TO: Members of the Program Review Advisory Committee

FROM: Miriam Tolson, Program Assistant II

DATE: April 13, 2011

SUBJECT: March 1, 2011 Minutes of IPR Meeting

In attendance at the meeting were:
Mark Fronke, Chair
Carl Bengston
Angela Conley
Nick Kremer
Cynthia Lavariere
Rachel Mason
Kay Nguyen
Harry (Rusty) Ottosen
Lola Rizkallah
Jit Singh
Farid Wissa
David Young

Absent:
Angela Beck
Dani Carroll
Christina Fernandez
Todd Gaffaney

Guests
Hy Fienklestein
Bob Livingston
Cynthia Mortiarty
Jerry Ramos

1. Presentation by Business Administration – The Business Administration department was represented by Hy Fiekelstein, Bob Livingston, Cynthia Moriarty and Gerold (Jerry) Ramos. The presentation summary is found at the end of the minutes. A Motion was made by David Young the liaison and Seconded by Angela Conley to approve the Program Review. The committee unanimously approved the review. The committee unanimously approved the Program Review.
2. **Approval of minutes for 2-15-11** – A motion was made by Carl Bengston to approve the minutes, Seconded by Farid Wissa. The committee unanimously approved the minutes of 2-15-11 as presented.

3. **Discussion on draft of Auto Collision Repair and Refinishing** – Mark Fronke read a few excerpts from the report to the committee; however, the liaisons were not prepared to discuss the report.

4. **Discussion on draft for Business Real Estate** – Mark updated the committee noting that the department did not have a draft of the report available for discussion.

5. **Rubric Development for Self Study Reports** - Mark Fronke addressed the rubric document as compiled by Miriam Tolson based on the input from the committee at the previous meeting. The input of the committee consisted of rating terms in acceptable and not acceptable rating categories for Programs Under Review. Mark discussed the possibility of broadening the current Program Review Self-Study Report Approval Form document to include the terms the following terms as “Satisfactory”, “Unsatisfactory”, “Needs Improvement” and “Good”. It was noted that an unsatisfactory report would not be approved, nor would it be posted on the website. Based on the terms, Mark Fronke indicated that the committee would need to develop criteria that would be used for assessing the program reviews. Carl Bengston recommended that based on the numerous phases of the review that possibly a different rubric would be utilized during the varying stages of the review process. It was noted that although some reports were approved and posted they fell in the “acceptable” range, so rating would be beneficial as model reports for comparison of a good report and a satisfactory report or one that needs improvement. Mark Fronke concluded the discussion with the agreement to develop a form with rating criteria and bring the draft to the next meeting with the best and worst reports in to rate them as comparison for models.

6. **Discussion of Merging IPR and Unit Planning** – Mark Fronke informed the department that he is not in favor of merging IPR and Unit Plans as he understood to be discussed in the Planning and Budgeting meeting recently. Mark reiterated that the Instructional Program Review process is working fine. There was discussion of the SWOT analysis process being changed in the Planning and Budgeting meeting as well. Kay Nguyen indicated due to the similarities of the processes being he cause for review and discussion in Planning and Budget on minimizing the duplication. The committee discussed the misconceptions of these processes being merged and it was clarified that the concept is to integrate these processes and not merge them, as well as due to the use of Unit Planning in “schedule plus”, and the perceived lack of transparency of the documents, Kay clarified the motive of the discussion in the Planning and Budgeting meeting.

7. **New Business** – Mark Fronke proposed to skip the next scheduled meeting of 3-15-11 and meet on 4-5-11 instead. Mark Fronke met with
the Automotive Mechanical department recently and refreshed their memory on what is expected by the committee for the review process. Mark Fronke will schedule a meeting with the department on 4-15-11 in place of the regularly scheduled Program Review meeting and invited any interested committee members as well as the liaisons to attend. The meeting will be beneficial to the department since their goals were not properly developed based in part due to changes in the Automotive Mechanical Repair department and circumstances with the physical relocation of the department.

8.  Adjournment – The Meeting adjourned at 4:35 P.M.

BUSINESS ADMINISTRATION PRESENTATION

The presentation began with the department focusing on their goals as directed by Mark Fronke. The key points of the presentation are indicated as follows: Bob Livingston informed the committee that their program is one of the largest in the state if not the country and has been in place for the past forty years. Two-thirds of their classes are off campus and online and are dependent upon the retail industry. The department indicated their major threat is due to them being “a one horse town” They emphasized the management and retail courses offered with the companies in the retail industry including, Costco, Ralphs, Albertsons, Whole Foods, Food 4 Less, Vons, Smart and Final, Stater Brothers, Safeway, and others. The department is developing three new programs: “Training and Development”, “Managing the Web 201 World”, and “Global project and Leadership for Women in Business”. The latter course is endorsed by the organization NEW Network for Executive Women. These classes are being offered as General Education courses.

The department’s approach is to diversify for the future to develop the opportunities and to stay well informed of the emerging industry trends. The department is looking to write grants based on the trends. There is a vast area that the department is exploring with excitement, including Hospitality Management, which encompasses the restaurants, hotel industry, casinos, travel agencies and fashion management, and visual merchandizing. The department indicated that retailers are also providing training rooms and they have contracts with Coca Cola, Rexall Drugs and other retailers.

Another popular program is the completion of certificate programs and the Business Administration minor. Quite a number of students obtain this certification each year.

The department confirmed that they are in compliance with the SLO’s process.
The committee discussed the timelines of some of the long term goals with the department as well as the measurability of the goals; however, the department indicated that they are on target with their goals.

The department indicated that the review was a positive experience caused involvement with the department, changed their view of program review on a positive note, and that they learned a lot.