

Montana University System
PROGRAM REVIEW

Institution: Helena College University of Montana

Program Years: 2011-12

List of the programs reviewed: Accounting and Business Technology

Degrees Reviewed:

- Certificate of Applied Science: Bookkeeping
 - Certificate of Applied Science: Small Business Entrepreneurship
 - Associate of Applied Science: Accounting
 - Associate of Applied Science: Small Business Management
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Decision(s) concerning the future of the program(s), based on the program review criteria established at the campus:

The Program Review Committee of Helena College University of Montana recommends the continuation of all programs within the Accounting and Business Technology program areas based on data findings and faculty recommendations.

Rationale or justification for the decision based on the program review process established at the campus. Include graduation numbers and student majors for each of the last seven (7) years for every program under review.

Certificate of Applied Science: Bookkeeping

The information gathered during the internal review process signifies that the CAS in Bookkeeping has maintained a steady enrollment and meets the educational requirements of the community. Institutional data revealed that part-time enrollment has more than doubled the rate of full-time enrollment over the past two years. The completion rate of the CAS Bookkeeping program remains stable although low in head count.

Certificate of Applied Science: Small Business Entrepreneurship

Data collected during the internal review process revealed a low student interest level within the CAS of Small Business Entrepreneurship for FY 2009 and FY 2010. In FY 2011, the program experienced a significant increase in full-time enrollment. In further review of the data, this program, despite low headcount, has realized the second highest percentage of growth in new student intake in comparison to all other programs offered within the Accounting and Business Technology department.

Justification of Certificate Programs in Bookkeeping and Small Business Entrepreneurship

The Program Review Committee recommends the continuation of both Certificates of Applied Science. The CAS options allow students the opportunity to complete a program of study in one academic year and thus reach employment goals quickly. Although not statistically represented in this review, upon completion of a CAS, many students have gained academic confidence and choose to further their educational careers by transferring their CAS credits to either the A.A.S. degree in Accounting or the A.A.S. degree in Small Business Management.

Associate of Applied Science: Accounting

The information gathered during the internal review process signifies that the A.A.S. in Accounting continues to be a viable program. This program's demand is highly correlated to the articulation agreements with Montana Tech of the University of Montana. Helena College students who complete any one of the following degrees will receive a block transfer credit of 54 hours to Montana Tech: (1) All A.A.S. degrees, (2) A.A. in Accounting or

Business, (3) A.S. in Accounting Technology, Business Technology, or Computer Technology. In FY 2011, the data indicated that there was a 50% decrease in full-time student enrollment but a 44% increase in part-time enrollment. These data findings were not anticipated and were given merit during the review process. See proposed recommendations and action plans for this finding listed below under the heading entitled, *“Improving the 2P1 Perkins Grant Indicator for all A.A.S., A.A., A.S., and CAS options within the Accounting and Business Technology Department.”*

Associate of Applied Science: Small Business Management

The information gathered during the internal review process signifies that the enrollment within the A.A.S. Small Business Management degree option has shown an overall increase of 10% during this review period. From FY 2009 to FY 2011, the program experienced a 200% increase in full-time student enrollment. In further review of the data, the retention and completion rates for this degree option are extremely low in comparison to the program’s new student intake data. A full-time faculty member has been hired under the provision of the Perkins Grant to specifically address the 2P1 indicator. See proposed recommendations and action plans for these findings listed below under the heading entitled, *“Improving the 2P1 Perkins Grant Indicator for all A.A.S., A.A., A.S., and CAS options within the Accounting and Business Technology Department.”*

Improving the 2P1 (Completion) Perkins Grant Indicator for all Accounting and Business Programs

After reviewing institutional data and feedback gathered from student evaluations, the following actions will be implemented to improve the retention and graduation rates of all A.A.S., A.A., A.S., and CAS options within the Accounting and Business program areas. Furthermore, the Perkins Grant proposal states that the Accounting and Business Technology Department must directly address the 2P1 completion indicator for the department. During this review process, this charge was looked at critically and the following measures will begin implementation Summer 2012 and/or Fall 2012 semesters. It is the hope of the department that these changes will increase the department’s 2P1 indicator.

- **Issue of Concern:** Students want more evening and summer courses and full-time faculty members instructing night courses.
- **Response:**
 - Begin offering Principles of Microeconomics and Macroeconomics (ECNS 203) and Management (BMGT 235) during summer sessions
 - Fall 2012: Increase evening course offerings by at least 50%
 - A minimum of 12 program hours offered in the evening will be distributed among two full-time faculty members.
- **Issue of Concern:** Capstone courses are only offered during day sessions.
- **Response:** Beginning Fall 2013, Capstone courses will be made available during an evening session.
- **Issue of concern:** Lack of student advisement services during evening hours.
- **Response:** Beginning Fall 2012, group and/or independent student advising will take place after 5:00 pm. The implementation of this action plan is seen as a crucial part of department participation in capturing and upholding student retention rates. Not only will this help with student academic success, but the human component will add a personal touch in providing student care and customer service.
- **Issue of Concern:** Students are not fluent in using Excel and Access software.
- **Response:** Proposed development of a new course, Introduction to Computer Modeling, CSCI 172. This course would be specific to the Microsoft Office software programs Excel and Access. Many of the courses offered within the Accounting and Business Technology department require students to have more than a basic understanding and execution use these two applications. This class would be designed and tailored to lab experiences indicative of real-world scenarios. The addition of this course would aid in student retention, in that, a student who successfully completes this course

should perform at a higher level of excellence in classes that call for this area of knowledge and proficiency. In addition, these two applications are used frequently within the accounting and business industries.

