 semester 15 students were assessed at meeting this goal at the level of well or very well at a rate of 93%. In Autumn 2018, 5 students were assessed at a level of well or very well at 80%. Spring 2019, 12 students met this goal at 100%, and Autumn 2019, 7 students met this goal at 75%.	Students in the Field Experience course were meeting this goal at a level of at least 75% over the 4 data points. Student performance at applying conceptual learning skills lowered during the collection of the data points, but finished at a high percentage. BMT faculty review assessment data for each course at the end of each semester, which includes the prerequisite classes for the course. BMT faculty validate the coverage of conceptual skills that are applicable to each course; yet, can be measured throughout the student progress moving forward from beginning to end of the BMT Program, such as	Next steps include BMT faculty reviewing the Field Experience surveys as a department to verify that the students are meeting this goal at 85%. In addition to including the assessment of student learning of conceptual skills by using a template utilized by all faculty of a SWAT Analysis at the beginning and end of the BMT Program, faculty will assess students at the end of their first year of the Program.	<p>Survey results to Field Experience Supervisor Question, "Student can apply conceptual learning skills in today's business environment."</p> <table border="1"> <tr><th>Semester</th><th>Percentage</th></tr> <tr><td>Spring 18 n=15</td><td>93</td></tr> <tr><td>Autumn 18 n=5</td><td>80</td></tr> <tr><td>Spring 2019 n=12</td><td>100</td></tr> <tr><td>Autumn 2019 n=7</td><td>75</td></tr> </table>	Semester	Percentage	Spring 18 n=15	93	Autumn 18 n=5	80	Spring 2019 n=12	100	Autumn 2019 n=7	75	Spring 18 n=15	Autumn 18 n=5	Spring 2019 n=12	Autumn 2019 n=7
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