

# Annual Unit Plan Fall 2020

**Business**

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## General Information (Annual Unit Plan Fall 2020)

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# 1. Mission Statement

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## 1.1 MISSION STATEMENT

The RHC Business Division offers certificates and degrees in Accounting, Business Management and Computer Information Technology that align with workforce needs. These programs enable students to successfully enter and advance their careers, transfer to a four-year university, and/or develop lifelong skills.

## 2. Unit Description

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### 2.1 UNIT DESCRIPTION

#### A) SERVICES AND TARGET AUDIENCE

The Business Division offers courses, certificate and degrees that are workforce centered to help students start a career, advance an existing career, transfer to a four-year institution, and/or develop lifelong skills. Our target audience are varied, including: high school students (via dual enrollment and recent graduates), enrolled students who are undeclared at Rio Hondo or other colleges, as well as working adults looking to change and/or advance their careers. Considering that only about 26% of Rio Hondo's students are 20 years or younger, the majority of our target audience are existing students and working adults.

In terms of K12 outreach, we partner with schools to offer dual enrollment, such as Rosemead High School that has a cohort for our Cloud Computing certificate and St. John Bosco High School moving a cohort through some of our Entrepreneurship curriculum. In addition, we have some specialized programming that targets high school students, such as: CyberPatriot K12 Competition, Camp Rio (for coding), and our Entrepreneur Camp Rio program culminating in a business plan competition. Unfortunately, the pandemic has reduced some of our K12 offerings/partnerships temporarily.

#### B) STAFFING, SPACE ALLOCATION, & BUDGET

##### Staffing

The Business Division has a diverse team but is growing and needs additional staffing support.

- **FT Faculty** – We currently have 6 full-time (FT) faculty members, one less FT faculty than last year: 2 in Accounting, 1 in Business Management and 3 in CIT. One of the previous two FT faculty in Business Management (Julie Huang) retired at the end of the 2019-2020 academic year, so we still need a FT replacement for her. Also, the last 2 years, we made it to the top position in the resource allocation process for an additional full-time faculty head count in Business Management due to our growth in enrollments and program awards. And last year, the Accounting Department was approved for an additional full-time faculty due to growth in enrollments. In Spring 2020, the Business Division had jobs posted for 2 Business Management and 1 Accounting FT faculty. However, the pandemic interrupted our screening/interview process. Our division is waiting for the jobs to be posted for these 3 positions again, especially considering that our division was experiencing double-digit growth prior to the pandemic and we only expect our growth to aggressively increase further with the recession caused by the pandemic.
- **PT Faculty** – We have 41 part-time faculty (an increase of 5 since last year) and are

continually in the process of hiring additional part-time faculty for all departments in our division since our program offerings are growing.

- **Counselor** – We have 2 part-time embedded counselors that work the equivalent of a half-time person put together. And their schedules are not consistent, as they get pulled back into the Counseling Division for other counseling needs or have personal commitments that prevent them from working additional hours. We were recently assigned a full-time lead counselor for our Area of Interest (Accounting, Business, Economics and Computer Technology).
- **Classified Staff** – The division/unit now only has one classified member (Sr. Secretary) - this was reduced by 2 classified members from the previous year. Our 2 Sr. Instructional Assistants for the District Computer Lab were transferred to the Learning Resource Center and now report to Dean Mike Garabedian now.

### **Space Allocation**

The Business Division/unit is located on the 2nd floor of the Business Building. We currently have full access to the following classrooms: B100 (offices), B105, B111, B113-B119.

B107 & B108 used to comprise the District Computer Lab but that student service was transferred to the Learning Resource Center so that we could convert B107 & B108 into CIT/cybersecurity active learning classrooms. Computers, audio/visual equipment, and partitions have been purchased and will be implemented by or before December 31, 2020 (project funded by a Strong Workforce regional grant). This room conversion will help open up more classroom space for our rapidly growing CIT/cybersecurity programs.

Over a decade ago, the following rooms were meant to be temporarily used for a couple of years by other divisions – however, with the Business Division not having its own dean for nearly a decade prior to Fall 2017, these other divisions have remained in these rooms for over a decade.

- B112 – El Paisano and Graphic Design (Communications & Languages Division and Arts Division)
- B109 – Social Sciences Division
- B110 – Art Division

### **Budget**

The Business Division has several budgets this academic year:

- **District Budget** – The ongoing discretionary District budget is about \$31,500.
- **Perkins Budget** – The current year's Perkins budget for the division/unit is about \$65.5K total. Of that amount, \$15.5K is for Accounting for Quickbooks exams, professional development, and equipment. And \$50K is for CIT and Business Management to fund our

part-time counselors.

- **Strong Workforce (SWP) Local** - The current year's Strong Workforce Local budget for the division/unit is about \$58K total. About \$10K for Accounting professional development and the remaining \$48K was allocated for Entrepreneur Camp Rio (a summer camp for high school students). CIT opted not to apply for SWP Local funding due to the large amount of funds they still have in the SWP Regional Project.
- **Strong Workforce Regional** - The current year's Strong Workforce Regional budget for the division/unit is about \$291K. Of that total, \$50K is being spent on the new Cloud program for curriculum development, professional development, instructional materials, and marketing to build awareness of the new program. The remaining \$241K is being used to fund the CIT/cybersecurity room conversion of B107 & B108.

### C) GRANTS AND INITIATIVES

As mentioned in the Budget section, our division/unit has received grant funding from Perkins and Strong Workforce. These grants allowed us to do a variety of activities to build our programs:

- develop curriculum
- purchase instructional equipment
- conduct K12 outreach
- buy ad space (e.g. bus ads, billboards, social media, etc.) to market our programs
- hire part-time counselors
- attend professional development conferences

These efforts have worked well to help turn around our enrollments after years of decline as well as build our industry connections to benefit students. Despite our successful use of these grants, our division is not seeing a transparent, consistent nor equitable distribution of CTE grant funding across the college. For example:

- Our division's request to hire an SWP part-time coordinator for K12 outreach and employer engagement in 2017-2018 was denied even though another CTE division that is half our size has a full-time outreach coordinator and a separate full-time job developer.
- Our division's request to hire an SWP full-time regional project manager in 2018-2019 was denied even though all other regional projects hosted by RHC had a full-time project manager.
- Our division's request to hire an SWP full-time counselor in 2018-2019 was denied even though another CTE division that is half our size has 2 full-time counselors that are grant-funded.

