

School of Business 2017- 2020

Inclusive dates:

| | | |
|-----------|-----------|-----------|
| 2017/2018 | 2018/2019 | 2019/2020 |
|-----------|-----------|-----------|

By Lita G. Bernal
Academic Director



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School of Business Programs

Mission

“Bringing YOU top quality business degrees at the speed of education”

Vision

Building the LCC School of Business into the premier School of Business in the nation

Strategic Plan

The following programs comprise the School of Business:

- Associate of Applied Science Degree Accounting
- Associate of Applied Science Degree Business Administration
- Associate of Arts Degree General Business
- Business Management Certificate

The following outlines how the School of Business aligns with the college strategic plan:



LUNA COMMUNITY COLLEGE STRATEGIC PLAN

2013 – 2018

MISSION

Creating Opportunities for You!

VISION

New Mexico's Premier Community College: Preparing Students for Success

GUIDING PRINCIPLES

Luna Community College is committed to fulfilling the changing needs of all its student population (on-line, in-class, and as workforce practitioners) and Northeastern New Mexico regional service area as authorized by the State of New and New Mexico Higher Education Department. The principles are well thought out and resonate with the population it serves to meet their educational expectations. The overarching goal is to provide students with meaningful education and training, life skills, preparation for relevant employment and a foundation for stimulated life-long learning.

1. Provide accessible, affordable and quality education designed to optimize opportunities for student participation.
2. Prepare students through dual credit and concurrent enrollment and facilitate their aspirations by early admissions with the ultimate goal of earning meaningful employment.
3. Provide students with greater insight into their strengths, needs, aspirations, and foster a greater appreciation and understanding of their cultural background and experiences.
4. Promote general education CORE curriculum to ensure that our graduates possess literacy and general knowledge to function in employment, to pursue additional education, and to participate in the cultural and political life of the community and society.
5. Promote collegiality, respect and dignity among staff and students.
6. Prepare students for employment through a broad range of vocational, technical, and professional educational programs.
7. Enhance job effectiveness through promotion of critical thinking skills, continued training, advancement in technology, distance learning, and maintain relevant skills needed in the job market.
8. Promote transfer of credits between institutions of higher education.

Approved & Adopted by LCC Board of Trustees 3/10/14

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STRATEGIC GOALS

Institutional strategic goals are designed to ensure the College meets its mission, transformational growth to meet the vision, and act as a guide for individual department activity to ensure a cohesive direction and guide activities.

Progress monitoring of activities will be conducted departmentally with a minimum of one activity specified within each direction to be reviewed on a bi-annual basis December 30th and June 30th.

Direction 1: Deliver Quality Education for Student Success

Direction 2: Student Persistence, Retention, and Completion

Direction 3: Effective Communication

| | |
|---|--|
| <p><i>Quality Education</i></p> | <p>Goal 1: Provide quality, accessible, and affordable education.</p> <p>Goal 2: Develop and implement training programs for College faculty and staff.</p> <p>Goal 3: Provide students with opportunities to achieve educational goals.</p> <p>Goal 4: Provide a variety of programs that meet stakeholder needs in an efficient and effective delivery method.</p> |
| <p><i>Student Persistence, Retention and Completion</i></p> | <p>Goal 5: LCC will focus on college readiness by working with its community partners.</p> <p>Goal 6: Increase retention rates for all students.</p> <p>Goal 7: Increase the number of students completing degrees and certificates.</p> |
| <p><i>Effective Communication</i></p> | <p>Goal 8: Increase regional leadership through partnerships and educational opportunities.</p> <p>Goal 9: Institutionalize methods to ensure effective communication.</p> |

Approved & Adopted by LCC Board of Trustees 3/10/14



Alignment of Department Initiatives with Strategic Plan

The Luna Community College Strategic Plan had nine goals aligned under three directions:

| | |
|--|--|
| Quality Education | Goal 1: Provide quality, accessible, and affordable education. Goal 2: Develop and implement training programs for College faculty and staff. Goal 3: Provide students with opportunities to achieve educational goals. Goal 4: Provide a variety of programs that meet stakeholder needs in a efficient and effective delivery method. |
| Student Persistence, Retention and Completion | Goal 5: LCC will focus on college readiness by working with its community partners. Goal 6: Increase retention rates for all students. Goal 7: Increase the number of students completing degrees and certificates. |
| Effective Communication | Goal 8: Increase regional leadership through partnerships and educational opportunities. Goal 9: Institutional methods to ensure effective communication. |

The School of Business, because of circumstances such as no faculty, no permanent director and other factors, decided to select the following goals to advance the School of Business into a productive, viable department of Luna Community College:

- Goal 3: Provide students with opportunities to achieve educational goals.
- Goal 3 was selected because the School of Business did not have any full-time faculty or a director until late 2018 and students, although were offered classes, did not have as many opportunities to achieve their educational goals or to continue their goals as might be expected. It was determined as a department that it was a priority for all students to have opportunity and achievement of their educational goals.
- Goal 6: Increase retention rates for all students.
- The School of Business retention student numbers in the area of retention appeared to have grown stagnant, however, there was no data to indicate exactly what the numbers, retention or otherwise had done in the past. Goal six was chosen in order to track retention rates and grow the School of Business using the 2017-2018 years as a starting point to ensure growth.
- Goal 7: Increase the number of students completing degrees and certificates.
- Goal 7 was chosen because goal 7 and Goal 6 were "Partnered" together. It stood to reason that if retention rates were increased, the number of students completing degrees and certificates would follow.

