**Unit Strategic Plan**

**2021- 2023**

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College’s Long Range Goals, and the College’s five year strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit’s budget needs to reflect the fiscal implications associated with the unit’s identified goals and objectives.

**Name of Program/Department: Business/Information Systems – Jefferson Campus**

**Mission Statement (for the program or department):**

The Department of Business and Information Systems includes the areas of Accounting, Business, Computer Information Science, and Office Administration. The department provides all students access to quality educational opportunities and experiences that will meet the needs of an ever‐changing and increasingly demanding technological society

In addition, the department provides outstanding educational instruction which prepares students for transfer to a college or university. The department will:

* Prepare graduates of career programs and professional degree programs that are in demand by employers.
* Prepare students to continue their education at four-year institutions.
* Prepare currently employed students with skill courses needed for job advancement.
* Evaluate/revise programs and courses to maintain relevancy.

**Summary of Access, Productivity and Effectiveness (Including, but not limited to, program load, success rate, retention rate, completion rate, employer surveys, student surveys):**

Analysis of data from the *Student Profile Data Report by CIP code* provided by IRIR show that diverse populations of students with respect to gender, race/ethnicity and age are enrolled in the programs of Accounting, Business, Banking and Finance, Computer Science and Office Administration as well as the transfer programs in these areas. All program areas have developed and implemented courses via distance education to further increase access.

**AAS Degrees and Certificate Awards**

|  |  |  |  |
| --- | --- | --- | --- |
| Number of Awards/Degrees Conferred/Headcount | | | |
| *Totals for Academic Year* | 2016 | 2017 | 2018 |
| 11.0101 Computer Info Science General | 70/180 | 69/158 | 52/176 |
| 52.0204 Management and Supervision | 67/217 | 90/255 | 79/251 |
| 52.0302 Accounting Technology | 49/96 | 41/87 | 24/93 |
| 52.0401 Office Administration | 64/107 | 61/94 | 65/85 |

*Source IE*

**Conclusions**

Although the number of degrees/certificates awarded has significantly decreased, the enrollment in the program has increased. Fairly recent changes in the CIS curriculum may have had an effect as well. The OAD degree program has seen a decline in headcount, but Dual Enrollment student participation has helped to slow the decline. While Banking and Finance majors are included in the 52.0204 CIP Code, their overall effect is not large enough to be included in the report separately. However, our department is the only college in the ACCS that offers Banking and Finance courses which helps us to maintain a small niche competitive advantage. All Banking and Finance courses are only taught online. The ACT and MST programs have seen a decline in the number of degrees/certificates awarded. This is cause for concern as these programs are very numerically significant to our department.

**AS Transfer Degrees and Head Count**

|  |  |  |
| --- | --- | --- |
| Number of AS Transfer Degrees /Head count | | |
| *Totals for Academic Year* | 2017 | 2018 |
| T057 Computer Science | 7/241 | 11/268 |
| T040 Business | 16/556 | 14/500 |
| T041 Business Huntingdon | 3/16 | 1/23 |
| T241 Business UAB | 33/323 | 33/336 |

*Source IE*

On average, about 5% of students currently enrolled in an AS transfer degree complete the degree requirements. Upon investigation, students cite poor scheduling and Financial Aid issue as the reason why they transfer before completing the AS program.

**Reverse Transfer Agreements**

Head count for CIS, BUS and ACT includes many students who are not actively seeking an AAS degree. The students only complete courses that will transfer. Reverse transfer agreements with Huntingdon have been in place since 2014. It is difficult to measure how effective this has been at this point. A similar reverse transfer agreement has been negotiated with UAB.

**Internal Conditions:**

1. **Technology**

All lecture classrooms have been equipped with a computer and overhead projector for use during class lectures.

Computer classroom labs are equipped with 24 to 30 computers, a networked printer and an instructional computer with an overhead projector for in class demonstrations/lectures. The computer labs are updated on a 3-year rotational plan to ensure that equipment is up-to-date.

Faculty computers are also updated on a 3-year schedule.

With input from the advisory committees, consideration of industry trends, the faculty recommends software upgrades as needed.

1. **Budget**

The budget for classroom and office supplies is currently sufficient. Classroom labs, lab printers and faculty computers are for replacement on a rotational basis.