### D) PROFESSIONAL DEVELOPMENT

The Business Division participated in a variety of professional development:

## **Faculty**

All full-time and many part-time faculty in our division participated in Flex activities in Fall and Spring semesters, including equity based workshops to improve the student experience in courses. Almost all of our faculty have now completed online certification training to be able to teach traditional online courses.

- **Accounting** - Normally, our 2 full-time accounting faculty attend the Teachers of Accounting at Two Year Colleges (TACTYC) conference. However, due to COVID-19, our faculty were not able to attend this conference this past year. Every year, the Accounting Department organizes and holds a departmental meeting with all adjunct instructors to train, help and share best practices within the department.
- **Business Management** - Due to COVID-19, faculty did not attend the typical conferences that they normally would.
- **CIT**- Many of our full-time and part-time CIT faculty must continuously do professional development to keep up with changes in IT and/or learn new skills to teach courses for us. This past year, full-time and part-time faculty engaged in training with Cisco, CompTIA and Amazon Web Services Academy.

## **Dean**

The Dean of the Business Division is participating in the Association of California Community College Administrators Mentor Program (a year-long professional development program).

## **Classified**

Classified staff periodically participated in CSEA professional development activities throughout the year, such as the Guided Pathways workshop and Equity workshops.

## **E) UNIT PROGRESS**

- **Resource Request - Hire 3 New Full-Time Faculty**
  - One of the previous two FT faculty in Business Management (Julie Huang) retired at the end of the 2019-2020 academic year, so we still need a FT replacement for her.
  - Also, the last 2 years, we made it to the top position in the resource allocation process for an additional full-time faculty head count in Business Management due to our growth in enrollments and program awards. Similarly, last year, the Accounting Department was approved for an additional full-time faculty head count due to growth in enrollments.
  - In Spring 2020, the Business Division had jobs posted for 2 Business Management and 1 Accounting FT faculty positions. However, the pandemic interrupted our screening/interview process. Our division is waiting for these 3 positions to move forward again, especially considering that our division was experiencing double-digit growth prior to the pandemic and we only expect our growth to aggressively increase further with the recession caused by the pandemic.
  - Increase enrollment, completion and transfer rates



- Outreach to K12 students
- Engage industry / employers
- Status: Not yet hired
- Objectives this will support:
  
- **Resource Request - Get a Full-Time Embedded Counselor**
  - The Business Division lost a full-time embedded counselor after Spring 2019 due to the SSSP grant funds ending. We have been struggling with 2 part-time counselors that are grant funded whose availability varies and they also get pulled into the Counseling Division for other projects. In total, they average only 15 hours per week combined. We need a consistent full-time embedded counselor to assist students upon entry through completion as well as assist with K12 and industry outreach. In addition, most divisions have a full-time embedded counselor assigned and another CTE division with half of our enrollments has 2 full-time counselors that are grant funded - this is an inequitable distribution of resources.
  - Status: Not yet hired
  - Objectives this will support:
    - Increase support to students
    - Engage industry / employers
    - Increase enrollment, completion and transfer rates
    - Outreach to K12 students
  
- **Resource Request - Hire a Project Manager for SWP Regional Project for NetLab Hub & Cybersecurity**
  - Status: Not hired
    - The Business Division decided not to apply for another round of Strong Workforce Program (SWP) funding for this regional project. Current funds will end in December 2021 and it no longer made sense to hire a full-time project manager for just 1.5 years - we will continue on with a part-time project manager instead. Also, we outsourced a large portion of that full-time role's duties (employer engagement) to Unite LA for \$106K.
  
- **Resource Request - Continue to update computers and audio/visual equipment in classrooms**
  - Status: In progress (funded by Strong Workforce Regional grant)
    - Rooms B107 & B108 are being converted from the District Computer Lab into CIT/cybersecurity active learning classrooms.
    - Rooms B113, & B114 are getting an upgrade in RAM (memory) so that the instructor and student stations will be able to handle CIT class software, especially for new cyber curriculum that requires virtualization of computers which need high performing computers to do so appropriately/efficiently.



## 3. Outcomes

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### 3.1 OUTCOMES WITHIN UNIT

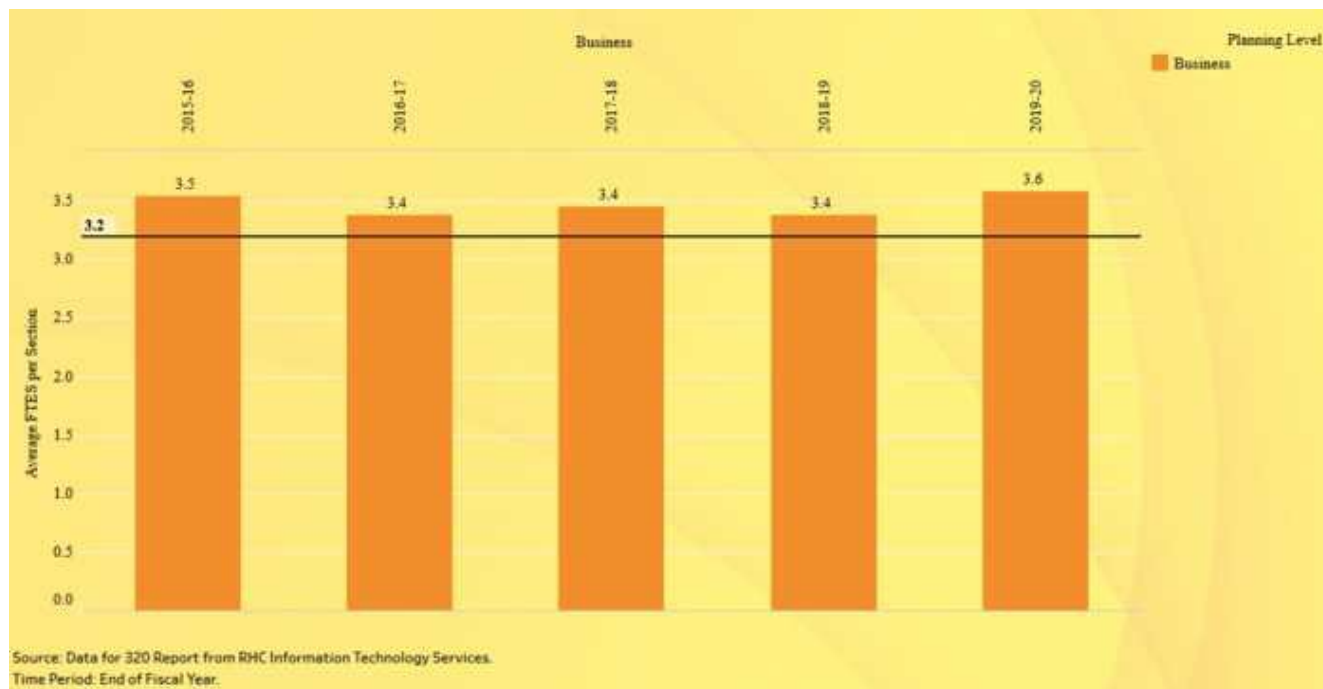
To date, all of the Business Division courses have learning outcomes that also map to program learning outcomes (PLOs) and institutional learning outcomes. All departments are engaged in the cycle of analyzing the outcomes for their courses. Time is allotted at our monthly division meetings for departments to discuss outcomes -- faculty also meet in addition to the division meetings to have a dialogue about outcomes. All courses have Course Outcomes Assessment Timelines (COAT) and any scheduled Closing the Loop documents except for one (CIT 221 is missing a COAT, which has been shared with the CIT Department) - this excludes any courses that have not been taught in years or are new and have not yet been taught at all.

