



Unit Plan Annual Narrative (2007-2008)

Directions: Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

Department/Unit: Business and Information Technologies

Unit Administrator: Dr. Alice Tyler Milton, Associate Dean
Mrs. Teheitha Taylor, Interim Chair

Date: June 17, 2008

A. Unit Description

a. Connection of the Unit to the Institution's Role and Mission:

Lawson State Community College is a comprehensive, public, two-year, multi-campus college, which seeks to provide accessible quality educational opportunities, promote economic growth and enhance the quality of life for people in its service area. The College is dedicated to providing affordable and accessible lifelong learning opportunities in order to prepare students for employment or career advancement enable students to transfer to senior colleges and universities, and provide customized training needs for business and industry. To provide services that enable students to enroll in classes with minimum effort and to maintain an accurate profile of the student's tenure at the college. The mission of the Division of Business and Information Technologies primarily is to organize and provide instruction in the areas of business and information technologies for individuals in the metropolitan county. To accomplish this mission, the Division offers: (1) Programs to provide students with specialized training and skills that will enable them to become employable and competent in their discipline; (2) Student organizations that strengthens each student's skills and build self-esteem so they will be able to perform productively, effectively, and efficiently. (3) Programs to provide students with skills that will allow them to matriculate successfully in a four-year college or university setting.; (4) Programs to provide knowledge and skills that will prepare students to function as intelligent citizens and consumers in a business-oriented society; (5) Programs that meet the special needs of the community; (6) A Small Business Center that offers services to entrepreneurs so they can build a growing and stable platform that will enable them to expand; (7) Assistance with campus online courses using BlackBoard and Tegrity, and registering them as a Southern Regional Electronic Course (SREC); (8) Various areas of training to business and industry; and (9) Community service.

b. Unit Achievements:

June 27 – July 2, 2007, Orlando, Florida was the site of the Association of Collegiate Business Schools and Programs (ACBSP) 2007 Annual Conference. The Kappa Beta Delta (Honorary International Organization of ACBSP) Student Leadership Conference was the initial component of the conference (June 27 – 29). The students in attendance were Charles W. Gakumo, Niketa Coleman, and Clifton Hickman. The students and advisor (Ms. Alfreda King) participated in workshops involving team building, leadership, and global business.

Further, Charles Gakumo was the recipient of the 2007 Andrew V. Stevenson Scholarship Award. Mr. Gakumo, a member of Lawson State's Psi Chapter of Kappa Beta Delta (KBD) International Honor Society for Business, received a \$1000 from funds donated to honor the memory of Andrew V. Stevenson. He was also introduced at the general session of the Association of College Business Schools and Programs (ACBSP) on Friday, June 29, 2007. In addition, Ms. Niketa Coleman, LSCC's local president, was elected President of the national Kappa Beta Delta. She now serves as a student representative to the Board of Directors.

Dr. Alice Tyler Milton, Associate Dean of the Business and Information Technologies Division and Ms. Alfreda King, KDB Advisor, attended the ACBSP Conference 2007 (June 29 – July 2). Though one of the ACBSP representatives attend the Conference yearly, this year's conference was very special to us because the Business and Information Technologies Division received their reaffirmation. Our next reaffirmation is 2017. We feel that this is quite an honor. A lot of work has been done by the Division and College toward this accomplishment.

ACBSP is the premier accrediting association for business schools and programs with a focus on teaching excellence. In contrast to the Association to Advance Collegiate Schools of Business (AACSB) which has a focus on research excellence, ACBSP is focused on what occurs in the classroom while encouraging scholarly research. This is apparent in the standards and criteria for accreditation, the membership structure which includes membership by all persons involved in delivery of business education, our conference sessions, and our special initiatives.

In contrast to the International Association for Collegiate Business Education (IACBE), ACBSP is recognized by the Council on Higher Education Accreditation (CHEA). The CHEA-recognized scope of accreditation is: Degree programs in business and business-related fields at the associate, baccalaureate, and graduate levels. This permits institutions to be recognized for the accreditation of their business programs in resources such as the *Higher Education Directory*, the CHEA Web site, and in a host of other publications

ACBSP is the only accrediting body to offer accreditation to associate degree institutions. The value of membership by community colleges is the opportunity for articulation to be enhanced, the networking which occurs and leads to increased recruiting opportunities for both parties and, the offering of a program that these institutions would otherwise not be able to receive.

