

2008 Annual Report of Program Data Coversheet

College: Hawai'i Community College

Program: Marketing

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	
				X	X				

College Mission Statement (or provide link)

Hawai'i Community College promotes student learning by embracing our unique Hawai'i Island culture and inspiring growth in the spirit of *E `Imi Pono*. Aligned with the UH Community Colleges system's mission, we are committed to serving all segments of our Hawai'i island community.

Program Mission Statement (or provide link)

The Marketing program is designed to prepare students for a career in the field of merchandising and marketing.

OVERALL PROGRAM HEALTH (Check one)		
<i>Healthy</i>	<i>Cautionary</i>	<i>Unhealthy</i>
	√	

Part II. Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data)

Based upon analysis of the demand, efficiency, and effectiveness data, it would appear that a primary strength of the Marketing Program is its relative consistency over the past three academic years. The vast majority of the statistics for each data element have remained relatively stable from year to year. And based upon the statistics in each data element for the previous years, the Marketing Program was deemed to have a "healthy" status in each category as well as for the overall program health.

However and despite the data elements remaining relatively unchanged, the health status of all categories were lower for this review in comparison to previous reviews apparently due to the manner in which the health indicators were determined or calculated for this annual review. Previously, the new and replacement positions for both the state and county were annual figures while the current figures are based upon just the fall of each year. And based upon this change and/or manner in which the Demand Health status is determined, the current Demand Health has been deemed to be "unhealthy".

This is “unhealthy” status is based upon 39 declared majors and only two new/replacement positions for the county in Fall 2007 which results in approximately 20 students available/being prepared for each of the two positions. Although not used to determine Demand Health, new/replacement positions for the state in Fall 2007 is stated to be 21 that would result in approximately 1.9 students for each new/replacement position and would fall within the “healthy” range for Demand Health. And if combining both state and county new/replacement positions, the ratio would be approximately 1.7 for each new/replacement position resulting in the ratio to fall in the “healthy” range for the Demand Health category.

For one, if the state position count is not used to determine the status of any indicator, it seems unnecessary to include with the other data elements. Secondly, whether state or county, the data appears to be incorrect...especially given the annual numbers provided previously and based upon the reality that specific occupations within the Marketing field vary greatly. It appears those who provided the new/replacement numbers probably did not take into account the variety of occupations falling under the Marketing “umbrella”.

Furthermore, in previous years, the annual new and replacement position numbers for the state was 804 and 15 for the county. The data provided this and previous years are 28 and three respectively for Fall 2005 and Fall 2006. It just cannot be that great a difference simply by looking at fall positions in comparison to other “seasons” or quarters. If so, the fall figures should be higher since many businesses and especially those in retail, hire seasonal help. The bottom line is the figures for new and replacement positions for the state and county provided cannot be accurate and likely due to excluding many occupations that are within the Marketing field and for which the Marketing Program prepares students.

However, without accurate numbers of new/replacement positions, it is extremely difficult to nearly impossible to accurately determine the status of the Demand Health category.

One Demand indicator that has shown a noticeable decline in Fall 2007 is in the student semester hours for program majors. However, that was offset by a significant increase in student semester hours by non-program majors. The average class size and fill rate have remained relatively constant so the drop in student semester hours by program majors and corresponding increase by non-program majors is likely due to students not declaring Marketing as their major in a timely manner. The total number of Marketing majors remained exactly the same at 39 in Fall 2006 and Fall 2007.

The average class size was just slightly lower in Fall 2007, but the class fill rate was almost 3% higher. This was probably due to an additional section of a Marketing class scheduled in a classroom with a lower enrollment capacity.

The cost per student semester hour appears to be in line with other programs in the division. However, the accuracy and reliability of the data are questionable since there appears to be difficulty differentiating between Marketing and Cisco Networking

Academy courses since the one full-time Marketing instructor has been conducting both marketing and academy courses.

The Efficiency Health status is stated to be “cautionary” based upon the ratio of program majors to BOR faculty of 39. A ratio between 15 and 35 is deemed to be “healthy” so this indicator is only slightly above the level to be deemed “healthy”.