## 4. Data Analysis

### 4.1 DATA ANALYSIS

#### **EFFICIENCY**

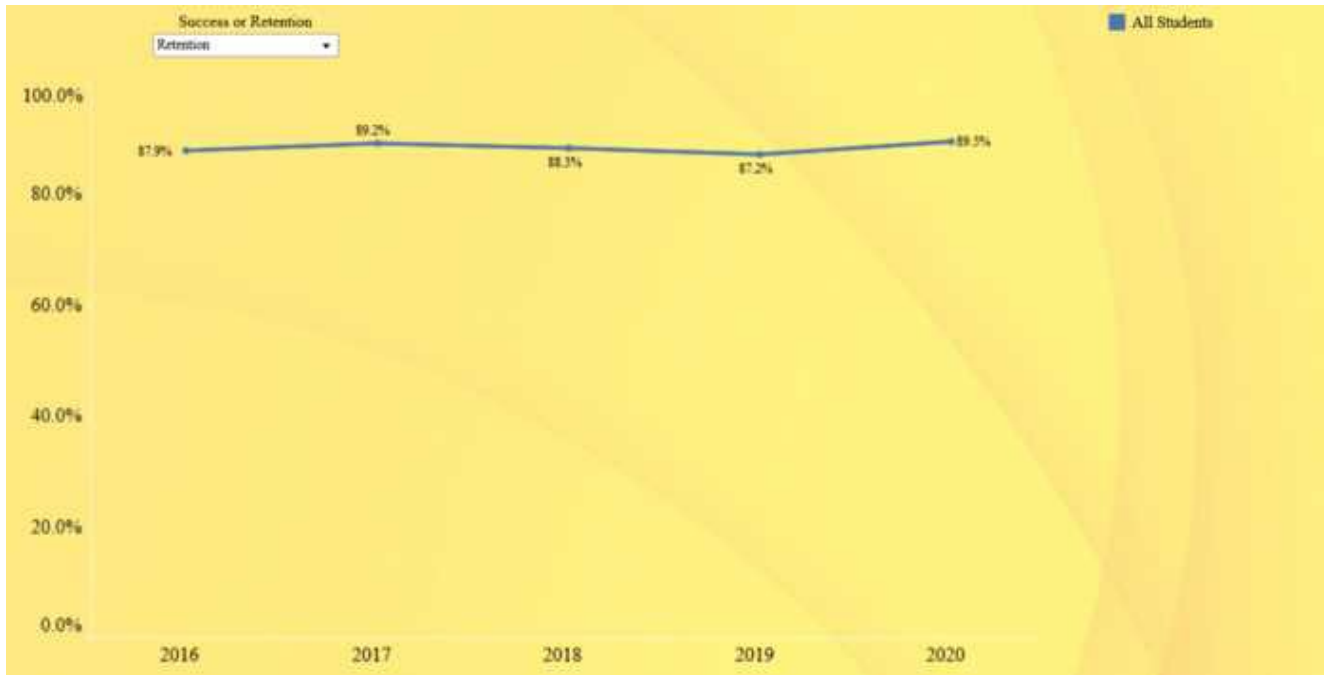
The Division's efficiency (3.6) increased in 2019-2020 vs. the previous year and is greater than the college's overall efficiency (3.2) This was accomplished through intentional efforts of the dean collaborating with faculty to conduct strategic enrollment management when planning the 2019-2020 class schedule. Our efforts included reducing sections of lower-enrolled classes and increasing sections of courses with waitlists to increase our fill rates and efficiencies overall. This increase in efficiency is consistent in each of our 3 departments.



#### **RETENTION**

The Business Division's retention trend line increased slightly from 2019 (87.2%) to 2020 (89.5%). The Accounting, Business Management and CIT Departments all experienced a growth in retention. This trend mirrors the District's slight increasing trends during the same timeframe. When we look at the section level data in the Accounting Department, ACCT 101 and ACCT 102 had an increase in retention, which is important because they are gateway courses to an Accounting degree and Business Administration degrees. In the Business Management Department, BUSL 110 had an increase in retention, which is also a gateway course for the Accounting and Business Administration degrees. Similarly, in the CIT Department, CIT 101 had an increase in retention, which is a gateway course for CIT degrees