ACBSP encourages and facilitates dual accreditation. An accelerated process exists for institutions that are accredited by AACSB or IACBE to obtain ACBSP accreditation. This provides these institutions the distinct marketing advantage of being accredited by two organizations. For AACSB institutions this is the opportunity to be recognized for teaching excellence and research excellence. For IACBE institutions, it is the opportunity to be accredited by an organization that is recognized by CHEA and still maintain loyalty to the organization that first granted accreditation to their program.

The Business and Information Technologies Division has increased in partnerships. We now have expanded to include ISO Quality Testing (Professionals in Education and Management); LaserGrade (Cosmetology, Nail technology and 700 other areas); PAN TESTING (Airport security, BNSF Railways, GPO/JC Penney Proctored, Indiana Securities, Jones/NCTI Qualifications Assessment, Qwest Communications, United Airlines, and US Customs); and Prometric. We are in the process of partnering with more testing centers.

The BlackBoard and Tegrity Administrator is adding a Portal to the platform for beginners, immediate, and advanced users. All instructors will be able to use the portal as a guide for the most frequently asked questions as well as the basic qualifications for using the BlackBoard and Tegrity.

The Lawson State Community College has had more than one million (1,000,000) hits to the site since January 2008. Commendation e-mails, phone calls, and letters are incoming on a regular basis concerning the URL (<http://www.lawsonstate.edu/blackhistory/blackhistory.html>). Moreover, several suggest other commemorative literature to be added. All suggestions are welcomed.

The VITA program is still going strong in the community. We processed more than 500 electronic/paper returns for this year. Moreover, assistance was given to a nursing home for the 2008 stimulus package.

The Department is very active in Phi Beta Lambda and did outstanding at the State Conference in April 2008. We had 30 placements—19 First-Place Winners, 8 Second-Place Winners, and 3 Third-Place Winners. There were 5 placements at the National Conference in June 2008—1 Seventh-Placed Winners, 2 Ninth-Place Winners, and one Who's Who in Alabama.

Our areas of placements were American Enterprise Project, Community Service Project, Business Decision Making, Business Ethics, Computer Concepts, Desktop Publishing, Digital Video Production, Hospitality Management, Word Processing, Who's Who, Business Communications, Financial Analysis and Decision Making, Future Business Executive, Job Interview, Local Chapter Annual Business Report, Networking

Concepts, Sales Presentation, Web Site Development, Business Law, Computer Applications, and Management Concepts.

The Department is also very active in obtaining scholarships for their students through the Magic City Classic. Clifton Hickman, former Phi Beta Lambda president was the recipient of the \$1,000 award.

c. Instructional Units within your division:

The following instructional units are housed in the division: (1) Transfer Degrees—Business Administration and Business Education; (2) Applied Science Degrees—Accounting, Business Administration and Management, Computer Science-Business, Computer Science-Math, Office Administration-General, Office Administration-Legal, and Office Administration-Medical; (3) Certificates—Accounting, Computer Science, Office Administration-General, Office Administration-Legal, and Office Administration-Medical; and (4) Short Certificates—Accounting, Computer Science, Management and Supervision, Office Administration-General, Office Administration-Legal, and Office Administration-Medical; and Real Estate.

In addition, the Division offers Industry Certification for the following: (1) Microsoft—MCSA, MCSD, MCSE, Microsoft Specialist; (2) CISCO—CCNA and CCNP; (3) CompTIA—A+, I-Net+, Network+; (4) IC3; (5) Novell—CNA and CNE; and (6) Oracle—Database Administrator and Database Developer.

NOTE: All instructors must have the certification before they are able to teach the class.

B. Unit Effectiveness

a. Staff Description:

Every full-time faculty member has at least a masters degree in their area of concentration. Moreover, all of the Computer Science instructors are industry certified to teach all of the high tech classes. We have two full time CIS instructors—one on each campus. Every adjunct has at least a masters degree except two Accounting instructors—they have a B.S. Degree and is a Certified Public Accountant (CPA).

Every staff member is qualified for their positions as well. Both testing administrators for our testing center have been certified with each agency to give each test they submit to us. Every staff member has at least an associate degree except one. She is an office administrative assistant. She is currently a junior at a local university.