1. **Staffing**

Faculty:

* CIS - 2 full time and 1 part time.
* BUS/ACT – 2 full time
* OAD – 1 full time/1 part time

Office Manager:

* The BIS Office Manager is essential to Department operations.

1. **Resources**

With the exception of CIS, all areas in the department are accredited by ACBSP. Each year, our department must pay a fee for membership. In addition, at least one representative from the department should attend the regional and/or national conference. Attendance at the conferences insures that the department is current on changes and requirements for continuing accreditation. In addition, having the opportunity to network with other colleges will allow faculty to evaluate our program in relation to similar programs throughout the region/nation.

CIS certification can be accomplished via nationally recognized exams.

1. **Enrollment**

Enrollment for traditional classes is declining for the Jefferson campus. Course offerings are adjusted with respect to current enrollment trends. Instructors have begun to give presentations to high school students to increase awareness of departmental offering.  
Enrollment in distance education courses continues to increase as more courses are made available. Dual enrollment students have steadily enrolled in CIS and OAD courses,

1. **Facilities**

Facilities, with respect to classroom and office space, are adequate and well used at the Jefferson Campus. Computer classrooms and labs are shared with other areas when they are available.

1. **Equipment**

Classroom projectors are used with classroom computers in 9 classrooms used by the Department. There is no replacement schedule. However, one or more projectors per year fail and are replaced on an as needed basis.  
Other equipment, not mentioned in the technology section above, including the copier, for faculty and staff use is adequate.

**External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):**

The Business and Office Administration areas were re-certified with a 2-year review through ACBSP in 2018. The 2-year Quality Assurance Reports for ACBSP were submitted in 2016 and 2018. The next 2-yeare ACBSP Quality Assurance Report was be due in 2020; however, the Program Assistant requested an extension due to the pandemic.

Advisory boards for Business, Office Administration and Computer Information Systems meet biannually with advisors who are active in the business community and provide valuable input with respect to the curriculum and needed changes. Recent input has included that employers highly value experience building and using proprietary applications. Also, a need for additional emphasis on soft skills.

**2019- 2021 Accomplishments:**

* Curriculum committee approved changes in CIS, BUS, and ACT programs.

**Unit Goals for 2021 - 2022**

**Goal 1: Maintain classrooms and computer labs with up-to-date hardware and software in order to provide quality instruction.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
   3. Program Level SLOs
      1. Demonstrate knowledge of basic computer usage and information management
      2. Apply analytical and computational skills required to solve financial, managerial and tax accounting exercises and problems.
      3. Demonstrate knowledge of basic computer hardware, software, network and program problem solving
2. Objectives
   1. Replace the computers in the computer lab RC-110
   2. Replace the computers in the computer lab RC-115/117
3. Method of Assessment
   1. Monitor the purchase and installation of hardware and software to ensure currency.
   2. Obtain feedback from faculty regarding the use and currency of instructional workstations and software used in lecture classrooms.
4. Additional Funding Requests
   1. 31 computers x $2000 = $62,000
   2. 31 computers X $2000 = $62,200

**Goal 2: Maintain up-to-date curriculum and courses to prepare students for employment, advancements in employment, or continuing their education at four-year institutions.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
   3. Program Level SLOs
      1. Demonstrate knowledge of basic computer usage and information management
      2. Apply analytical and computational skills required to solve financial, managerial and tax accounting exercises and problems.
      3. Demonstrate knowledge of basic computer hardware, software, network and program problem solving
2. Objectives
   1. Review course competencies on an annual basis and revise as necessary based on input from faculty, graduates, employers, and/or advisory committee members.
   2. Review curriculum on an annual basis with input from faculty, employers, former graduates and/or advisory committee members. Recommended changes will be presented to and approved by the department faculty as well as the college’s curriculum committee.
3. Method of Assessment
   1. Assessment of course competencies and the curriculum will be considered met based on the judgment of the faculty and advisory committee members.
4. Additional Funding Requests
   1. Funding to hold bi-annual advisory committee meetings (Accounting/Business, Banking, Computer Science, and Office Administration): approximately $800

