

## **DIVISION OF BUSINESS TECHNOLOGIES**

### **Mission**

The mission of the Business Technologies Division provides accessible, affordable, high quality education by keeping the learner's needs at the center of decision-making and by working in partnership with the community.

### **Vision**

The Business Technologies Division will be an education leader, providing an innovative and learning-centered environment that is responsive, adaptable, and inclusive. The Business Technologies Division will be the state's leader and a national model in the use of technology in business management and computer information systems.

### **Core Values**

**Excellence-**We seek excellence in all our endeavors and we are committed to continuous improvement.

**Intellectual Freedom-** We believe in ethical and scholarly questioning in an environment that respects the rights of all, to freely pursue knowledge.

**Diversity-**We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

**Integrity-**We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service –** We believe that serving others is a noble and worthy endeavor.

**Stewardship of Resources-** We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## Goals, Critical Success Factors, Objectives, and Strategies

**Goal One. Serve as an entry point for baccalaureate degrees and provide preparation and training for entry / advanced levels of employment by offering a variety of 2 year Associate of Applied Science and Associate in Science degree programs as well as specialized courses.**

### Critical Success Factors:

- Maintain or increase the student enrollment in division programs (as compared to fiscal year 2003-2004)
- Maintain or increase the number of graduates in division programs (as compared to fiscal year 2003-2004)
- Increase the number of courses offered online (as compared to fiscal year 2003-2004)
- Improve student satisfaction concerning division programs and courses (as compared to fiscal year 2003-2004)

*Objective 1.1: Develop an effective program for recruitment and retention of a diverse student population.*

### Strategies:

- Work with Student Services to promote degree programs to area high schools.
- Promote division programs to current students.
- Expand publicity about programs and Internships. Produce brochures and flyers about programs to be distributed to companies.
- Identify and recruit students currently listed as non-degree or undeclared.

*Objective 1.2: Develop new programs and review existing programs to meet the needs of students and the community.*

### Strategies:

- Provide academic programs responsive to identified needs of the business community.
- Survey community need for expansion of certification, short-term training and degree programs.
- Incorporate divisional graduate student surveys as part of program review process.

*Objective 1.3: Increase student and corporate awareness of programs and Internships. Build long-term relationships with area corporations. Promote department programs with industry and develop courses and programs to meet current industry job market needs.*

### Strategies:

- Develop a needs analysis survey for area corporations to determine future education needs.

- Update and enhance written and web-based information about degree programs and academic advisement.
- Expand publicity about programs and Internships. Produce brochures and flyers about programs to be distributed to students and companies.
- Promote awareness of divisional programs, demand for graduates and preparation for transfer to 4-year programs.

**Goal Two. Enhance the quality of instruction through faculty training, assessment methods and state-of-the-art technologies and facilities. Provide a broad range of administrative, technical, academic and support services that create an environment conducive to teaching, learning and student success.**

**Critical Success Factors:**

- Hire additional full-time faculty to increase percentage of sections taught by full-time faculty
- Increase faculty training opportunities
- Upgrade classroom technology
- Maintain and upgrade division classrooms and offices

*Objective 2.1: Identify faculty and staff training needs. Provide training opportunities to meet these needs.*

Strategies:

- Develop training plan/schedule for faculty and staff.
- Determine faculty and staff training needs that can be met by internal training.
- Divisional faculty and staff will participate in campus faculty/staff training opportunities.
- Request additional funds to be devoted to training and travel.

*Objective 2.2: Identify program areas requiring additional faculty. Request funding for faculty and staff positions.*

Strategies:

- Develop staffing plan for faculty and staff based on student headcount as well as number of program majors.
- Add two new full-time faculty positions (Computer information systems faculty position requested for fiscal year 2005. Due to enrollment increases in entry-level computer courses, the part-time faculty to full-time faculty ratio is over 80%).
- Add two new staff positions.

*Objective 2.3: Identify classrooms, labs and faculty/staff needing technology upgrades. Identify facility requirements.*

Strategies:

- Develop technology upgrade/replacement plan.
- Develop priority list for equipment and identify possible funding sources.
- Request funding for technology upgrades.
- Develop facility upgrade plan.

**Goal Three. Develop student skills in the areas of critical thinking, computation, communication, life skills, leadership skills and computer literacy necessary to become effective, responsible, and contributing participants in a democratic society. Encourage students to utilize creative thinking in business problem solving.**

**Critical Success Factors:**

- Increase Advisory Board input in program requirements
- Increase the use of classroom simulations, community service projects and internship opportunities
- Incorporate critical thinking activities into divisional courses

***Objective 3.1:** Ensure graduates achieve a level of competency desired by prospective employers.*

Strategies:

- Promote leadership and creative activities as honor projects.
- Survey area corporations concerning soft skills needed by employees.
- Increase number of non-computer courses that contain computer modules.
- Create course-embedded assessment activities to evaluate competencies.

***Objective 3.2:** Strengthen the division – advisory board relationship and expand their role in program review and internships.*

Strategies:

- Require an on-campus advisory board meeting a minimum of once per year.
- Correspond with advisory board members by e-mail periodically. Involve the advisory board in program changes and encouraging dialog on emerging trends and employment needs.
- Enlist advisory support of internship program.

**Goal Four. Establish partnerships with schools, higher education institutions, and corporations in the public sector designed to promote community and economic development.**

**Critical Success Factors:**

- Maintain and increase division partnerships with career tech and higher education institutions
- Increase industry involvement in division programs and courses

***Objective 4.1:** Work with area career tech and higher education institutions to expand transfer opportunities for division students.*

Strategies:

- Meet with area vocational technical centers to evaluate articulation agreements.
- Provide additional scholarships for students transferring from career tech centers.

***Objective 4.2:** Work with industry to increase the use of guest speakers and industry tours in program courses.*

Strategies:

- Work with advisory board members and adjunct faculty to recruit guest speakers for division courses.
- Increase industry involvement in courses and programs through use of student tours and industry feedback on program requirements.