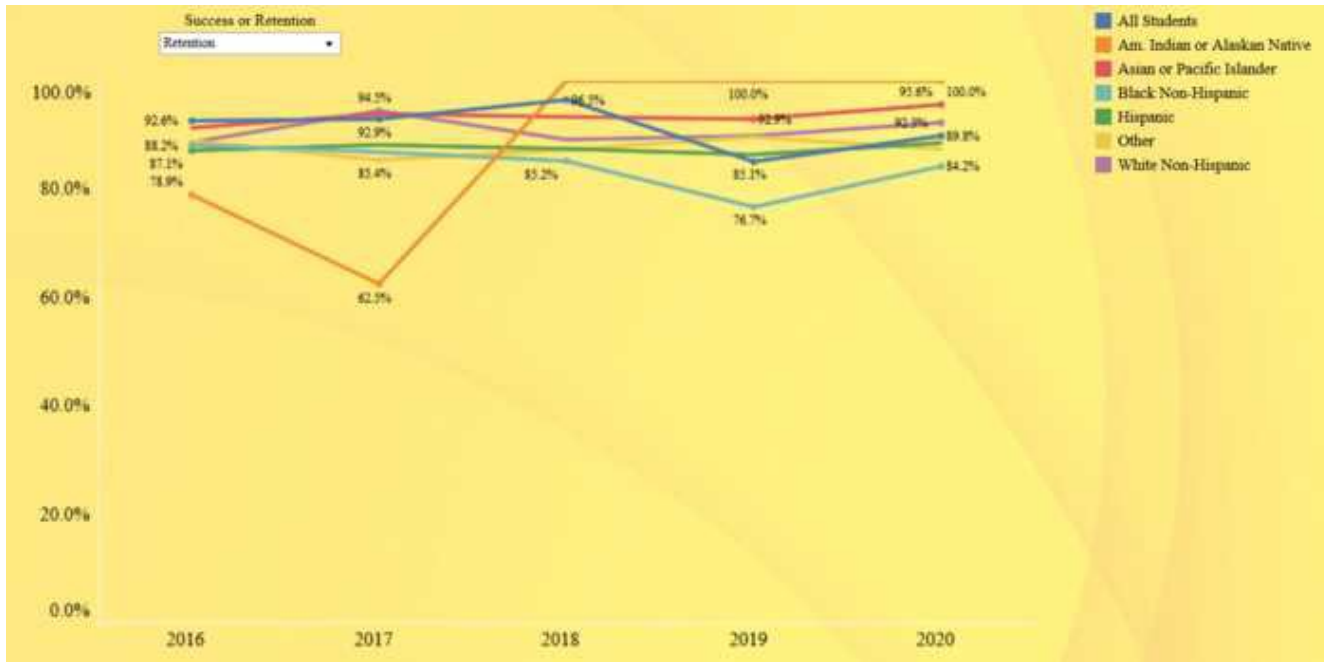
and also a requirement for many other degrees in the division.



\*Note- above chart is division data

### Retention - Ethnicity

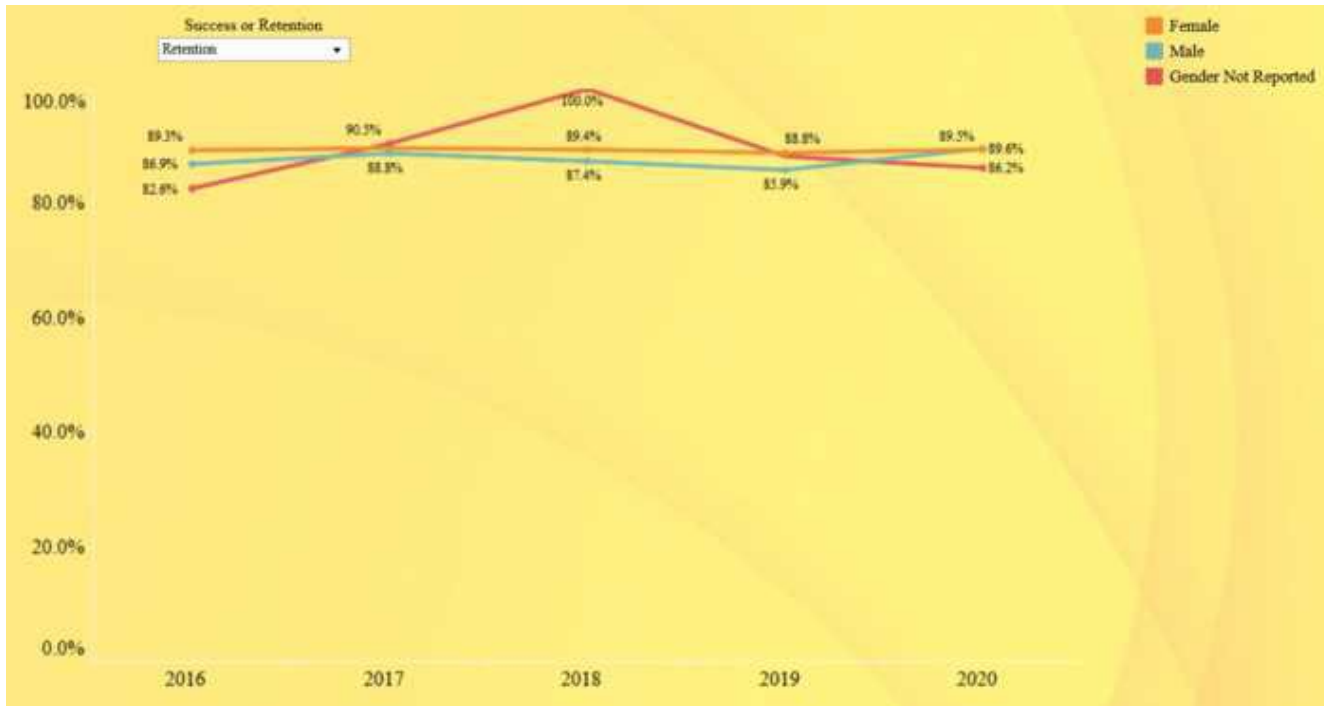
All the Business Division's reported ethnicities experienced a growth in retention from 2019 to 2020 (except for American Indian / Alaskan Native, which remained flat at 100%, the highest retention rate possible). Overall, this trend is reflected in each department, too. However, the Accounting and CIT Departments experienced a decline in retention for Black students and the Business Management Department experienced a decline in retention for White students. Our division will make more efforts to integrate student support services to assist students who are struggling in their classes. Our newly created Guided Pathways Student Success Team will be able to work with faculty to help provide interventions such as tutoring, counseling, basic needs resources, etc. to help students struggling to perform in class.



\*Note - above chart is division data

## Retention - Gender

Of those that reported their gender, retention rates increased slightly from 2019 to 2020, with higher growth rates for males to now be equivalent to retention rates of females. There is a slightly decreasing trend in retention for those that did not report a gender. These trends are consistent in the Accounting, Business Management, and CIT Departments and also consistent with the college's overall gender retention trends. If the college would add a category for alternative genders (e.g. transgender, non-binary, etc.) in addition to the "Gender Not Reported" category, then we might be able to better understand who these students are whose retention rates are declining and what type of support they might need.



