TABLE 7: Business Unit Performance Results (Standard 6)
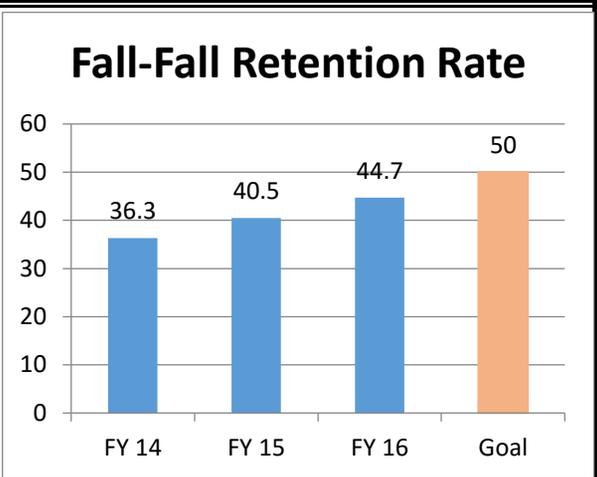
Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary

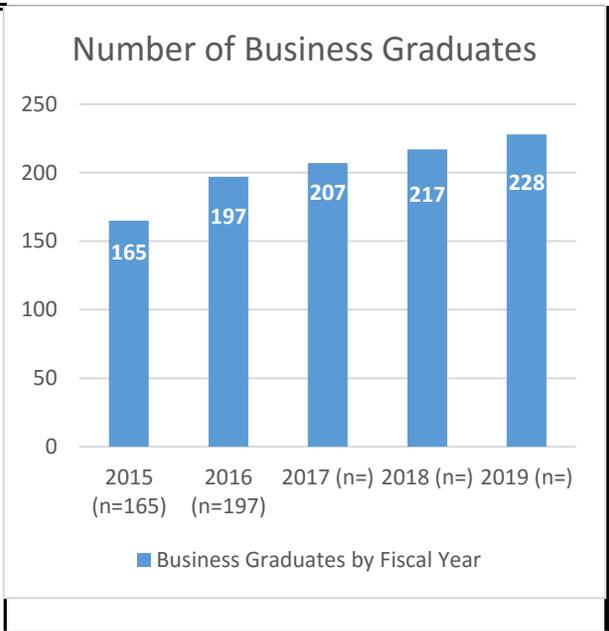| Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, 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 report to governing boards and administrative units. **- Please note that data reported in this table should be business unit data and not institution-wide data.** - If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or - For all data reported, show sample size (n=75).				
Analysis of Results					
Performance Measure: **What is your performance measure? What is your goal? (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)**