Every staff member is required to obtain professional development yearly for growth. They are given points for each workshop attended.

b. Instructional Effectiveness / Student Success:

The curriculum for each program is highly competitive with colleges and universities locally, statewide, nationally, and internationally. Our students compete with students statewide, nationally, and internationally with Phi Beta Lambda. They excel yearly in events. This lets us know that our curriculum is challenging and preparing the students for the workforce.

Students are given surveys each semester to rate our services. The results are documented and discussed with each faculty and staff member.

c. Support Services Connection & Resource Availability:

The Business and Information Technologies Division is housed in the Dr. Perry W. Ward Advanced Technology Building. We provide support to areas in need both in the building and out. The Division personnel work closely with all areas in Instructional Services and Administrative Student Services to ensure that students receive the optimal and accurate service. Further, the Division is provided invaluable, both technical and nontechnical support for data needed to ensure customer satisfaction, documents needed adhere to state and college policies, and technical support to operate computer and office equipment to perform the day-to-day responsibilities.

C. Value Added

a. Support of the unit to other program and units:

The Business and Information Technologies Division is housed in the Dr. Perry W. Ward Advanced Technology Building. We provide support to areas in need both in the building and out.

b. Strengths:

The Business and Information Technologies Division is well received in the community for providing great service to students. Because we offer short certificates in major programs, students are able to be promotable before receiving the degree; therefore, they are mostly employed by the required time for internship. Moreover, our transfer degrees have increased in enrollment. More students are continuing their education.

c. Areas Needing Improvement:

The Division needs more open desktop labs with all softwares available as well as a fax system for daily use both day and evening.

d. Departmental or Unit Needs:

The Division has been well funded in terms of supplies. Designated space is needed only for the Departmental students to have more open desktop labs with all softwares available.

e. Recommendations:

More monies be allocated in the budget for an additional desktop lab.

D. Projections

a. Staff Needs:

An additional accounting instructor is needed on the Birmingham campus to effectively grow the program.

b. Resources Needs:

The Division needs more desktop laboratories because of the longevity of the equipment. Moreover, a fax machine is needed in the Division to conduct day-to-day operations.

c. Professional Development Needs:

Continued support for professional development is needed in our Division. All faculties must be provided training in order to remain competitive and to train students for the current workforce.

d. Other (if applicable):

None.

Institutional Effectiveness Unit Plan (Phase I) for 2007-2008

Directions: Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

Unit: Business and Information Technologies **Unit Administrator:** Dr. Alice Tyler Milton **Interim Chairperson:** Mrs. Teheitha Taylor-Murray

Unit's Mission: The mission of the Division of Business and Information Technologies primarily is to organize and provide instruction in the areas of business and information technologies for individuals in the metropolitan county. To accomplish this mission, the Division offers: (1) Programs to provide students with specialized training and skills that will enable them to become employable and competent in their discipline; (2) Student organizations that strengthens each student's skills and build self-esteem so they will be able to perform productively, effectively, and efficiently. (3) Programs to provide students with skills that will allow them to matriculate successfully in a four-year college or university setting.; (4) Programs to provide knowledge and skills that will prepare students to function as intelligent citizens and consumers in a business-oriented society; (5) Programs that meet the special needs of the community; (6) A Small Business Center that offers services to entrepreneurs so they can build a growing and stable platform that will enable them to expand; (7) Assistance with campus online courses using BlackBoard and Tegrity, and registering them as a Southern Regional Electronic Course (SREC); (8) Various areas of training to business and industry; and (9) Community service.