These three goals will be used and tracked for alignment of department initiatives until a new strategic plan is adopted by the LCC Board of Trustees.

Below is the 2018 School of Business Department Strategic plan and the results of the efforts in meeting the goals set forth in the department strategic plan.

2018 Strategic Plan-School of Business

2018 Strategic Plan – School of Business (Current as of June 27, 2018-updated with results on December 28, 2018)

| Objective | Time line | Lead Role | Strategies | Measurement | Resources Needed | RESULTS (as of 12/28/18) |
|---|--------------|---|---|---|---|--|
| Instructor certification using Quality Matters model | August 2018 | Director | Completion of Training | Passing Scores | Scheduling of QM through Larry Paiz | <u>Wagoner</u> : Started 10/4/18-Finished 10/18/18 <u>Griego</u> : Started 10/4/18-Finished 10/18/18 <u>Coca</u> : Started 7/24/18-Finished 8/7/18 <u>Smith</u> (Adjunct): Completed July 18, 2018 <u>Chavez</u> : Completed July 18, 2018 |
| Hire permanent faculty for Sc of Bus (2 nd position) | August 2018 | Director | Advertised/Posted | Faculty in place | Interview committee | Coca-August 13, 18 Griego-October 19, 2018 |
| Hire Faculty/advisor for Sc of Bus | August 2018 | Director | Advertised/Posted | Faculty in place | Interview Committee | Wagoner-August 1, 2018 |
| Reestablish Kappa Beta Delta Society | August 2018 | Director | Invitation letter sent out/Contact KBD for Student enrollment | Induction Ceremony | Money/location/Faculty support | Not established and will be placed on the 2019 strategic plan |
| KBD Social | October 2018 | Director Administrative Assistant Faculty/Staff | Confirm KBD HQ enrollments | Identify qualifying Students/Student induction Invites | KBD Representative | Not established and will be placed on the 2019 strategic plan |
| College Night | TBA 2018 | Director Administrative Assistant Faculty/Staff | | Sign In sheets | Brochures, Schedule individual appointments with potential students | 2 full time faculty, faculty/advisor and the Director, Sc of Bus participated in College night held at the Wilson Complex, Highlands University on October 24, 2018. |
| Reestablish Annual | August 2018 | Director | Provide a survey to recruit | Report on Survey | Community Members | The CAB was not established however, "Linking up with Luna" sponsored by staff |

| | | | | | | |
|--|-------------|---|---|--|---|---|
| Community Advisory Board Meeting | | | community members to serve on board | outcomes and review of meeting minutes | LCC Administration | Senate on Nov 14, 2018 was a start to getting the CAB reestablished. This item will be carried on to the 2019 strategic plan for the department. |
| Accreditation Council for Business Schools and Programs (ACBSP) Conference | June 2018 | Director | Attend conference | Written Report back to VP of Instruction | School of Business Program Data | The 2018 Annual ACBSP conference was held in Kansas City KS on June 8-11, 2018 was attended by the Director, Sc of Bus, Lita Bernal. |
| Move SOB lab from Humanities to Media Arts | August 2018 | Director Administrative Assistant Faculty/Staff | IT for re-networking of computers; | Functional Computer Lab | IT/Maintenance manpower/vehicle/2018 budget for computer desks | The School of Business which is located in the Media Arts building will have a conjoined computer lab and 2 classrooms which will be used primarily by the School of Business. These facilities will be available for use for the Spring 2019 semester. |
| Enhance student Learning through innovative teaching | June 2019 | Director Administrative Assistant Faculty/Staff | Purchase new equipment | Poll adjunct instructors about facilities/evaluate student survey specifically concerning facilities and equipment | Budget request/Installation of upgraded technologies | The new classrooms and computer lab will be equipped with state of the art computer systems and the lab and classroom will have 60 inch monitors used for instruction. The rooms will also be equipped with eco-friendly desk and chairs for student comfort. |
| Attract and retain students | Ongoing | Director Administrative Assistant Faculty/Staff | Team with Admissions/recruitment department for recruitment efforts | 20% increase in student enrollment | Partner with Vocations or Culinary to offer Bus Certificate with Culinary credits | This initiative will be on-going and will be carried on to the 2019 strategic plan. |
| Improve the interactions among faculty, students, staff and alumni | Ongoing | Director Administrative Assistant Faculty/Staff | Letters, open house | Pictures of open house, copies of letters sent | Time, talent, Money | The newly hired faculty/advisor is a marketing major and has taken the initiative to develop relationships with students which she advises. She has also telephoned and emailed many of the students which are either in the School of Business or have potential for same. |
| Market the School of Business its entirety | Ongoing | Director Administrative Assistant Faculty/Staff | Team with Public Affairs department for radio ads, Luna light publications, | 10% increase in School of Business from all faculty and | Time, Talent, Money | There were 2 radio stations that the School of Business participated in-KFUN-Oct 30, 2018-Wagoner and July 26, 2018 KNMX-Bernal. School of Business also participated in the Robertson, WLV and Highlands, Santa Rosa Springer, Las |