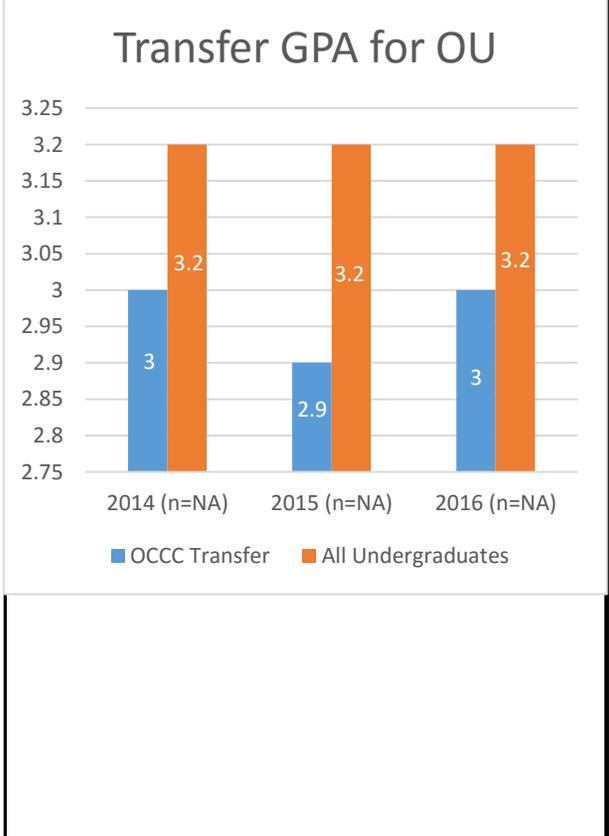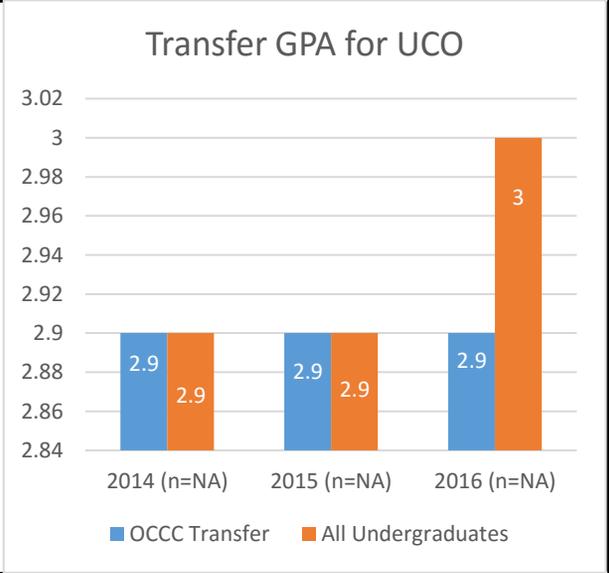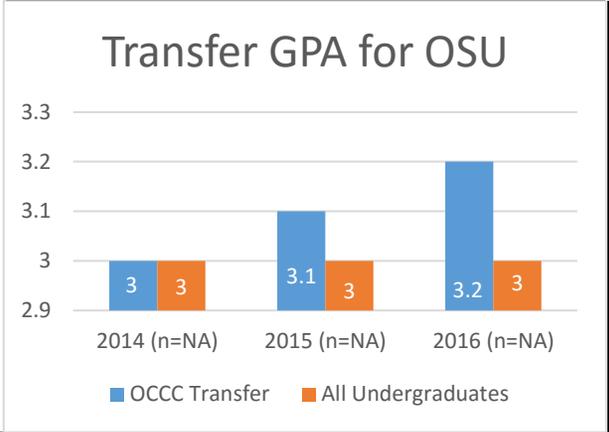|					
Students enrolled for the fall semesters will continue with their education which will increase retention rates. **Goal:** Increase retention in the Business program from 44% to 50% by 2020	An annual report is sent to division administration to share with faculty. Meetings may also be held to share the data with faculty/staff. We collect the data to find a better process for student retention.	44.7% in 2015-2016	We continue to increase retention rate totals each year. The Business Division rates are lower than the overall OCCC rentention rates for FY 14 and 15, but for FY 16, the Business Division's retention scores are higher than the overall OCCC rentention rates. We are doing better in Persistence (Fall 2015 to Spring 2016) as well. Business students are returning for the springs, but we lose some of them in the following fall semester.	Based on the survey results, it appears that the Fall to Fall is a larger issue. We will work to have advisement meetings each fall and spring where students can see all faculty in one meeting and get the latest information about curriculum changes, course offerings, as well as who the advisors are in each program. We will increase our contact with students through email to encourage early enrollment and continuation. Program faculty will work with Institutional Effectiveness to possib ly alter how the results are reported so thorough information can be provided to ACBSP.	**Fall-Fall Retention Rate** FY 14: 36.3 FY 15: 40.5 FY 16: 44.7 Goal: 50

Students enrolled at OCCC will continue with their education which could increase graduation rates. **Goal:** Increase graduation rates by 5% each fiscal year through 2019.	Rates will be evaluated each fiscal year once Graduate lists are confirmed by Graduation Services.	In a positive trend for the last two years. 2017 data will be available in August 2017.	The number of Business Graduates increase from 165 (2015) to 197 (2016).	Will have all faculty contact students each semester to get them enrolled early in hopes that they are more likely to continue their education and graduate. We will also work with the Institutional Effectiveness office to to find a method where the currently data collected can be defined by program. Many of our current reports are by insitution only.	
Students will maintain high GPAs to allow successful transfer to the universities in the central Oklahoma area. **Goal:** 75% of OCCC students who transfer to OU, OSU, or UCO will have a grade point average equal to or better than the grade point average of that institution.	The Office of Institutional Effectiveness conduct an annual Transfer Student Performance Survey. The information is collected from the three primary universities attended by OCCC graduates - University of Oklahoma, Oklahoma State University, and University of Central Oklahoma.	OCCC transfer students at OSU had a higher GPA than their native students. OCCC tranfer students were slightly below the total undergraduate population GPA at UCO and OU.	OCCC transfer students held lower GPAs at OU for all data points. OCCC transfer students were at or above the OSU average GPA. At UCO, OCCC transfer students were equal to UCO until the 2016 school year - where they dropped -0.1. It is also difficult to determine how many students were in the survey since the are not provided on the OCCC Survey Results.	The results are not categorized by major so the data is not a true evaluation of the Business program. The Business faculty will work with Institutional Effectiveness to determine if Business statistics could be separated from the overall results.	

