

Accounting & Business

2019-2020 Annual Update



CAN Program Review (Instructional) - Accounting & Business (Even Year)

Objective: Increase Student Retention and Completion

in Accounting and Business Programs

Objective Status: 1 - New (PR)

Objective Year: 2018-2019, 2019-2020, 2020-2021, 2021-2022

Estimated Start Date: 01/01/2019

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity diversity and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #4 - Ensure Necessary Resources Are Available To Implement This Strategic Plan Through Sound Fiscal Planning And Management Of Allocations. Protect Community-supported Status And Undertake The Development Of Innovative Sources Of Revenue That Support Educational Programs Beyond That Which Is Available From Community And State Allocations.

Action Plans

2018-2019 - Hire a new Retention Specialist (Active)

Who's Responsible for Completing this Action Plan?: Division Dean

Estimated Completion Date: Spring 2019

Related Documents & Links:

[Career Education Retention Specialist Position Request](#)

2019-2020 - Create a Business and Accounting Community of Practice (COP) Program to increase the quality of teaching, both in-person and online (Active)

Who's Responsible for Completing this Action Plan?: Faculty

Estimated Completion Date: Summer 2020

Related Documents & Links:

[UC Berkeley Faculty Learning Program \(FLP\)](#)

2019-2020 - Implement a new embedded tutor program, similar to EPIC, into our Accounting 121 course. If successful, expand the embedded tutor program to Accounting 131 and other courses as deemed appropriate.
(Active)

Who's Responsible for Completing this Action Plan?: Faculty

Estimated Completion Date: Fall 2020

2018-2019 - Fill full-time Accounting Professor vacancy (Active)

Who's Responsible for Completing this Action Plan?: Division Dean and Hiring Committee

Estimated Completion Date: Spring 2019

2019-2020 - Fill full-time Business Professor vacancy (Active)

CAN Program Review (Instructional) - Accounting & Business (Even Year)

Who's Responsible for Completing this Action Plan?: Division Dean and hiring committee
Estimated Completion Date: Fall 2019

2019-2020 - Convert existing Program Services Coordinator (PSC) position to a permanent funding in Fund I (Active)

Who's Responsible for Completing this Action Plan?: College President and Division Dean
Estimated Completion Date: Fall 2019

2018-2019 - Increase Business and Accounting student awareness of Business AD-T, including benefits for CSU applications and admittance (Active)

Who's Responsible for Completing this Action Plan?: Department Chair, Faculty, Program Services Coordinator, Transfer Center Coordinator and Faculty, New Retention Specialist
Estimated Completion Date: Ongoing
Related Documents & Links:
[Transfer Center Program review 2017-18- Feb 2018.pdf](#)

2019-2020 - Increase our Division FTEF allocation, and thus our Department FTEF allocation, to support our aggressive growth trend of 175% increase of student enrollments from fall of 2013 to fall of 2017. (Active)

Who's Responsible for Completing this Action Plan?: College President, Vice President of Instruction and Division Dean
Estimated Completion Date: Ongoing

Resource Requests

Additional FTEF allocation to support our department growth. - With the added growth - the department is limited to the FTEF allocation in the BDW (org 3411) division when scheduling classes. The decrease in FTEF, which is tied to the decrease in FTES constricts department growth.

Type of Resource: Instructional Personnel
Cost: 100000

Community of Practice (COP) Funding - This follows the UC Berkeley Faculty Learning Program (FLP) that is already taking place with STEM and non-STEM faculty, however, this will require additional funding for faculty non-instructional rate hours (approximately \$1,000/faculty member) and food/beverages for kick-off meetings (less than \$500) with a goal of 5 participating faculty.

Type of Resource: Other
Cost: 5500

Full-time Retention Specialist position - To support student completion for Business and Accounting programs, including but not limited to the Business Online Academy program, in support of the new State Allocation model of Access, Equity, and Success.

Type of Resource: Non-Instructional Personnel
Cost: 60000

Fund I allocation to institutionalize successful Program Services Coordinator (PSC) position - The positive impact on a program of moving a PSC position from temporary funding to permanent funding can be seen by the PSC position in our very successful Fashion Department. With the successful implementation of our new grant-funded PSC position, we deserve equitable treatment in terms of permanent funding by the College.

Type of Resource: Non-Instructional Personnel
Cost: 80000

Hourly non-instructional time to support the development of the Business Online Academy (BOA) Program - Approximately 180

CAN Program Review (Instructional) - Accounting & Business (Even Year)

hours of time for the collaboration and sequencing of full-time and part-time BOA faculty and additional research into ways in which faculty can increase the quality of teaching in the online environment.

Type of Resource: Non-Instructional Personnel

Cost: 12000

Objective: Local Community Partnerships

Strengthen and increase the number of local community partnerships, including but not limited to the Redwood City Chamber of Commerce, mid-peninsula local employers, San Mateo County employers, and the Sequoia High School District

Objective Status: 2 - Continuing (PR)

Objective Year: 2018-2019, 2019-2020, 2020-2021, 2021-2022

Estimated Start Date: 01/01/2019

Please select the college goals with which this objective aligns.: Community Connections - Build and strengthen collaborative relationships and partnerships that support the needs of reflect and enrich our diverse and vibrant local community.