| | | | | | | |
|---|---------------|---|---|---|---|---|
| | | | Facebook page, Twitter, etc | staff involvement | | Vegas 4 th of July parades. There were several issues of the Luna light (which are archived) that the faculty/staff were featured. |
| Attract, and retain faculty | Ongoing | Director Administrative Assistant Faculty/Staff | Create incentive program, Job fairs, development plans | 10% increase in School of Business from all faculty and staff involvement | Training, incentive, professional development | As of Fall 2018, the School of Business was fully staffed with 2 FT Faculty, 1 faculty/advisor, administrative assistant and a director. There are currently 3 adjunct instructors who are QM qualified to teach online. |
| Weave (Student Learning Assessment) | August 2018 | Director Faculty/Staff | Review Weave software and update as necessary | Evaluate information gathered in Weave and create improvements | Time, Effort | Weave training has been ongoing for several months. All SOB faculty participated in the training. All information from the previous semester including all learning objectives and results from previous semesters. Full time faculty will begin to enter their information starting the end of the Spring 2019 semester. |
| The SOB will develop a program of training (aids) to self-education to all instructors on a continual basis | December 2018 | Director | Research on line for material that would be pertinent to instructors. | Comments on course evaluations from students instructors are performing items learned for handouts. | Director time and effort | This will be added to the strategic plan 2019 for the department. |
| NM Collegiate Business Articulation Consortium | Ongoing | Director | Ensure that all SOB courses, in as much as possible, are articulated | NMCBAC Articulation Matrix | Director time and effort | Mrs. Leticia Griego attended the consortium October 19-20, 2018 and completed requirements for all articulated course syllabuses to be uploaded to the consortium website. |

Faculty/Staff Composition

Full-time and Part-time Faculty Composition are listed below:

The following is the full-time and Staff manning for the School of Business including date of hire and corresponding semester:

| POSITION | NAME | DATE OF HIRE | SEMESTER |
|--------------------------|-------------------|--------------------|-----------|
| Director | Lita Bernal | November 20, 2017 | Fall 2017 |
| Administrative Assistant | Vanessa Velasquez | September 11, 2017 | Fall 2017 |
| Full Time Faculty | Reyes Coca | August 13, 2018 | Fall 2018 |



| | | | |
|-------------------|----------------|------------------|-----------|
| Full Time Faculty | Leticia Griego | October 19, 2018 | Fall 2018 |
| Faculty/Advisor | Brenda Wagoner | August 1, 2018 | Fall 2018 |

The following classes were taught in the FALL 2018 semester by Mr. Reyes Coca (Full-time Faculty):

| | | | | | | | | | | |
|-------------------------|----|-----|--------------------------------|-------------|---------------------|---------------------|------------------|------|-----|----------|
| JS105 | 01 | 3.0 | Introduction to Business | -M- W--- | 08/20/18 - 12/07/18 | 9:00AM - 10:40AM | Main Campus | BUS | 101 | Coca, R. |
| CON209E | 01 | 3.0 | Prncpls of Microeconomics (DL) | ----- | 08/20/18 - 12/07/18 | TBA | Online Course | EWEB | | Coca, R. |
| GMT207 | 01 | 3.0 | Principles of Management | -M- W--- | 08/20/18 - 12/07/18 | 3:00PM - 4:15PM | Main Campus | BUS | 103 | Coca, R. |
| GMT207E | 01 | 3.0 | Principles of Management (DL) | ----- | 08/20/18 - 12/07/18 | TBA | Online Course | EWEB | | Coca, R. |
| KT201 | 01 | 3.0 | Principles of Marketing | --T-R- - | 08/20/18 - 12/07/18 | 5:15PM - 6:55PM | Main Campus | BUS | 106 | Coca, R. |

The following classes were taught in the FALL 2018 semester by Mrs. Brenda Wagoner (Faculty/Advisor):

NOTE: Mrs. Wagoner did not teach a third class because of low enrollment and organized the advisor files for all students in the School of Business.

| | | | | | | | | | | |
|------------------------|----|-----|---------------------------------|-------------|---------------------|-----------------|-------------|------|-----|-----------|
| JS120 | 01 | 3.0 | Principles of Finance | ----RF- | 08/20/18 - 12/07/18 | 2:00PM - 3:50PM | Main Campus | TECH | | Wagoner,B |
| CON208 | 01 | 3.0 | Principles of Macroeconomics | -M-W-- - | 08/20/18 - 12/07/18 | 2:00PM - 3:30PM | Main Campus | BUS | 106 | Wagoner,B |

The following classes were scheduled to be taught in the 8-week session Fall 2018 by Mrs. Leticia Griego; however, the courses did not have enough enrollment and were cancelled:

NOTE: Mrs. Griego was tasked with assisting with the faculty guideline handbook during the Fall 2018 semester)

| | | | |
|-------------------------|----|-----------------------------------|-----------------|
| BUS102 | 02 | Quantitative Methods in Business | CANCELED |
| MGMT218 | 02 | Prncpls of Small Business Mgmt | CANCELED |

Professional Development Activities

The School of Business 2018 Strategic Plan had several professional development items listed:

- Instructor certification using Quality Matters**
 There were 3 full time faculty, (Coca, Wagoner and Griego) who completed the QM Rubric course at the beginning of their hire. There were 2 adjuncts who also completed the training (Smith, Chavez). A previous adjunct instructor who will be utilized Spring 2019 had previous training which is equivalent to QM Rubrics Training.
- ACBSP Annual Conference**
 The annual ACBSP Conference was held in Kansas City, KS on June 8-11, 2018. The networking opportunity was invaluable. In addition, the ACBSP Region 6 conference was held in Albuquerque, NM on October 10-11, 2018. Again, what a tremendous networking tool.