\*Note - above chart is division data

## SUCCESS

The Business Division's success trend line has increased significantly from 2019 (69.7%) to 2020 (77.8%) and is well above the college's aspirational goal of 73.65%. The Accounting, Business Management and CIT Departments all experienced increased success during this timeframe. This trend mirrors the District's increasing trends in success rates during the same timeframe. When we look at the section level data in the Accounting Department, ACCT 101 and ACCT 102 had an increase in success, which is important because they are gateway courses to an Accounting degree and Business Administration degrees. In the Business Management Department, BUSL 110 had an increase in success, which is also a gateway course for the Accounting and Business Administration degrees. Similarly, in the CIT Department, CIT 101 had an increase in success, which is a gateway course for CIT degrees and also a requirement for many other degrees in the division.

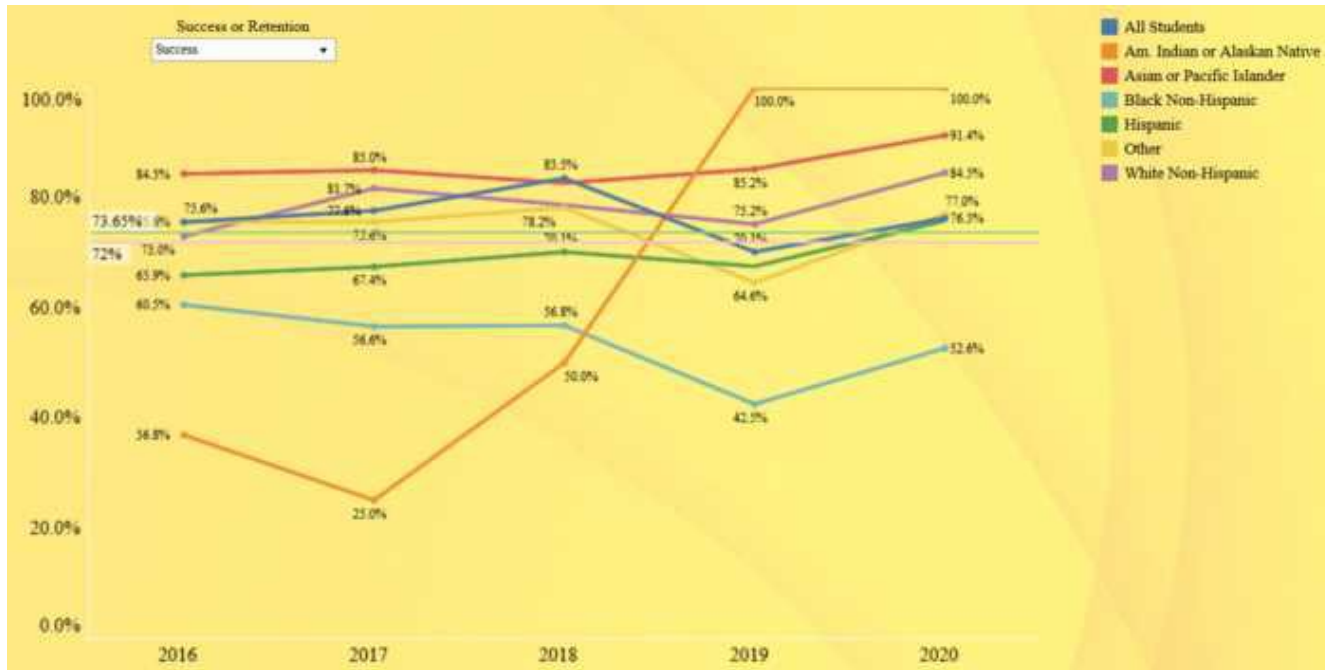


\*Note - above chart is division data

### Success - Ethnicity

All the Business Division's reported ethnicities experienced a growth in success from 2019 to 2020 (except for American Indian / Alaskan Native, which remained flat at 100%, the highest rate possible). Overall, this trend is reflected in each department, too. However, the CIT Department experienced a decline in success for Black students. Our division will make more efforts to integrate student support services to assist students who are struggling in their classes. Our newly created Guided Pathways Student Success Team will be able to work with faculty to help provide interventions such as tutoring, counseling, basic needs resources, etc. to help students struggling to perform in class.





\*Note - above chart is division data

### Success - Gender

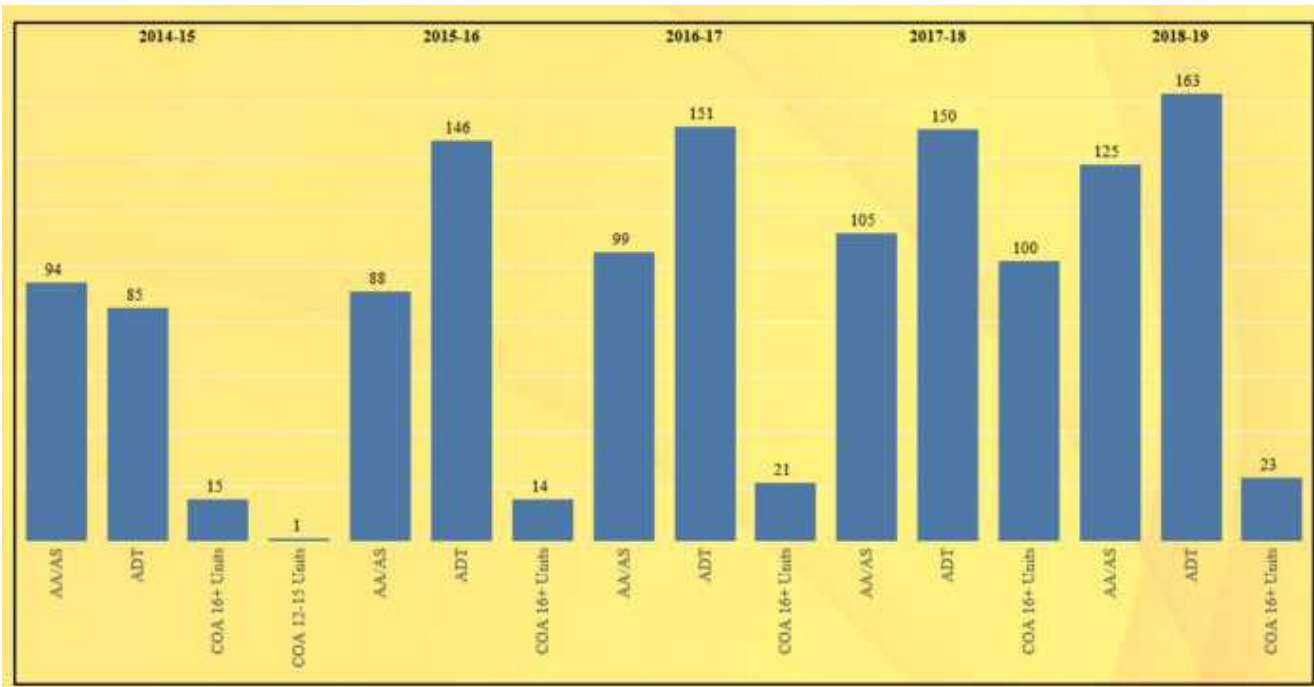
Of those that reported their gender, success rates increased from 2019 to 2020, with a significant growth for males who now slightly surpass success rates of females. There is a slightly decreasing trend in retention for those that did not report a gender. These trends are fairly consistent in the Accounting, Business Management, and CIT Departments and also consistent with the college's overall gender retention trends. If the college would add a category for alternative genders (e.g. transgender, non-binary, etc.) in addition to the "Gender Not Reported" category, then we might be able to better understand who these students are whose retention rates are declining and what type of support they might need.