Please select the district goals with which this objective aligns.: District Goal #2 - Establish And Expand Relationships With School Districts 4-year College Partners And Community-based Organizations To Increase Higher Education Attainment In San Mateo County

Action Plans

2019-2020 - Build a community partners presence on our department website to encourage new local partnerships that benefit our students (Active)

Who's Responsible for Completing this Action Plan?: Faculty and Program Services Coordinator

Estimated Completion Date: Spring 2020

2018-2019 - Build partnerships with local high schools through AB 288 district-to-district articulation agreements with active administrative support from the college (Active)

Who's Responsible for Completing this Action Plan?: Office of Instruction

Estimated Completion Date: Spring 2019

2018-2019 - AB 288 District-to-District Articulation Agreement support, including a significant investment from College leadership regarding guidance about dual enrollment procedures, increased administrative assistance in authenticating high school faculty minimum qualifications, and proactive collaboration over likely union issues from both collective bargaining units. (Active)

Who's Responsible for Completing this Action Plan?: College President and Vice President of Instruction

Resource Requests

No direct cost associated with this objective.

Type of Resource: Other

Cost: 0

Objective: Facilities Space

Improve the condition and availability of facilities space on campus available to Business and Accounting Programs

Objective Status: 1 - New (PR)

Objective Year: 2018-2019, 2019-2020, 2020-2021, 2021-2022

Estimated Start Date: 07/01/2019

CAN Program Review (Instructional) - Accounting & Business (Even Year)

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures processes and practices that invest in a diverse student population and prioritize and promote equitable inclusive and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #4 - Ensure Necessary Resources Are Available To Implement This Strategic Plan Through Sound Fiscal Planning And Management Of Allocations. Protect Community-supported Status And Undertake The Development Of Innovative Sources Of Revenue That Support Educational Programs Beyond That Which Is Available From Community And State Allocations.

Action Plans

2018-2019 - Plan and implement a strategic use for the new Business Hub in 13-217 for both students and faculty (Active)

Who's Responsible for Completing this Action Plan?: Division Dean and Department Faculty

Estimated Completion Date: 2018 - 2019

2019-2020 - Reacquisition of 13-214 (Active)

Who's Responsible for Completing this Action Plan?: Division Dean

Estimated Completion Date: Fall 2020

Resource Requests

Replacement modular desks, chairs, laptop carts similar to Business Hub but on a smaller scale. 13-213

Type of Resource: Equipment (Items Over \$5000)

Cost: 125000

Objective: Increase Student Access

Increase student access to the Accounting and Business Programs to promote student equity

Objective Status: 1 - New (PR)

Objective Year: 2018-2019, 2019-2020, 2020-2021, 2021-2022

Estimated Start Date: 04/08/2019

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures processes and practices that invest in a diverse student population and prioritize and promote equitable inclusive and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #4 - Ensure Necessary Resources Are Available To Implement This Strategic Plan Through Sound Fiscal Planning And Management Of Allocations. Protect Community-supported Status And Undertake The Development Of Innovative Sources Of Revenue That Support Educational Programs Beyond That Which Is Available From Community And State Allocations.

Action Plans

2018-2019 - Create a textbook library reserve program at all three district college libraries to include multiple textbook copies on loan for all Business Online Academy (BOA) courses (Active)

Who's Responsible for Completing this Action Plan?: Faculty and Division Dean

Estimated Completion Date: Summer 2020

2019-2020 - Collaborate with the College for Working Adults (CWA) program and academic counselors to investigate a future partnership with CWA for business majors (Active)

Who's Responsible for Completing this Action Plan?: Division Dean and Faculty

Estimated Completion Date: Spring 2020

CAN Program Review (Instructional) - Accounting & Business (Even Year)

2019-2020 - Strategically implement and grow the Business Online Academy (BOA) Program to increase access to a fully online certificate program with a 12-month or less completion timeline. (Active)

Who's Responsible for Completing this Action Plan?: Faculty, Division Dean, Program Services Coordinator and new Retention Specialist

Resource Requests

Business Online Academy (BOA) textbooks - Provide a minimum of three copies of each Business Online Academy (BOA) course textbook at each of the three district college library textbook reserves.

Type of Resource: Supplies (Items less than \$5000)

Cost: 4999

Objective: Promote Programs

Promote Business and Accounting Programs

Objective Status: 2 - Continuing (PR)

Objective Year: 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025

Estimated Start Date: 08/01/2018

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures processes and practices that invest in a diverse student population and prioritize and promote equitable inclusive and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #4 - Ensure Necessary Resources Are Available To Implement This Strategic Plan Through Sound Fiscal Planning And Management Of Allocations. Protect Community-supported Status And Undertake The Development Of Innovative Sources Of Revenue That Support Educational Programs Beyond That Which Is Available From Community And State Allocations.

Action Plans

2018-2019 - Sustain and possibly increase current online and social media marketing tactics to support program and course impressions with our target markets (Active)

Who's Responsible for Completing this Action Plan?: Program Services Coordinator

Estimated Completion Date: Ongoing

Resource Requests

Marketing budget for Business & Accounting

Type of Resource: Advertising

Cost: 3000