- Weave Learning Assessment Training**
 All full-time faculty and staff attended all the Weave Training which was made available. All course objectives and program objectives were entered and is a completed project. Full time faculty will enter information concerning the Spring 2019 semester at the end of the semester. The director will follow up and ensure that all information is completed, and an assessment of all courses and programs will be conducted.
- Development of program of training for all instructors**
 This will be an ongoing item which will be carried to the 2019 Department Strategic plan. Due to time constraints, this objective was not fully developed.
- NM Collegiate Business Articulation Consortium**
 The School of Business was able to get two classes articulated during this calendar year:
 - 1) MGMT218 Small Business Management
 - 2) BUS153 Entrepreneurship I. This class was also approved by the LCC Curriculum Committee to be included with the change of programing in accounting, Business Administration and General Business which saw the general core requirements go from 32 credit hours to 17 credit hours.

Advisory Committee Work

On Friday March 24, 2017, a Luna Community College Business Department hosted its first business Roundtable discussion. The purpose of this round table was to share information about LCC’s business degree programs and how they affect the local business in the communities in the regional area. LCC was able to gain feedback on how to strengthen business programming to support both business needs and the needs of the students. LCC gained insight on how to best move the programs forward.

In attendance were the following:

| | | | |
|--|--|--|--|
| Las Vegas Mayor Tonita Gurule-Giron | City Manager Richard Trujillo | Dean of New Mexico Highlands University School of Business Bill Taylor | New Mexico Highlands University Carol Linder |
| Deputy Director of Los Alamos National Laboratory Community Relations and Partnerships Office Carole Rutten | Manager of the San Miguel Public Health Office Dominique Martinez | | |

The LCC School of Business plans to have more of these types of events in the future to improve communications with the local and regional business community.

To read the complete story of this event, the following link is provided:



<https://www.lasvegasoptic.com/content/luna-faculty-reaches-out#.WzJnGgJFCHI.email>

School of Business did not generate activity in 2018 concerning the “Community Action Board” (CAB); however, LCC Staff Senate did host a “Linking up with Luna” event on November 14, 2018.

The last community action function was sponsored by LCC School of Business was April 4, 2017.

Activation of the Community Action Board will be included in the School of Business 2019 Strategic plan.

Linking Up with Luna

“Representatives of Las Vegas’ business community join Luna Community College administrators and faculty in “Linking Up with Luna” on Nov. 14 (2018) on campus. Pictured is Lowe’s Manager Ron Martinez, who pointed out common missteps job applicants make when looking for employment with his store. Insights from employers are part of the potential benefits Luna is hoping to mine from the initiative.

“Linking Up with Luna,” a recent reception co-hosted by the LCC Staff Advisory Senate and Small Business Development Center, drew representatives of the Las Vegas business community to campus. The event, held the evening of Nov. 14 at Café de Luna, was intended as a means of developing closer partnerships between the college and area businesses — and building a dialogue that figures to help all involved. “We look forward to working together to strengthen our relationship with businesses and organizations within the community,” said Amanda Ortiz, LCC Student Services and Career Services director. “Opportunities await our students, and we are excited for the anticipated collaboration to equip them with the skills they need to enter the workforce.” Representatives of Luna’s academic and vocational departments were on hand to provide information and answer questions about their programs. After welcoming remarks by LCC Interim President Ricky Serna, several business owners shared their perspectives on what they look for when making decisions on new hires. LCC Vice President for Instruction Dr. Sharon Lalla encouraged stronger ties between the college and the business community going forward. The exchange of information and insights could lay the groundwork for not only improved collaborations but the opportunity to help students better prepare for entering the workforce. Ortiz noted that some advisory boards with representation from both the college and community are being planned as a result, continuing the conversation to benefit both.”

<https://luna.edu/uploads/04ccbe34a47c0838873e2a62dce34c88eb796d0573175e95e0a4456474679695>

Kappa Beta Delta

May 1, 2018, 11 students who met the requirements to be sent invitations for induction to Kappa Beta Delta were emailed at their LCC student email accounts.

In October 2018, an induction ceremony is planned for those students who met the society’s requirements will be inducted as Kappa Beta Delta Members.

Follow up with the Kappa Beta Delta leadership disclosed that as of September 30, 2018, no eligible students had applied for membership to Kappa Beta Delta Society.



The School of Business will, the beginning of every semester, ascertain the School of Business students who meet the qualifications to become Kappa Beta Delta inductees and send invitations for that potential induction.