**Goal 3: Maintain up-to-date hardware/software for faculty.**

1. Outcomes
   1. Unit Level
      1. maintain a professional and knowledgeable faculty
2. Objectives
   1. Replace faculty laptop computers on a 3-yr rotation.
3. Method of Assessment
   1. Provide computer for new OAD instructor
   2. Replace faculty member Wade Crawford’s computer
4. Additional Funding Requests
   1. Computers and accessories (docking stations, bags, etc.) $3000

**Goal 4: Provide ongoing office support.**

1. Outcomes
   1. Unit Level
      1. maintain a professional and knowledgeable faculty
2. Objectives
   1. Maintain office manager for the of Business/Information Systems department.
3. Method of Assessment
   1. Evaluation of job performance of office manager.
4. Additional Funding Requests
   1. Funding estimate to maintain office manager (E3 – 5): $45935.

**Goal 5: Program Certification.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
      6. maintain a professional and knowledgeable faculty
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
2. Objectives
   1. Next ACBSP Quality Assurance Report.
   2. Send faculty representative(s) to the Annual ACBSP conference and/or Regional Conference.
   3. For CIS certification, use nationally recognized COMPTIA and Microsoft Technology Associate exams.
3. Method of Assessment
   1. Acceptable feedback from ACBSP that Jefferson State remains in compliance
   2. Rotate conference representative among all Business faculty.
   3. Certification exam results for students will validate our programs.
4. Additional Funding Requests
   1. Annual dues: $1,950
   2. Conference and Travel expenses: $6,000.

**Goal 6: Develop and Implement written Student Learning Outcomes (SLOs) for all courses in the department to more adequately document and enhance reporting of student progress in the department.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
      6. maintain a professional and knowledgeable faculty
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
2. Objectives
   1. Provide guidelines/examples to insure all faculty understand the terminology used in developing SLOs.
   2. Conduct faculty reviews of SLOs, modify as necessary.
   3. Plan methods for assessing SLOs and documenting results.
3. Method of Assessment
   1. Assessment of SLOs will be based on judgment of the faculty and performance of the students. It is expected that SLOs and assessments will be continually modified as faculty determine where improvements are needed.
4. Additional Funding Requests

N/A

**Goal 7: Provide students, faculty and advisors with accurate information regarding when and where courses will be available.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. evaluate programs and courses for relevancy, making appropriate changes when needed.
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
2. Objectives
   1. Develop and publish a one-year plan of department course offerings in conjunction with all campuses.
3. Method of Assessment
   1. Objective will be met when one-year plan is published for use by students and advisors.
4. Additional Funding Requests

N/A

**Goal 8: Increase awareness of our department and programs in the college and community.**

1. Objectives
   1. Increase declining enrollment.
   2. Brand the program and present branded materials in the department and when attending community events.
   3. Host an Open House for interested prospective students, parents, and the Advisory committees.
2. Method of Assessment
   1. Monitor the enrollment and retention of students once the branded materials have been introduced.
3. Additional Funding Requests
   1. A specific BIS website and social media that is linked to that of the college. BIS program postcards 500 for $114. BIS branded pens 250 for $200. Large printed banners for display $200.
   2. Food and marketing, $1000.

**Unit Goals for 2022 - 2023**

**Goal 1: Maintain classrooms and computer labs with up-to-date hardware and software in order to provide quality instruction.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
   3. Program Level SLOs
      1. Demonstrate knowledge of basic computer usage and information management
      2. Apply analytical and computational skills required to solve financial, managerial and tax accounting exercises and problems.
      3. Demonstrate knowledge of basic computer hardware, software, network and program problem solving
2. Objectives
   1. Replace computer classroom lab workstations on a 4-year rotational basis.
      1. Replace the computers in rooms 125, 126, 327, and 328.
3. Method of Assessment
   1. Monitor the purchase and installation of hardware and software to ensure currency.
   2. Obtain feedback from faculty regarding the use and currency of instructional workstations and software used in lecture classrooms.
4. Additional Funding Requests
   1. 4 computers x $1500 = $6,000

**Goal 2: Maintain up-to-date curriculum and courses to prepare students for employment, advancements in employment, or continuing their education at four-year institutions**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
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2. Objectives
   1. Review course competencies on an annual basis and revise as necessary based on input from faculty, graduates, employers, and/or advisory committee members.
   2. Review curriculum on an annual basis with input from faculty, employers, former graduates and/or advisory committee members. Recommended changes will be presented to and approved by the department faculty as well as the college’s curriculum committee.
3. Method of Assessment
   1. Assessment of course competencies and the curriculum will be considered met based on the judgment of the faculty and advisory committee members.
4. Additional Funding Requests
   1. Funding to hold bi-annual advisory committee meetings (Accounting/Business, Banking, Computer Science, and Office Administration): approximately $800