Number each Outcome in each column	<p>A. Unit Outcomes (3-5)</p> <p>Should be measurable. Use percentages where possible. <u>Be brief.</u></p> <ol style="list-style-type: none"> 1. 100% of all Business and Information Technologies Department's classes will include technology in the curriculum. All students will receive specialized training and skills that will enable them to become competent and employable in their discipline. 2. 100% of the Department transfer (Associate of Arts Degree) students will receive skills that will allow them to matriculate successfully in a four-year college or university setting. 3. 100% of the Department students will receive a variety of course delivery options to accommodate all learners--professional, traditional, technical, remedial, etc. 4. 90% of the Department faculty and staff will receive experiences/knowledge/expertise from business and industry so skills can be transferred into the classroom to better serve students. 	<p>B. Outcomes Link to Institutional Goals & Strategic Indicators</p> <p>List the goal numbers and the corresponding Strategic Indicator letters (i.e., Goal 1; Indicators B & C; Goal 2; Indicators A-C, etc.)</p> <p><u>Unit Outcomes 1</u></p> <ol style="list-style-type: none"> 1. Goal 1: Indicators A-E Goal 3: Indicators A-D Goal 5: Indicators E Goal 6: Indicators A-F Goal 7 Goal 8: Indicators A-D <p><u>Unit Outcomes 2</u></p> <ol style="list-style-type: none"> 2. Goal 1: Indicators A-E Goal 3: Indicators A-D Goal 5: Indicators E Goal 6: Indicators C-D <p><u>Unit Outcomes 3</u></p> <ol style="list-style-type: none"> 3. Goal 1: Indicators A-E Goal 3: Indicators A-D Goal 5: Indicators E Goal 6: Indicators A-F Goal 7 <p><u>Unit Outcomes 4</u></p> <ol style="list-style-type: none"> 4. Goal 1: Indicators A-B Goal 3: Indicators A-D Goal 5: Indicators E 	<p>C. Methods of Assessing the Outcome</p> <p>List what methods you plan on using to measure each outcome (i.e., exit exam results, portfolios, surveys, board exams, etc.)</p> <p><u>Unit Outcomes 1</u></p> <ul style="list-style-type: none"> • ACBSP Guidelines • Balridge National Quality Program • Yearly Follow-Up Reports • WorkKeys Portfolio • Capstone Courses • Internships • PBL Competitive Events <p><u>Unit Outcomes 2</u></p> <ul style="list-style-type: none"> • Yearly Follow-Up Reports • Capstone Courses • STARS <p><u>Unit Outcomes 3</u></p> <ul style="list-style-type: none"> • Balridge National Quality Program • BlackBoard / Tegrity • Online / Hybrid Courses • Web-Based Text <p><u>Unit Outcomes 4</u></p> <ul style="list-style-type: none"> • ACBSP Guidelines • Balridge National Quality Program • Yearly Follow-Up Reports • WorkKeys Portfolio • Capstone Courses • Internships 	<p>D. Budget Implications</p> <p>If your outcome has budget implications (costs that will exceed \$499), list them here.</p> <p><u>Unit Outcomes 1 – 4</u></p> <ul style="list-style-type: none"> • Continuous usage of high-tech computer systems • Up-to-Date Softwares for all disciplines • Continuous Partnerships • Continuous Articulations • Professional Development for Instructor (Mainly Computer Science) • Maintain Accreditation
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Unit Plan--Part II: Directions : As noted on page one of this plan, complete columns E & F at the end of the planning cycle in the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

E. Actual Results Obtained—The actual results are as follows:

- One hundred percent (100%) of the Business and Information Technologies Department's classes included technology in the curriculum. All students receive specialized training and skills that enable them to become employable and competent in their discipline. Moreover, all textbooks purchased included online essentials, tutoring, enhancements, etc.
- One hundred percent (100%) of the Department's transfer (Associate of Arts Degree) students received skills that have allowed them to matriculate successfully in a four-year college or university setting. All students use the Alabama STARS to select their degree courses. Their transfer classification is a junior.
- One hundred percent (100%) of the Department students received a variety of course delivery options to accommodate all learners—professional, traditional, technical, remedial, etc. The College has adopted BlackBoard, a platform that is used for online as well as web-supported courses. Teachers are able to implement e-tests; e-assignments; show attendance, grades, and classroom status at all times.
- Ninety percent (90%) of the Department faculty and staff will receive experiences/knowledge/expertise from business and industry so skills can be transferred into the classroom to better serve students. All "Applied Science" students are required to participate in an internship with a local business—state, federal, private, etc. The employer assigns 60% of the grade and the instructor assigns the remaining 40%. At the end of the course, each student is required to do a presentation overview of their job experience—each presentation is judged. At least 85 percent of the students in the internship class remain on the job after internship ends.

F. Use of Results—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE:** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.

The processes that we have in place works for the Department. We plan to do the following for the coming year:

- Incorporate more technology to accommodate the various learning styles and physical challenges.
- Seek more partnerships with public and private universities so that the AAS Programs will transfer at least 85% of the courses.
- Offer more training to students and faculty concerning BlackBoard and Tegrity. Training will be done through lecture, Tegrity, and the BlackBoard Portal
- Meet more with the Division Advisory Committee to obtain more partnerships for 100% job placements for internship and for the Department graduates.