Alumni Surveys

The Alumni Survey that was sent out on/about February 15, 2018. 38 Surveys were mailed to alumni with 7 alumni responding. The survey was structured to gauge alumni employment after graduation of the alumni. The survey asked if the alumni if LCC was recommended to a friend considering college. Lastly, there was a portion of the survey that included essay style space to solicit comments about improvement, best features of the School of Business and other comments.

The following are the survey questions which were asked of the Alumni:



**LCC School of Business Alumni Survey
February 2018**

We would like to know how well your LCC degree/certificate has served you since you graduated. Your input will help us improve academic offerings to LCC students. This survey is administered by the LCC School of Business. All information that would permit identification of individuals will be kept strictly confidential.

Thanks for taking the time to complete this short survey?

If you have any questions about the survey, or problems while completing it, please contact Vanessa Velasquez (505) 454-5322.

To begin, please describe your current employment/education status. Employment includes military service or self-employment. "Further education" Means enrollment in a formal, degree-granting education program (e.g., doctoral, professional. Master's bachelor's or associate degree).

Check all that apply.

- Employed
- Seeking employment
- In further education
- Planning further education (i.e., admitted and/or planning to enroll within 2 years)

Employment

Were you employed within six months of graduating from LCC School of Business?

- Yes
- No

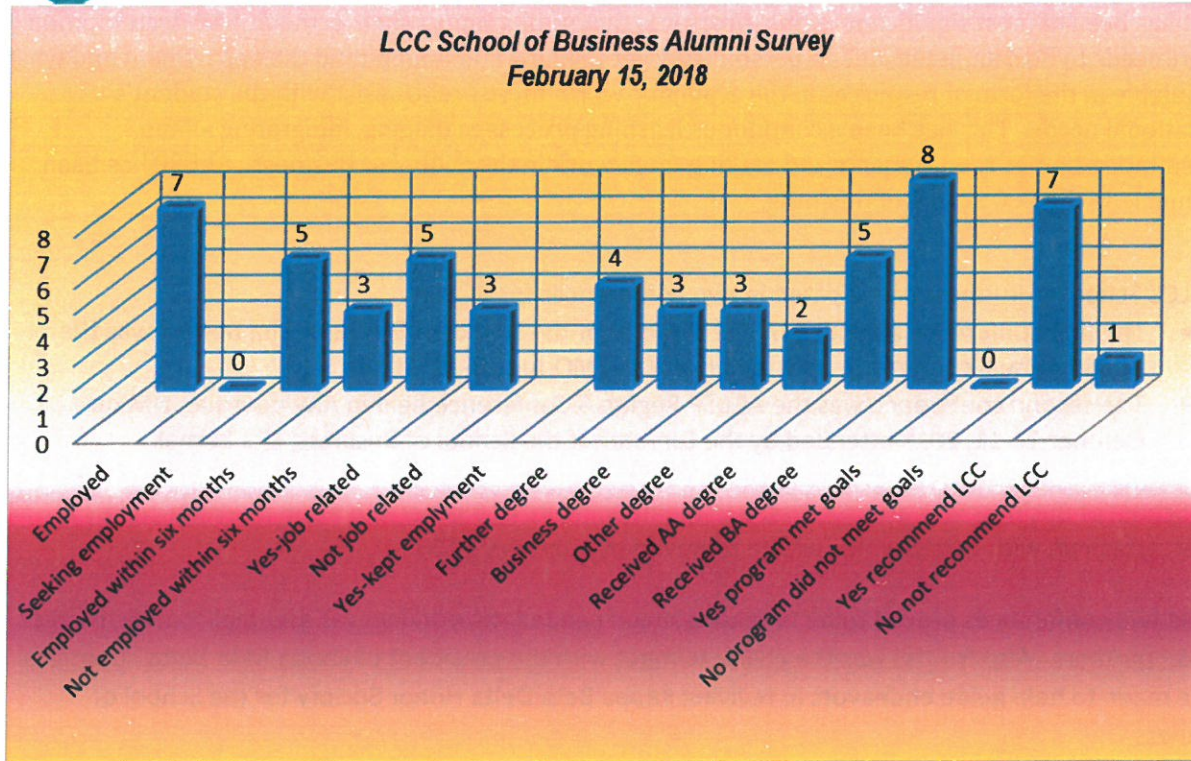
Is your current employment related to your LCC degree/certificate?

- Yes, definitely
- Yes, somewhat
- Not at all

What is your current job title?

Has your School of Business program helped you get or keep any of your current employment?

The results of the survey follow:



Accreditation

ACBSP is the secondary accreditation that is required for the School of Business.

The following is the mission statement from ACBSP:

ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world.

ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. Institutions are strongly encouraged to pursue a reasonable mutually beneficial balance between teaching and research. And further, ACBSP encourages faculty involvement within the contemporary business world to enhance the quality of classroom instruction and to contribute to student learning.

The ACBSP Accreditation has helped the School of Business in several ways.

The standards for the Associate programs help keep the School of Business focused on important issues that have significant impact upon the School of Business such as Leadership, strategic Planning, Stakeholder and Market Focus, Measurement, Analysis and Knowledge management, faculty and staff focus and process management.

The networking between ACBSP members is a major benefit as it lends to understanding and providing better quality of education for all students.