- **Issue of concern:** Current degree programs within the Accounting and Business Technology department are too specific and concentrated. Students would like a broader and more generalized business degree option that delivers a viable stepping stone progression to a 4-year degree program.
- **Response:** When completing the department's program review, the department also compared and contrasted its existing A.A./A.S. programs to other local, state, and regional community colleges. As a result, the department found that it offers many of the same courses as the comparable institutions. However, faculty discovered that Helena College could design an A.S. program that would allow students seamless transfer into the University of Montana's School of Business Administration program in Missoula. Beginning Fall 2013, a new A.S. degree in General Business will be presented for approval by our accrediting councils. With the approval of such degree, Helena College will be able to market a new segment of students who wish to stay in Helena for their first two-years of college before transferring to Missoula. Helena College is already successful in capturing and retaining accounting and business students with degree offerings and articulation agreements with Montana-Tech. If Helena College is successful in attracting new students with the addition of a transfer initiative program agreement with University of Montana, Missoula, program retention and completion rates should increase. The department also plans to contact Montana State University to pursue a similar degree option.
- **Issue of Concern:** Lack of student feedback specific to program area.
- **Response:** Instructors within the Accounting and Business Technology department would like to develop a survey instrument Spring 2013 specific to courses offered within the A.A.S. degrees of Accounting and Small Business Management. A dependable, reliable, and valid survey is crucial in evaluating the department as a comprehensive whole, as well as, its ability in meeting student needs.

Program Goals FY 2013

Full-time faculty will meet at the beginning of FY 2013 to review 3-Year Program Goals. The goals will be based on assessment and research obtained from the Exit Interview, Advisory Council input, research from the Perkins Grant, and other assessment tools.

Provide Access and Support

- Goal: Develop transfer of an A.S. interest area for business with The University of Montana (FY 2013)
- Goal: Develop 3 new courses including E-Marketing, Introduction to Computer Modeling, SABHRS (FY 2014)

Demonstrate Excellence

- Goal: Attend and/or present at 3 local, regional or national education or accounting/business conferences (FY 2015)

Strengthen Community

- Goal: Survey Accounting and Business Technology Advisory Council about curriculum needs for local businesses. (FY 2013)
- Goal: Contact state of Montana SABHRS Bureau to develop an accounting class (FY 2013)
- Goal: Contact Carroll College to identify transferable accounting and business courses (FY 2013)

Develop Exit Interview

- Survey instrument featuring open-ended questions about the Accounting and Business Technology program.

- Administered at the completion of the program requirements in the capstone courses.

Accounting & Business Enrollment Fall 2009-2011

All Students	2009		2010		2011		3 Year Change +/-	
	FT	PT	FT	PT	FT	PT	FT	PT
Accounting & Business	8	13	42	30	42	32	425%	146%
Accounting Technology	40	16	21	14	20	23	-50%	44%
Small Business Management	21	29	14	18	23	27	10%	-7%
Bookkeeping	3	1	1	5	2	5	-33%	400%
Small Business Entrepreneurship	1		1		6	2	500%	N/A
Subtotal	73	59	79	67	93	89	27%	51%
Total	132		146		182		38%	
New Students*	2009		2010		2011		3 Year Change +/-	
	FT	PT	FT	PT	FT	PT	FT	PT
Accounting & Business	6	8	23	9	6	3	0%	-63%
Accounting Technology	7	3	1		5	3	-29%	0%
Small Business Management	3	5	2		9	5	200%	0%
Bookkeeping	1	1		2		3	N/A	200%
Small Business Entrepreneurship	1				2		100%	N/A
Subtotal	18	17	26	11	22	14	22%	-18%
Total	35		37		36		3%	
% of Total Enrollment	27%		25%		20%		-7%	

* New students includes first-time and transfers

**Accounting & Business Degree Completion Totals
By Program
2008-2011**

Program	AY 2008-2009	AY 2009-2010	AY 2010-2011
Accounting Technology	9	11	10
Small Business Management	5	15	5
Associate of Arts-Accounting**			
Associate of Arts-Business**			
Associate of Science-Accounting**			
Associate of Science-Business**			
Small Business Entrepreneurship	4	1	4
Bookkeeping	5	4	2
Total	23	31	21
Completions/100 FTE	31	36	22
UMH Completions/100 FTE	21	19	18

** The readily available data utilized for completions doesn't specify concentrations for AA/AS degrees