**Goal 3: Maintain up-to-date hardware/software for faculty.**

1. Outcomes
   1. Unit Level
      1. maintain a professional and knowledgeable faculty
2. Objectives
   1. Replace faculty laptop computers on a 3-yr rotation.
3. Method of Assessment
   1. Replace faculty member Jesse Bryson’s computer
4. Additional Funding Requests
   1. Computer and accessories (docking stations, bags, etc.) $2500

**Goal 4: Provide ongoing office support.**

1. Outcomes
   1. Unit Level
      1. maintain a professional and knowledgeable faculty
2. Objectives
   1. Maintain office manager for the department of Business/Information Systems.
3. Method of Assessment
   1. Evaluation of job performance of office manager.
4. Additional Funding Requests
   1. Funding estimate to maintain office manager (E3 – 5): $45,935

**Goal 5: Program Certification.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
      6. maintain a professional and knowledgeable faculty
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
      4. Employer satisfaction with preparation of students based on office internship evaluations
2. Objectives
   1. Next ACBSP Quality Assurance Report.
   2. Send faculty representative to the Annual ACBSP conference and/or Regional Conference.
   3. For CIS certification, use nationally recognized COMPTIA and Microsoft Technology Associate exams.
3. Method of Assessment
   1. Acceptable feedback from ACBSP that Jefferson State remains in compliance
   2. Rotate conference representative among all Business faculty.
   3. Certification exam results for students will validate our programs.
4. Additional Funding Requests
   1. Annual dues: $1,950
   2. Conference and Travel expenses: $6,000.

**Goal 6: Develop and Implement written Student Learning Outcomes (SLOs) for all courses in the department to more adequately document and enhance reporting of student progress in the department.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. expand learning opportunities through the integration of technology with instruction
      4. provide courses that help those already employed acquire specialized skills needed as a result of technological advances or for job advancement
      5. evaluate programs and courses for relevancy, making appropriate changes when needed.
      6. maintain a professional and knowledgeable faculty
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
   3. Employer satisfaction with preparation of students based on office internship evaluations
2. Objectives
   1. Provide guidelines/examples to insure all faculty understand the terminology used in developing SLOs.
   2. Conduct faculty reviews of SLOs, modify as necessary.
   3. Plan methods for assessing SLOs and documenting results.
3. Method of Assessment
   1. Assessment of SLOs will be based on judgment of the faculty and performance of the students. It is expected that SLOs and assessments will be continually modified as faculty determine where improvements are needed.
4. Additional Funding Requests

N/A

**Goal 7: Provide students, faculty and advisors with accurate information regarding when and where courses will be available.**

1. Outcomes
   1. Unit Outcomes
      1. provide career programs and professional degree programs that enable graduates to obtain immediate employment
      2. prepare students to continue their education at four-year institutions
      3. evaluate programs and courses for relevancy, making appropriate changes when needed.
   2. Program outcomes
      1. Students and graduates returning surveys will report satisfaction with Office Administration Program.
      2. Students and graduates returning surveys will report satisfaction with the Accounting Program
      3. Students and graduates returning surveys will report satisfaction with Computer Information Systems Program.
2. Objectives
   1. Develop and publish a one-year plan of department course offerings in conjunction with all campuses.
3. Method of Assessment
   1. Objective will be met when one-year plan is published for use by students and advisors.
4. Additional Funding Requests

N/A

**Goal 8: Increase awareness of our department and programs in the college and community.**

1. Objectives
   1. Increase declining enrollment.
   2. Brand the program and present branded materials in the department and when attending community events.
   3. Host an Open House for interested prospective students, parents, and the Advisory committees.
2. Method of Assessment
   1. Monitor the enrollment and retention of students once the branded materials have been introduced.
3. Additional Funding Requests
   1. A specific BIS website and social media that is linked to that of the college. BIS program postcards 1000 for $250. BIS branded pens 500 for $400.
   2. Food and marketing, $1000.