What has been of most significant to this director is that until a report such as the ACBSP Accreditation report needs to be completed, does a person truly get to know and understand the department and what is available in the form of resources in the academic world there are to assist with the student's educational needs. This has been a continuous learning process managing, integrating all the accreditation bodies requirements and making them work in the School of Business. ACBSP has been invaluable to the LCC School of Business.

The LCC School of Business participated in two conferences for ACBSP.

- The first conference attended by the Director of the School of Business, Lita Bernal, was the ACBSP Annual conference held in Kansas City, MO June 8-11, 2018.
- The second conference was the ACBSP Region 6 Conference held in Albuquerque, NM on October 10-11, 2018 attended by the Director of the School of Business, Lita Bernal.

The School of Business was also successful in maintaining its ACBSP accreditation as evidenced by a letter, attached, with notes, which will be removed by February 2020.

These two conferences proved to be fruitful as much needed networking was accomplished with other ACBSP partners. Also fruitful was the ability to meet with the president of Kappa Beta Delta. Contacts were made to help guide endeavors in reviving Kappa Beta Delta Honor Society for the School of Business.

Below is the ACBSP



ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS

Igniting a Standard of Excellence in Business Education Worldwide

June 18, 2018

Dr. Sharon Lalla
Interim Director for the School of Business
Vice President of Instruction
Luna Community College
366 Luna Drive
School of Business
Las Vegas, NM 87701

Dear Dr. Lalla:

The Associate Degree Board of Commissioners met on April 16, 2018 and reviewed your Quality Assurance Report. After review, the board voted to Accept the report with a condition and notes. The Board provided the following comments:

Place a Condition on Overview Item 09: Outcomes data for Tables 2 and 7 are not reported on the college's website. Therefore, it is recommended to place a Condition on Overview Item 09.

Place a Note on Standard 3: For Standard 3, the business unit has developed an alumni survey. While this is a significant accomplishment in the right direction for this standard, the process by which this survey is administered should be described. In addition, a performance measure with at least three data points is needed along with an analysis of the data in the spirit of continuous improvement. Additional surveys of transfer institutions and employers would also provide valuable information.

Place a Note on Standard 4: For Standard 4, while a capstone course has been identified, three data points are not provided along with an analysis of the results of the capstone experience to identify and implement needed improvements.

Place a Note on Standard 5: In Standard 5, the business unit needs to provide trend data on several measurable performance measures and analysis with graphs and/or charts. It would be useful to align the goals in the strategic plan with the planned faculty professional development and then to devise performance measures to gauge the impact of the faculty development experiences. Some of the goals in the Distance Education Plan might be good examples to use.

Place a Note on Standard 6: In Standard 6, the chart labeled Standard 3 Bar Chart was actually Table 7. The first measure on retention needs to be modified for clarity. The second



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measure related to the alumni survey should be included in Standard 3 and the third measure for the capstone course should be included in Standard 4.

The new condition must be removed by February 15, 2022. Progress on Conditions and Notes must be reported in future Status Reports and Quality Assurance Reports. You are encouraged to work with your commissioner on the removal of notes and conditions.

Your Status Report on Notes and Conditions will be due 2/15/2020 and your reaffirmation is scheduled for 2024. Please contact Dr. Gary Mrozinski at (570) 740-0538, or by e-mail at gmrozinski@luzerne.edu with any questions or concerns.

We hope to see you at the Annual Conference scheduled June 8-11, 2018. For more information on the conference, including its location and host hotel, please see www.acbsp.org. Additional information will be available on our website beginning January 31, 2018.

ACBSP is looking forward to our continued relationship with Luna Community College. Thank you for providing quality business programs for your students. We are happy to have you as one of our valued members.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Parscale'.

Steve Parscale, Ph.D.
Chief Accreditation Officer

C: Lita Bernal, Business Director
Dr. Gary Mrozinski, Associate Director of Accreditation

Department Budget

The School of Business had a very limited budget for the 2017-2018 Fiscal year. An example is that the director salary was being taken out of R&C funds and there had been little money encumbered for purchased services, supplies, equipment, etc. Full time Faculty salaries were not encumbered with 2 full time faculty being needed.

If the School of Business is to grow, the 2018-2019 Fiscal budget will have to be increased and will be used as a baseline for future expenditures.

Below is the fiscal budget for 2017-2018:

The projected School of Business budget is approximately \$350,000 and will be requested for Fiscal year 2018-2019 with the largest request being salaries of faculty who had not been hired in previous budget years.



BUDGET REQUEST FORM 18-19

DEPARTMENT/PROGRAM NAME School of Business

Do not change any formulas nor amounts on this sheet. Totals come from other tabs below

| /L ***_****_****_**** | LINE ITEM DESCRIPTION | Preliminary Budget | Increase or (Decrease) | Dept Proposed BGT |
|-----------------------|-----------------------|--------------------|------------------------|-------------------|
| 00-61**-1010-2001 | Salaries | 50,796.00 | 189,854.00 | |
| 00-62**-1010-2001 | Fringe & Tax | 10,248.00 | 69,166.50 | |
| 00-63**-1010-2001 | Purchased Services | 0.00 | 13,958.30 | |
| 00-64**-1010-2001 | Supplies | 0.00 | 2,500.00 | |
| 00-66**-1010-2001 | Equipment | 0.00 | 41,658.06 | |
| | | | 0.00 | |
| | | | 0.00 | |
| | | | 0.00 | |
| | | | 0.00 | |
| | | | 0.00 | |
| | | | | |
| | TOTALS: | 61,044.00 | 317,136.86 | 378,180.86 |



