

Unit Plan: Accomplishments and Goals

Unit: Business

Division or Area to Which You Report: Applied Technology & Business

Author(s) of this Unit Plan: Jan Novak & Dmitriy Kalyagin

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***Audience:** IPBC; Deans/Unit Administrators; Budget Committee*

***Purpose:** To provide evidence of progress on Strategic Planning Priorities from previous year and to provide input into planning for subsequent years.*

***Instructions:** 1) Insert the Goals & Objectives from your **last year's unit plan** "Part II, Section 2: Goals/Objectives (What you Hope to Accomplish)" into "Section 1: Accomplishments" below ([2007-08 Unit Plans](#) can be found here).*

2) Update accordingly, reflecting upon the activities you've undertaken in the past year. Be brief. No more than two pages.

3) In Section 2, please include your new, revised, or continuing goals for the next year (some may be the same as before). No more than one page.

*Please make sure to **number and list** goals in **PRIORITY ORDER (1, 2, 3, ETC.)**. This will determine where any new resources may be allocated.*

Be sure to include accomplishments and goals related to [Strategic Planning Priorities](#), including student learning.

***Note:** Priority Objectives and Strategic Plans are hyperlinked. Use Chabot [Enrollment Management Committee Reports](#) to generate Student Success and Equity data reports by course, discipline, and term. Use these data to inform your goals and objectives. (**Note: Reports are only available on PC. If you are a Mac user, please have your dean print a copy**)*

Section 1: Accomplishments from Last Year's Unit Plan (What You Have Done):

No.	Goal/Objective from last year's Unit Plan	Activities Undertaken to Achieve the Goal/Objective	Results	Priority Objective / Strategic Plan Goal	Accomplished? Yes / No / In Process	Did you receive additional funds to support this goal/objective? Yes/No
1	Offer certificates in Management, Marketing, and Small Business Management completely online	<ul style="list-style-type: none"> Identified and mentored faculty qualified to teach all required online courses Revised BUS-82 to enable a fully online format 	<ul style="list-style-type: none"> Management and Marketing certificates are now available completely online Retailing certificate will be available completely online in Fall 2008 Bookkeeping, Accounting Technician, and Small Business certificates should be available completely online by Spring 2009 (pending qualified adjunct recruitment for BUS-82) Marketing of these certificates will begin once all programs are online 8 of our 13 adjuncts are now teaching online 	4g, 8a, 8d, 8h	Almost, but we need to market these certificates beginning next year	No
2	Manage the quality of adjunct instructors in the discipline	<ul style="list-style-type: none"> Held adjunct orientation session during Convocation 2007 Distributed manual with sample syllabi, assignments, guidelines to adjuncts Evaluated 8 of our 13 adjuncts this year, and all adjuncts have been evaluated in past 2 years 	<ul style="list-style-type: none"> Nine of our 13 adjuncts have been hired in the past 2 years based on online teaching qualifications, needs of specific certificate programs All online teaching adjunct faculty have formal or informal mentors 	4g, 8h, 10c, 26a	Yes	No

3	Improve retention and success rates in our quantitative courses (accounting and business math)	<ul style="list-style-type: none"> • Provided tutoring for Accounting 1A/1B in Fall 07 (no tutors available for Spring 08) 	<ul style="list-style-type: none"> • Retention and success rates in these courses have not yet shown signs of improvement. Particular attention must be paid to BUS-1A, a critical transfer class. 	14d, 19b	Ongoing	No
4	Increase the number of students majoring in certificate and AS in Accounting	<ul style="list-style-type: none"> • Conducted Business Education seminars in Fall 07 for all business students to explain options • Created an Accounting Advisory Board 	<ul style="list-style-type: none"> • The number of degrees awarded has been stable for the past 5 years, but the number of certificates awarded more than doubled in 2007, from an average of 9 the previous 2 years to 21 last year. 	4g, 8a, 8h, 14d	Ongoing	No

Section 2: Goals/Objectives (What You Hope to Accomplish):

No.	Goal/Objective	What you hope to accomplish	Proposed Activities Completed to Achieve Goal/Objective	Priority Objective / Strategic Plan Goal	Time Frame (semester, year, five years, etc.)	Are you including a request for additional resources in this unit plan? Yes/No If yes, what type? **
1	Improve retention and success rates in BUS-1A, a critical transfer class.	Gradually decrease the number of drops and improve success rates in BUS-1A.	<ul style="list-style-type: none"> • Identify and mentor Learning Assistants/tutors in all 1A sections, including online sections • Assess all 1A students using a common SLO and rubric for the revised course outline beginning in Fall 2008 • Explore options for shorter-term prep courses or supplemental support courses for 1A, or a mandatory lab hour 	14d, 19b	2-4 years	No.
2	Increase the number of students earning certificates and AS degrees in Accounting	Increase the number of students pursuing and earning a certificate of achievement in Accounting and/or AS in Accounting	<ul style="list-style-type: none"> • Increase the visibility of the accounting program through on- and off-campus marketing efforts and membership in professional associations • Fully leverage our new accounting advisory board to fine-tune our programs • Hire a full-time CPA instructor to increase the program's prestige and sponsor an accounting club on campus • Create new accounting courses and certificates to meet industry needs (Payroll Clerk, Income Tax Preparer) 	8a, 10c	1-3 years	Yes. New position and funds for professional association memberships, advisory boards, Business Education Day seminars, program marketing, and professional conferences and training.

			<ul style="list-style-type: none"> • Include a segment in our Business Education day seminars on accounting careers 			
3	Develop new, innovative courses and certificates in response to student and community needs	Increase employment opportunities for our students and develop skills demanded by local employers	<ul style="list-style-type: none"> • Develop Health Care Management, Business Leadership, Green Business and new accounting classes and certificates • Establish local business advisory committee(s) for these new programs • Continue to develop 1-unit courses that make members of our community more marketable 	4g, 8a, 8h	2 years	Yes. New position, release time to develop new programs, and funds for new advisory board.

** List types such as "equipment," "supplies," "staffing," "contractual services," etc...