One Effectiveness Health indicator used to determine the status of this category is the ratio of number of degrees earned to the number of program majors which is about 15.4% and barely above the 15% mark equal to an “unhealthy” status. It is noted that in the future, the degrees earned will be unduplicated, but using the total number of program majors may not be the more appropriate either.

Included in the total number of program majors are those who have entered for the first time or are in the middle of their coursework. Perhaps a better measure of effectiveness may be the number of students earning a certificate/degree within a year for a certificate and within two years or five semesters for a degree. And it also seems that effectiveness cannot only be measured or determined strictly by the academic credentials earned.

One weakness of the Marketing Program may be the number of academic credentials earned in relation to persistence and number of majors. With persistence rate and number of majors being relatively high, the number of students earning an academic credential appears to be disproportionately low. There could be a number of reasons for the low number of graduates, but since a specific study or survey has not been conducted, the possible reasons cited below would be purely speculative and based upon anecdotal evidence.

- Students may have obtained gainful employment prior to graduation.
- Marketing program requirement changes and higher expectations from students.
- Students may have changed majors or transferred to a four-year institution.
- Students may have chosen to double-major prior to graduation.

Although it was previously stated that the persistence rate was deemed to be relatively high, the Fall 2007 figure of 69.23% falls within the 60% to 74% “cautionary” status. While this may be considered a weakness to an extent, there were changes to the Marketing curriculum that could have affected the persistence rate. In the last several years, there were modifications that involved changing course numbers and content to the 100-plus level which increased expectations and performance levels and could have had an impact on student retention.

The overall program health status has been deemed “cautionary”, but that status appears to be based upon the somewhat questionable manner in which various indicators for certain health categories were determined. However and disregarding how the indicators were determined, other than the Demand Health that was deemed to be “unhealthy”, the Efficiency and Effectiveness Health indicators were only slightly away from what would have been considered “healthy”. Therefore, the Marketing Program is viable though

there is always room for improvement regardless of the overall status of the program or status of each health category.

Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year's action plan)

The one full-time faculty member previously dedicated to the Cisco Networking Academy reassumed full administration and responsibility for the Marketing Program which has helped to stabilize the program to the point where various efforts to develop and grow the program were conducted on a more continuous basis without interruption and with more focused time and attention. Modifications to the curriculum and program were made and effective with the 2007 to 2008 academic year.

And with the hiring of a half-time person at the end of the Fall 2007 semester, there was a greater opportunity to examine and develop the program to an even greater extent.

It was stated in last year's review that a Retail Management Certificate (endorsed by the Western Association of Food Chains [WAFC]) was going to be developed. However, it was decided to postpone this action and focus on making modifications to the Marketing Certificate of Achievement and Associate in Applied Science degree to better align the program with program requirements at Kapiolani, Leeward, and Maui Community Colleges. Additionally, changes to the curriculum were implemented and proposed to better meet the needs of business in relation to the skills and knowledge students need to have in preparation for employment in the various occupations in the Marketing field.

Part III. Action Plan

Work to integrate or incorporate the (Perkins) Instructional Program Assessment Plan for Learning Outcomes into the continued review, development, and assessment of the Marketing Program.

Continue to keep the program current with the needs of industry and employers by making appropriate program and course modifications as well as with topics class offerings.

While an official Retail Management certificate and/or degree may not be established in the coming year, a more concerted effort may be made to publicize or specifically offer a series of the WAFC endorsed courses and work with Leeward Community College to confer the associated academic credentials. (WAFC does not require an academic credential to be associated with the endorsed courses though it is preferred.)

Assuming the plan to hire a full-time Marketing instructor is successful, recruitment efforts at respective high schools and other activities that can be conducted should help to better publicize and attract students to the Marketing Program.

Part IV. Resource Implications (physical, human, financial)

Items in the action plan other than hiring a full-time Marketing Instructor are essentially non-cost items and expected to be carried out as part of the normal duties and responsibilities of the designated Marketing program faculty. The salary for the full-time instructor and other normal annual operating expenses for the coming year would likely include the following items whose cost would be covered with general funds and as part of the normal division budget:

- Full-time instructor (\$40,000)
- Printer/copy paper (\$100).
- Laser printer supplies (\$150).
- Professional development activities for two people (\$1,000).
- Upgrade of Web design and related software (\$2,500).