Faculty/Staff Composition

The following is the full-time and Staff manning for the School of Business including date of hire and corresponding semester:

| POSITION | NAME | DATE OF HIRE | SEMESTER |
|--------------------------|-------------------|--------------------|-----------|
| Director | Lita Bernal | November 20, 2017 | Fall 2017 |
| Administrative Assistant | Vanessa Velasquez | September 11, 2017 | Fall 2017 |
| Full Time Faculty | Reyes Coca | August 13, 2018 | Fall 2018 |
| Full Time Faculty | Leticia Griego | October 19, 2018 | Fall 2018 |
| Faculty/Advisor | Brenda Wagoner | August 1, 2018 | Fall 2018 |

Evaluation of the Department

The School of Business Accounting Program was “reignited” with the hiring of a new Director in November 2017. Progress for the program has been slow with obstacles such as the Higher Learning Commission Show-Cause determination being a looming concern for students as well as facility and staff. Hiring of qualified faculty in the accounting position is still a hurdle due to the remote location of LCC. The department has implemented such things as alumni surveys, a soon to be released School of Business survey to gauge where the department stands from the viewpoint of the student. The department gained an addition full time faculty position along with a full time faculty/staff position with both position set to interview in July 2018. One full time faculty position has been filled and is tentatively awaiting to be filled in July 2018. The administrative position is filled and making positive strides toward knowing what needs to be accomplished and filed away with guidance from the Director. Next reporting cycle should see much needed improvement in all areas making the accounting more vibrant and more meaningful to all stakeholders.

| School of Business Graduation Data 2017-2018 | | | | | | | |
|--|------|------|------|------|------|-----------|-------|
| | SP17 | SU17 | FA17 | SP18 | SU18 | FA18 | TOTAL |
| Accounting Degree | 3 | 0 | 1 | 0 | 0 | No | 4 |
| Business Administration Degree | 4 | 1 | 2 | 3 | 1 | Data | 11 |
| General Business | 3 | 0 | 0 | 1 | 0 | Available | 4 |
| Bus Management Certificate | 1 | 0 | 1 | 1 | 0 | No Data | 3 |
| Total Graduates | 11 | 1 | 4 | 5 | 1 | | 22 |
| | | | | | | | |
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| School of Business Statistical Data 2017-2018 | | | | | | | |
|---|-------------------------------|--------|--------|--------|--------|---|---------------|
| | SP17 | SU17 | FA17 | SP18 | SU18 | FA18 | TOTAL |
| # of classes offered | 14 | 2 | 10 | 8 | 2 | 11 | 47 |
| # Face to Face Classes | 8 | 1 | 7 | 2 | 0 | 6 | 24 |
| # Online Classes | 3 | 1 | 3 | 0 | 1 | 0 | 8 |
| # Asynchronous classes | 1 (Internship) | 0 | 0 | 6 | 1 | 5 | 12 |
| Classes which did not make | 2- ACCT201E 1 duplicate | 0 | 0 | 0 | 0 | 2- 8 week courses BUS102 & MGMT21 8 | 3 |
| # Full time Faculty | 0 | 0 | 0 | 1 | 0 | 3-1 faculty advisor | 3 |
| # Adjunct Instructors | 6 | 2 | 8 | 3 | 2 | 2 | 23 |
| # Students served Campus wide | 91 | 16 | 104 | 105 | 15 | 108 | 439 |
| # Business Students Served | 52 | 7 | 55 | 84 | 13 | 76 | 287 |
| # Student Non- Business students | 39 | 9 | 49 | 21 | 2 | 32 | 152 |
| % Non-business students served | 43.50% | 56.50% | 47.50% | 16.00% | 14.50% | 30.00% | 34.50% |
| % Business students served | 56.50% | 43.50% | 52.50% | 84.00% | 85.50% | 70.00% | 65.50% |

Above is a quick snapshot of statistical data affecting the School of Business. While most data remain almost at even levels, the number of students, which are not business majors, fluctuates which the percentage of Business majors is increasing. The increase of Business students could be due to the confidence level in the student population toward the School of Business' ability to deliver more classes and classes that better meet the needs of the students. This hypothesis may be proven when the 2018-2019 statistical data is published.

The analysis still shows that there is a significant number of Non-business majors taking business courses, which may not be pertinent to their declared degree. This might suggest that the School of Business can capitalize on this concept by collaborating with other departments and programs put heighten enrollment and completion rates for the college in general. School of Business will begin talks with different departments such as culinary and welding for talks specifically to see if a partnership in a degree program is possible. If successful, this would provide opportunity for those students in their particular major to gain business experience along with their declared major.