Number of Business Graduates

Year	Business Graduates by Fiscal Year
2015 (n=165)	165
2016 (n=197)	197
2017 (n=)	207
2018 (n=)	217
2019 (n=)	228

Transfer GPA for OU

Year	OCCC Transfer	All Undergraduates
2014 (n=NA)	3	3.2
2015 (n=NA)	2.9	3.2
2016 (n=NA)	3	3.2

Transfer GPA for OSU

	2014 (n=NA)	2015 (n=NA)	2016 (n=NA)
OCCC Transfer	3	3.1	3.2
All Undergraduates	3	3	3

Transfer GPA for UCO

	2014 (n=NA)	2015 (n=NA)	2016 (n=NA)
OCCC Transfer	2.9	2.9	2.9
All Undergraduates	2.9	2.9	3

Employers will rate the overall education received by OCCC students as Excellent as it relates to the requirements of the job. **Goal:** The employer ratings submitted will be at or above 75%.	The Annual Employer Evaluation Survey is provided to employers through the Office of Institutional Effectiveness to solicite feedback on OCCC graduates who are entering the workforce or OCCC student who are currently employed but wanting to learn newer skills or to advance within the current company.	Three data points indicate a decrease in overall satisfaction over the past two years.	Overall satisfaction exceeded the goal for 2013, but the 2014 and 2015 results are lower. 2015 shows an increase in satisfaction over 2014.	The scores are an overall rating for all OCCC students and are not categorized by major so the results are not a true evaluation of the Business program. Faculty will work on a program employer survey to allow us to gather pertinent information as it applied to our Business students. Our Statistics faculty will design a valid evaluation survey and the Business faculty with meet with the Dean and (Acting) Vice-President for Academic Affairs for approval to conduct the survey.	

Employer Rating of Education Received

Year	Excellent	Good	Acceptable
2013 (n=57)	75.4	24.6	0
2014 (n=50)	56	36	4
2015 (n=95)	62.1	31.6	53

Goal line at 75.

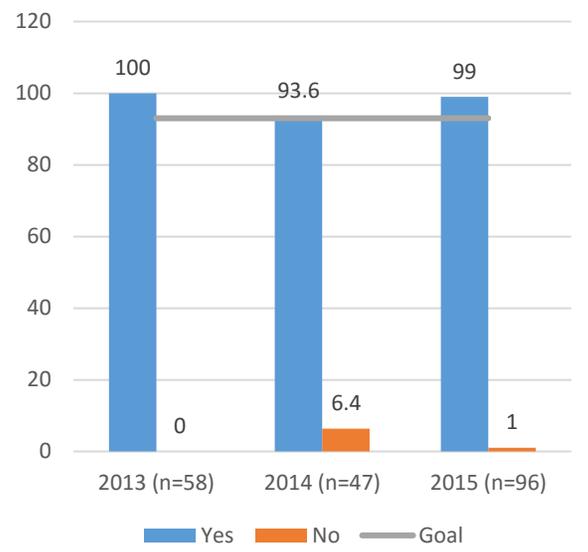|					
Employers will indicate they would hire another OCCC graduate. **Goal:** At least 85% of employers would hire another student from OCCC.	A survey was given to the 24 members attending the annual fall Business Advisory Committee meeting. This is the first employer based survey which to be conducted by the Business Division instead of the Office of Institutional Effectiveness. Using the Advisory Committee members is a one time event.	Three data points indicate a minimum of 93% of employers would hire OCCC students again.	Overall satisfaction met or exceeded the goal.	The scores are an overall rating for all OCCC students and are not categorized by major so the results are not a true evaluation of the Business program. Faculty will work on a program employer survey to allow us to gather pertinent information as it applied to our Business students. Our Statistics faculty will design a valid evaluation survey and the Business faculty with meet with the Dean and (Acting) Vice-President for Academic Affairs for approval to conduct the survey.	**Would Employer Hire Another Student from OCCC**

Would Employer Hire Another Student from OCCC

2013 (n=58): Yes 100, No 0
2014 (n=47): Yes 93.6, No 6.4
2015 (n=96): Yes 99, No 1
Goal line at approximately 93

Survey the members of the OCCC Business Advisory Board to collect feedback specific to the business unit in regard to its graduates and current programs. **Goal:** 80% or more employers surveilled will rate OCCC business graduate as possessing the important skills required to successful in the workplace.	A survey was given to the 24 members attending the annual fall Business Advisory Committee meeting. The survey colllected feedback on five skills areas deemed import for graduate success in the work place, including: 1. quantitative skills 2.Computers and technology skills 3.crititical thinking skills 4.knowledge of business environment 5 busines communication skills This is the first employer based survey which to be conducted by the Business Division instead of the Office of Institutional Effectiveness. Using the Advisory Committee members is a one time event.	Respondent selected the three-out-of-five most important skills they thought associate degree holder most possess to be successful in the workplace. They also were asked to select three-out-of-five skills they thought current OCCC graduate possessed.	Respondant selected tthe following top three skills was neccessary for associated degree graduate: 1. knowledge of business environment 2. quantitative skills 3. good knowledge of computer and producivity applications They also revealed the top three skills OCCC Business graduates possessed as: 1. knowledge of business environment 2. quantitative skills 3. critical thinking and analytical reasoning skills	Employer surveys are typically conducted by the Office of Institutional Effectivenss; however, the feedback from those surveys are an overall rating for all OCCC students and are not categorized by major so the results are not a true evaluation of the Business program. This survey is an attempt to correct the above-mentionned situation. We hope to obtain approval from the administration to deploy it on a yearly basis and collect the must needed data for our programs.	 Advisory Committee Skills Survey Results