\*Note - above chart is division data

## AWARDS

The Business Division has had a strong increasing trend of awards from 2014 - 2019. The super majority of these awards are in the Business Management Department (about 88% in 2018-2019). Much of the growth of the division's certificate awards in 2017-2018 were due to the graduation clinics that were held by the Counseling Division to move the backlog of students through the system. As expected, these numbers decreased a bit in 2018-2019 as we returned to a baseline of program awards once the backlogs were processed.



\*Note - above chart is division data

Currently, the Business Division has the second highest number of completions of AA/AS degrees (125 awards, tied with BSS), behind the Public Safety Division (128 awards). Out of the divisions that offer ADTs, we have the second highest number of awards (163), behind the BSS Division. Considering the new funding formula's emphasis on an increase of awards/completion as well as CTE credits taken, the high numbers of completions in our division gains even more importance at the college and supports our requests of additional full-time faculty and an embedded counselor to help grow our programs further.

Now that our baseline data of completions is reset after 2018-2019, we forecast that this increasing trend in awards growth will continue to rise in the Business Division in future years due to current and new strategies: 1) the new Associate Degree for Transfer (ADT) in Computer Science which launched in Fall 2019, 2) the new programs in cybersecurity and cloud computing which launched in Spring 2019 and Fall 2019 respectively, 3) the high-demand, high-wage career paths in our division overall, 4) advertising and promotional efforts with Strong Workforce funding, 5) K12 outreach, dual enrollment and programming partnerships, and 6) the guided pathways initiative.

**ENROLLMENTS**

According to Tableau, in Fall 2019, the Business Division experienced strong growth (6.5%) in enrollments/seats filled, outpacing the college's overall enrollment growth that same term (2.6%). In Spring 2020, Business Division enrollments grew significantly (18.7%), once again far outpacing the college's overall growth that same term (4.4%). Our division's growth rates have been fueled by a number of factors: new curriculum (Cybersecurity, Cloud, and Finance), better sequencing of courses, marketing, dual enrollment and other K12 outreach, as well as FIN 101 being approved to satisfy the math requirement in the CSU system. Our division's

strong growth rates continue this academic year with Fall 2020 showing 17.5% growth across the division, again far outpacing the college's overall growth of 2.7%. Following is a breakdown of enrollment growth by department in Fall 2020: Accounting at 31.3% enrollment growth, Business Management at 9.5% enrollment growth, and CIT at 17.5% enrollment growth. Considering our continued growth rates and the likelihood of these trends only increasing further as a result of the economic recession due to the pandemic, our division is in desperate need of new full-time faculty in each of our departments.

## 5. Objectives & Resource Requests

### 5.1 UNIT OBJECTIVES

#### Business Unit Action Plan 2018-2019

##### INCREASE ENROLLMENT, COMPLETION, AND TRANSFER RATES

Increase new student enrollment. Increase course completions. Increase number of students completing certificates and degrees. Increase transfer rates.

###### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 1.1, Objective 1.2, Objective 1.4, Objective 1.6, Objective 3.4

##### OUTREACH TO K12 STUDENTS

Present to high school counselors. Attend high school career fairs. Expand dual enrollment and other collaborations with high schools (e.g. Cyber Patriot, business plan competitions, etc.). Participate in middle school programming (e.g. coding for Camp Rio).

###### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 2.4, Objective 3.4

##### ENGAGE INDUSTRY / EMPLOYERS

Network to build and expand relationships with local businesses to secure internships, job placements, advisory board members, guest speakers, Career Fair participants, and other work-based learning activities. Attend professional association meetings and conferences to develop such relationships.

###### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 1.6, Objective 2.4,

**Institutional level Outcomes (ILO):** V. A. Identify the steps necessary to accomplish their educational goals.

##### UPDATE TECH EQUIPMENT & FACILITIES

Continue to update instructional equipment, computers, audio/visual equipment, and facilities in the Business Building.

###### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 1.6, Objective 3.4,

**Institutional level Outcomes (ILO):** I. B. Demonstrate an understanding of course material., IV. B. Effectively use appropriate research or technology tools or sources.

##### INCREASE SUPPORT TO STUDENTS

Use the Guided Pathways Success Team to increase enrollment, retention, success and transfer rates of students.

### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 1.1

## MANAGE SWP REGIONAL PROJECT SERVICES

Continue the NetLab Hub & Cybersecurity regional project services to the 13 participating colleges in the region.

### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 3.3, Objective 3.4

## CREATE COLLABORATIVE / ACTIVE LEARNING CLASSROOMS

Finish creating the active learning classrooms (ALC) in B107 & B108 to enable collaborative teamwork that is widely found in the IT industry and other industries. This is being funded by Strong Workforce Program regional funds.

### Mapping

**Institutional Goals & Objectives 2018-2019:** Objective 1.1, Objective 1.2, Objective 1.4

## 5.2 FULL-TIME FACULTY REQUEST

### Actions

#### Business Unit Action Plan 2018-2019

##### Objective

#### **Objective: INCREASE ENROLLMENT, COMPLETION, AND TRANSFER RATES**

Increase new student enrollment.

Increase course completions.

Increase number of students completing certificates and degrees.

Increase transfer rates.

#### **Action: Hire 1 New Full-Time Faculty - Accounting**

**Rationale:** 1 full-time Accounting faculty position was already approved and in the hiring process (at the screening stage) when we went remote for the pandemic in March 2020.