Other Data used in the Department Evaluation

| School of Business Graduation Data 2017-2018 | | | | | | | |
|--|-----------|----------|----------|----------|----------|-----------|-----------|
| | SP17 | SU17 | FA17 | SP18 | SU18 | FA18 | TOTAL |
| Accounting Degree | 3 | 0 | 1 | 0 | 0 | No | 4 |
| Business Administration Degree | 4 | 1 | 2 | 3 | 1 | Data | 11 |
| General Business | 3 | 0 | 0 | 1 | 0 | Available | 4 |
| Bus Management Certificate | 1 | 0 | 1 | 1 | 0 | No Data | 3 |
| Total Graduates | 11 | 1 | 4 | 5 | 1 | | 22 |

Institutional Research (IR) disclosed the following data for Graduation Data. The Business Administration Degree has a completion rate almost 3 times as often as the 2 other programs and certificate do. This is attributed to the fact that the Business Administration degree is the only LCC program offered 100% online with no restrictions as to the number of courses that can be taken online. The trend would be to see the numbers in that degree program rise while the other programs remain within average of one another.

Student Learning Outcome Assessment

The Student Learning Outcome Assessment (SLOA) (2018) was unique for the 2018 presentation. Because of the WEAVE Software being put in place for evaluation of the programs and courses, BUS295, Business Capstone, was used to evaluate programs and courses in the School of Business. During that evaluation of the Business Capstone objectives, it was discovered that all areas of business, accounting, finance, marketing, Management and economics were either not being totally evaluated or not evaluated at all such as was the case in the area of economics.

As this was discovered, full time faculty, specifically Instructor Leticia Griego, who is the instructor for account and finance courses, diligently sought to incorporate all aspects of the business programs into the capstone. She was able to rewrite objectives which truly captured the "total concept" evaluation of student learning through objectives throughout all school of business courses and programs. She was then able to produce a rubric for each of the capstone objectives that were much more applicable to measure the success of each student.

The SLOA 2018 presentation saw Mrs. Griego present the newly revised BUS295 Business Capstone to all LCC faculty giving them an understanding of how the Capstone class along with its objectives would measure the School of Business program objectives. Each faculty member present received a copy of the newly revised course along with the new associated rubrics giving each faculty member an opportunity to ask questions and make recommendations. Those comments and recommendations were taken into consideration before final writing of the BUS 295 syllabus and presented to the LCC Curriculum Committee for approval. That course was finalized and approved December 2018 is on file.

The new BUS295 Business Capstone will be inaugurated on the Spring 2020 since the Capstone is offered only in the spring semester unless student needs dictate it should also be taught in a fall semester to accommodate students needing the Capstone for graduation. The capstone class will be evaluated after the first semester in which it is taught. The newly created syllabus and rubric is maintained in the School of Business.

General Education Objectives

LCC as an institution selected three general education objectives in addition to course objectives in which to evaluate. Those general education objectives were:

- Communication
- Critical thinking
- Digital Literacy

After the Spring 2019 semester, the Capstone course will be evaluated to ensure all course objectives are being met which will in turn provide the necessary information related to the School of Business course objectives being taught. All School of Business faculty will enter all necessary information into the Weave program for evaluation of their courses. After all instructors, the director, will, enter all course information in turn, analyze all programs and courses to ensure no irregularities exist with the entries into the Weave program. This process will be a joint effort between faculty and the director with the expectation that no objective throughout the School of Business taught any particular semester is evaluated for the best quality instruction the School of Business can possibly provide each semester a course is taught.

The general education objectives will also be analyzed beginning Spring 2019 as soon as the semester has concluded.

Significant Impacts within the Department

- Although the results have yet to be measured, the biggest impact that the department will face is the hiring of two full time faculty and a faculty advisor. This coupled with the hiring of a Director for the School of Business should yield and produce results that would be favorable to Luna Community College. It is estimated that it would take a least 4 semesters to be able to analyze results such as graduation rates, enrollment numbers, etc.
- The School of Business was certainly a lot more active than it had been reported in the past. With the aid of the Public relations personnel, brochures and flyers were produced.

One flyer was a general advertisement for the School of Business which was able to be passed out and used for recruitment purposes.

Another flyer was used to advertise the 8 week courses for Fall 2018. Unfortunately the classes did not make due to no enrollment however, it was an excellent opportunity to let the community and service area know that the School of Business was available to meet stakeholder needs if required.

- The School of Business participated in, KFUN and KNMF in two radio spots. This help get some much-needed publicity for the School of Business.
- The School of Business participated in all the homecoming parades in the area including West Las Vegas High School, Robertson High School, Highlands University, Santa Rosa Homecoming, Mora Homecoming, Las Vegas 4th of July Parade, Springer Homecoming. This was a excellent opportunity for the School of Business to make themselves visible and to speak with community people.



- The School of Business also participated in LCC events which translated to community people being at/near Luna Community College. The School of Business participated in the Halloween Haunted House, La Notche De Las Luminarias. In addition, School of Business also supported the Veteran's Day Flag raising Ceremony, donated to the Crop Hunger Walk.
- School of Business was also present for the community forums for HLC discussions in Santa Rosa, Mora, Springer.
- School of Business also supported all early registration, graduation clearance events which were available.
- School of Business also assisted with the "LCC" rock painting endeavor located off I-25.
- School of Business also assisted the Humanities Criminal Justice department with mock trials by students. The future appears to hold more assistance given by the School of Business in crime scene investigations, crime scene photography, etc.