

Unit Plan: Full-Time Faculty/Adjunct Staffing Request(s) [Acct. Category 1000]

Unit: Business

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

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***Audience:** Faculty Prioritization Committee and Administration*

***Purpose:** Providing explanation and justification for new and replacement positions for full-time faculty and adjuncts*

***Instructions:** Please justify the need for your request. Be sure to include reference to Goals/Objectives from Part II, and Strategic Planning Priorities. Please cite any evidence or data to support your request, including enrollment management data (EM Summary by Term) for the most recent three years, student success data (EM Success report), and any other pertinent information. For EM data, go to <http://help/EMC/> (from on campus—college intranet). If you have not worked with EM data previously, seek assistance from your division dean or CEMC rep.*

Request for FT Business Position #1: Focus – Accounting (preference for a CPA).

This new faculty member should specialize in teaching Accounting courses due to:

- the increased number of jobs available in accounting in the area
- the lack of a CPA on our faculty
- the need to improve the visibility of accounting programs (see objective #2)
- low success and high drop rates in beginning accounting classes (see objective #1)
- the need to continue to develop our accounting curriculum, with new courses and certificates (see objective #3)

Our current accounting courses include General Accounting, Principles of Accounting I and II (both are transferable to CSU and UC), Cost, Intermediate, Computerized, Income Tax, and Payroll Accounting. We currently offer an AS degree in Accounting and a certificate in Accounting Technician. Both of the programs are popular among Chabot students, but have a lot of room to grow. Compared with Accounting programs at DVC, Ohlone, and SF City College, there is an opportunity and market to design new classes in Accounting for small business owners, payroll, income tax, introductory finance, and financial statement analysis courses. We are also considering new certificates in payroll accounting and income tax preparation.

We formed an accounting advisory board this fall that has provided us with a number of recommendations for new courses and programs to meet local employer needs.

None of our full-time faculty has a CPA. This limits our ability to offer a cutting edge accounting program. All of our “upper-level” accounting courses (above Business 1B Principles of Accounting II) are taught by adjunct instructors as present faculty do not have

needed experience and background to teach these classes.

The new faculty will be involved in marketing and recruitment efforts for the program, adding online sections of existing offerings, creating new classes to keep the program relevant to employer needs, forming working relationships with accounting professionals, and increasing the visibility of the program on campus and in the community.

Request for FT Business Position #2: Focus—New Programs

The business discipline has experienced rapid enrollment growth (+43% in the last two years) primarily due to the development of innovative new courses and online offerings. To continue this momentum, and to serve local employer needs, we're developing 5 new programs. Two of those programs (payroll accounting and income tax preparation) will be led by our new accounting instructor (position #1). We need an additional new position to develop and teach courses in the other three new programs: Health Care Management, Green Business, and Business Leadership and Strategy. The Health Care Management program meets a significant market need, as employment prospects are bright for everyone involved in health care. The Green Business program also meets a significant market need as the focus on environmental issues intensifies. The Business Leadership and Strategy program builds on our very successful Management program with more in-depth skill-building to prepare students for higher management positions.

The ideal person for this position will have recent business experience, preferably in health care management or small business management. None of our faculty have recent health care management experience, and only one faculty member has small business experience.

This new faculty member will establish advisory boards for these new programs, develop new courses and certificates, teach core courses in one or more of these programs, and market the programs to both potential students and local employers.