**Enrollment Justification:** ACCOUNTING DEPARTMENT enrollments (seats filled) grew strong in Spring 2020 at 12.2% as of Census, far outpacing the college's overall growth (4.4%). In Fall 2020, Accounting enrollments grew significantly at 31.3% as of Census, as compared to just 2.7% growth for the college. This enrollment growth is largely due to our new FIN 101 course that meets GE requirements for the CSUs and enrollment growth is also due to higher enrollments of ACCT 101 and ACCT 102, gateway courses for Business Administration and Accounting degrees.

.....BUSINESS DIVISION -- Currently, the Business Division has the second highest number of completions of AA/AS degrees (125 awards, tied with BSS). Out of the divisions that offer ADTs, we have the second highest number of awards (163). Considering the new funding formula's emphasis on an increase of awards/completion as well as CTE credits taken, the high numbers of completions in our division gains even more importance at the college and supports our requests of additional full-time faculty to help grow and service our programs further.

**Hiring History Justification:**

ACCOUNTING DEPARTMENT last hired a full-time faculty in Fall 2015. New curriculum was created and now the increasing student demand cannot be handled by our existing 2 full-time faculty and adjuncts. We have been posting part-time pools every year and often every semester. We are not able to find and keep adjuncts in Accounting. We need a full-time faculty to support the needs of the growing Accounting Department as well as the growth of other programs such as Business Management degrees which have accounting class requirements built in. It is not sustainable to find part-time faculty to make up for the Accounting department's growth. We basically have to launch a pool nearly every semester and even then, it's hard to find and retain Accounting faculty due to the high-wage, high demand nature of this field. Also, it is hard to find and keep good Accounting adjuncts due to the competitive salaries found in private industry. We have already lost 2 adjuncts to full-time faculty positions at competitor colleges.

In 2018-2019, Accounting had a 57.3% FT to 42.7% PT faculty ratio. These are all well below the Chancellor's goal of 75% FT to 25% PT ratio. Full-time faculty are needed to help our programs grow further by creating new curriculum, engaging in partnership with K12 schools (e.g. camps, competitions, dual enrollment, etc.), engaging with industry, increasing our retention/success rates, and helping to promote the program overall.

**Priority:**

High

**Action:** Hire 1 New Full-Time Faculty - CIT

**Rationale:**

A new FT faculty position is now needed in CIT due to that department's rapid growth and the difficulty in hiring part-time faculty with niche technological skills.

**Enrollment Justification:**

CIT DEPARTMENT enrollments in Spring 2020 grew aggressively at 32.2% as of Census, far outpacing the college's overall growth (4.4%). In Fall 2020, CIT enrollments grew at 17.53% as of Census, as compared to just 2.7% growth for the college. This enrollment growth is largely due to our new Cybersecurity programs. With the recent launch of our Cloud Computing program, we expect CIT's strong growth to continue. ....BUSINESS DIVISION -- Currently, the Business Division has the second highest number of completions of AA/AS degrees (125 awards, tied with BSS). Out of the divisions that offer ADTs, we have the second highest number of awards (163). Considering the new funding formula's emphasis on an increase of awards/completion as well as CTE credits taken, the high numbers of completions in our division gains even more importance at the college and supports our requests of additional full-time faculty to help grow and service our programs further.

**Hiring History Justification:** CIT DEPARTMENT had a retirement of a full-time faculty in Spring 2018 and replaced that faculty. However, the CIT Department has not had a new full-time faculty position created in over a decade.

In 2018-2019, CIT had a 53.1% FT to 46.9% PT faculty ratio. The number of PT faculty has increased since then due to the growth of our programs. This ratio is well below the Chancellor's goal of 75% FT to 25% PT ratio. Full-time faculty are needed to help our programs grow further by creating new curriculum, engaging in partnership with K12 schools (e.g. camps, competitions, dual enrollment, etc.), engaging with industry, increasing our retention/success rates, and helping to promote the program overall.

**Priority:** High

**Action:** Hire 2 New Full-Time Faculty - Business Management

**Rationale:** 2 full-time Business Management faculty positions were already approved and in the hiring process (at the screening stage) when we went remote for the pandemic in March 2020.

**Enrollment Justification:** BUSINESS MANAGEMENT DEPARTMENT enrollments in Spring 2020 grew 16.6% as of Census, as compared to only 4.4% for the college overall. Much of this growth is due to our increased online course offerings. In Fall 2020, the Business Management Department grew enrollments by 9.5% as of Census, as compared to 2.7% for the college overall. Business Management also produces the super majority of awards for the Business Division, which are primarily ADTs and AA/AS degrees. BUSINESS DIVISION -- Currently, the Business Division has the second highest number of completions of AA/AS degrees (125 awards, tied with BSS). Out of the divisions that offer ADTs, we have the second highest number of awards (163). The super majority of these awards are from the Business Management Department. Considering the new funding formula's emphasis on an increase of awards/completion as well as CTE credits taken, the high numbers of completions in our division gains even more importance at the college and supports our requests of additional full-time faculty to help grow and service our programs further.

**Hiring History Justification:** BUSINESS MANAGEMENT DEPARTMENT has not hired any new full-time faculty since 2005. 5 full-time faculty with part or full loads in Business Management either retired or transferred and were never replaced. New full-time faculty is needed to help manage and drive the growth in enrollments, success and retention as well as manage the 7 different disciplines in this department. Also, new full-time faculty is needed to help build partnerships with K12 schools, especially around the popular topic of Entrepreneurship.

In 2018-2019, Business Management had a 40.5% FT to 59.5% PT faculty ratio. With the retirement of one of two FT faculty in Spring 2020, that ratio is now likely closer to 22% FT to 78% PT. This is significantly and unsustainably below the Chancellor's goal of 75% FT to 25% PT ratio. Full-time faculty are needed to help our programs grow further by creating new curriculum, engaging in partnership with K12 schools (e.g. camps, competitions, dual enrollment, etc.), engaging with industry, increasing our retention/success rates, and helping to promote the program overall.



**Priority:** High

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**Objective: OUTREACH TO K12 STUDENTS**

Present to high school counselors.

Attend high school career fairs.

Expand dual enrollment and other collaborations with high schools (e.g. Cyber Patriot, business plan competitions, etc.).

Participate in middle school programming (e.g. coding for Camp Rio).

*No actions specified*

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**Objective: ENGAGE INDUSTRY / EMPLOYERS**

Network to build and expand relationships with local businesses to secure internships, job placements, advisory board members, guest speakers, Career Fair participants, and other work-based learning activities.

Attend professional association meetings and conferences to develop such relationships.

*No actions specified*

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**Objective: INCREASE SUPPORT TO STUDENTS**

Provide a full-time counselor to conduct embedded counseling to guide students from entry into our programs through completion and into the workforce.

*No actions specified*

**5.3 FULL-TIME CLASSIFIED REQUEST**

**5.4 FULL-TIME ADMINISTRATOR REQUEST**

**5.5 FACILITIES REQUEST**

**Actions**

**Business Unit Action Plan 2018-2019**

Objective

### Objective: UPDATE TECH EQUIPMENT & FACILITIES

Continue to update instructional equipment, computers, audio/visual equipment, and facilities in the Business Building.

#### Action: Business Building Refurbishment

**Rationale:** The business building is one of the oldest buildings on campus. Little to no district investment in this building has been made in decades. Although our building needs massive improvements, some low-cost improvements can be made now until a more thorough reconstruction project can happen later. In the 19-20 academic year, around \$22,000 was set aside to repaint and provide some minimal upgrades to the exterior and interior of our building. This funding was cancelled due to COVID-19. The exterior of one side of our building was painted. The other side of the building still needs to be painted as well as the interiors. Accent walls in our classroom would be good since these dated classrooms are so visually unappealing. This can happen with either graphics or paint. The business division generates more degrees than any other academic division on campus. It is an embarrassment that our students get to learn in such dated facilities. Similar accent walls would also improve the interior of our divisional offices as well.

**Budget request amount:** \$50,000.00

**Priority:** Medium

## 5.6 TECHNOLOGY REQUEST

### Actions

#### Business Unit Action Plan 2018-2019

##### Objective

### Objective: UPDATE TECH EQUIPMENT & FACILITIES

Continue to update instructional equipment, computers, audio/visual equipment, and facilities in the Business Building.

#### Action: Replace dean's computer

**Rationale:** The Business Dean's computer is a laptop that is about 3 years old. The fan has failed causing a loud error message every time it is booted up. It has started having other operational issues that caused it to stop working properly. The RHC IT team was not able to fix it. A new computer is needed.

**Budget request amount:** \$1,500.00

**Priority:** High

## 5.7 INSTRUCTIONAL EQUIPMENT REQUEST

## Actions

### Business Unit Action Plan 2018-2019

#### Objective

##### **Objective: UPDATE TECH EQUIPMENT & FACILITIES**

Continue to update instructional equipment, computers, audio/visual equipment, and facilities in the Business Building.

##### **Action: Convert B-118 to computer room**

**Rationale:** Currently, the Accounting Department only has one on-ground computer lab to hold a full class of 45 accounting students. Most accounting classes are held in CIT computer labs which have a max capacity of 35 students/computers. This denies access to 10 students per accounting class held in a CIT computer lab and represents a significant loss of FTES, too.

Considering the Accounting Department's high growth in enrollments, it is critical that we get additional computerized rooms to handle the demand. The Accounting Department enrollments (seats filled) grew strong in Spring 2020 at 12.2%, far outpacing the college's overall growth (4.4%). In Fall 2020, Accounting enrollments grew significantly at 31.3% as compared to just 2.7% growth for the college overall.

46 computers and related components are needed to be installed in room B118 (45 for students and 1 for instructor) loaded with computerized accounting software (QuickBooks).

**Budget request amount:** \$71,000.00

**Priority:** Medium

##### **Action: Update Instructional Computers for Faculty in Classrooms**

**Rationale:** The instructional computer and printer in our classrooms is very old (over 10 years) and needs to be replaced to maintain quality in the classroom. Precious instructional time is wasted each morning waiting the 5-10 minutes for these old computers to go through their rebooting/opening process. An update of instructors' computers and printers is needed in the following classrooms:

B119  
B118  
B117  
B109  
B105

**Budget request amount:** \$12,500.00

**Priority:** High

##### **Action: Update Projectors & Instructor Stations in Classrooms**

**Rationale:** The projector and instructor station in our classrooms is very old (over 10 years) and needs to be replaced to maintain quality in the classroom. The projection screen is hard to see from afar and represents an ADA compliance concern. An update of instructor stations and projectors is needed in the following classrooms (about \$15K per room):

- B119
- B118
- B117
- B109
- B105

**Budget request amount:** \$75,000.00

**Priority:** Medium

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**Objective: CREATE COLLABORATIVE / ACTIVE LEARNING CLASSROOMS**

Finish creating the active learning classrooms (ALC) in B107 & B108 to enable collaborative teamwork that is widely found in the IT industry and other industries. This is being funded by Strong Workforce Program regional funds.

*No actions specified*

## 5.8. BUDGET AUGMENTATION REQUEST

### Actions

#### Business Unit Action Plan 2018-2019

##### Objective

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**Objective: INCREASE ENROLLMENT, COMPLETION, AND TRANSFER RATES**

Increase new student enrollment.

Increase course completions.

Increase number of students completing certificates and degrees.

Increase transfer rates.

**Action: Marketing / Advertisements**

**Rationale:** We need to continually actively market our program through marketing campaigns such as creating advertising videos, billboards, radio ads, bus advertisements and etc.

**Budget request amount:** \$25,000.00

**Priority:** Low

**Action:** Virtual Computer Lab for Online Technology Courses

**Rationale:** Technology based courses, such as those in CIT, require students to be able to access specific software, tools, and operating systems to complete courses. This is difficult for students in an online environment where the available hardware (computers) that students have varies.

A virtual computer lab that is accessed over the Internet via a Cloud Provider would give students the ability to access a virtual computer with all the software required by courses and use their own computer as a portal to access that virtual computer. This would provide students a lab, like that of the Library or B108, but would be available 24 hours a day online.

This would increase equity through providing students the means to access a virtual computer from anywhere at any time without having to rely on coming to campus at a specific time or needing specific computing requirements. This is critical as we start converting some of our CIT curriculum into 100% online courses/programs (e.g. our Cloud Computing Practitioner and Cybersecurity programs). It is also critical in the short-term during the pandemic, where many students are struggling to access our specialized software with their incompatible Chromebooks and Mac computers.

**Budget request amount:** \$35,000.00

**Priority:** High

## 6. Unit Plan Submission

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### 6.1. ANNUAL UNIT PLAN ATTACHMENT