

## Standard #6 - Organizational Performance Results, Table 6.10

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

**Table 6.1 Standard 6 - Organizational Performance Results**

Organizational Effectiveness Results																			
Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts enrollment patterns, student retention, student academic success, and other characteristics reflecting students' performance. Key indicators may include: graduation rates, enrollment, improvement in safety, hiring equity, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units.																			
Performance Measure		Analysis of Results			Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)														
Measurable goal	What is your measurement instrument or process? (Indicate length of cycle)	Current Results  What are your current results?	Analysis of Results  What did you learn from the results?	Action Taken or Improvement made  What did you improve or what is your next step?															
What is your goal?																			
Enrollment of traditional business undergraduates will be 15% or more of total enrollment for all traditional program majors at the Kirkland Campus by fall 2019.	Undergraduate student enrollment rates as reported in the Historical Enrollment by Major report produced each fall semester. This chart compares traditional business majors enrollment to all traditional undergraduate majors enrollment as a percentage.	In 2016, business majors were 18% of all traditional undergrads, up from 16% in 2015. The percent decreased to 17% in 2017 and then to 13.2% in 2018. There was a slight increase to 14.4% in 2019 with another dip in 2020.	In general, there was a negative trend in enrollment. Total enrollment for all traditional students went from 946 to 958 in 2019, down by 1.3%. Similarly in 2019, undergraduate students choosing to major in one of the business disciplines went down from 138 to 125, down by 1.2%. In 2020, the percent went down to 12.9%.	Like many universities across the nation, there has been a general decline in undergraduate enrollment within the last year. Undergraduate enrollment is not managed by the COB; however, alternative recruiting efforts have been implemented at the institutional level to mitigate the impact of enrollment decline across the university. We are embarking on a Ready to Work Initiative that is believed to increase enrollment.	<table border="1" style="margin: 0 auto; font-size: small;"> <caption>Business Undergraduate Percentage of Total Traditional Enrollment</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>2015</td><td>16</td></tr> <tr><td>2016</td><td>18</td></tr> <tr><td>2017</td><td>17</td></tr> <tr><td>2018</td><td>13.2</td></tr> <tr><td>2019</td><td>14.4</td></tr> <tr><td>2020</td><td>12.9</td></tr> </tbody> </table>	Year	Percentage	2015	16	2016	18	2017	17	2018	13.2	2019	14.4	2020	12.9
Year	Percentage																		
2015	16																		
2016	18																		
2017	17																		
2018	13.2																		
2019	14.4																		
2020	12.9																		
Increase non-traditional business undergraduate enrollment by 10 students each year for the Adult Evening on-ground program by 2019.	Non-traditional student enrollment rates as reported in the Historical Enrollment by Major report produced each fall semester for all Adult Evening on-ground programs. This chart presents student enrollment over a 6-year period.	With exception of 2016, there has been a decrease in enrollment of non-traditional adult evening students by 7 or more students. While there was an increase in 2017, we did not meet our 10 student goal.	Negative trend in enrollment for the last two years.	Due to a successive decline in enrollment of all non-traditional students, including COB programs, the Adult Evening on ground program was eliminated in AY 2019-2020 with students transitioning to online.	<table border="1" style="margin: 0 auto; font-size: small;"> <caption>Business Undergraduate Non-traditional Adult Evening Enrollment Trends</caption> <thead> <tr><th>Year</th><th>Number of Enrollees</th></tr> </thead> <tbody> <tr><td>2015</td><td>44</td></tr> <tr><td>2016</td><td>32</td></tr> <tr><td>2017</td><td>41</td></tr> <tr><td>2018</td><td>29</td></tr> <tr><td>2019</td><td>22</td></tr> </tbody> </table>	Year	Number of Enrollees	2015	44	2016	32	2017	41	2018	29	2019	22		
Year	Number of Enrollees																		
2015	44																		
2016	32																		
2017	41																		
2018	29																		
2019	22																		

<p>Increase non-traditional business undergraduate enrollment by a minimum of 10 students for the online program each year.</p>	<p>Non-traditional student enrollment rates as reported in the Historical Enrollment by Major report produced each fall semester for all undergraduate online programs. This chart presents student enrollment over a 6-year period. This data is specifically for the Business Management and Organization Management programs. It does not include enrollment data for the Information Technology, Public Safety Administration and Criminal Justice programs, which are now obsolete.</p>	<p>With exception of 2017, there was a steady increase in enrollment for online undergraduate programs. For 2020, there was an increase by 19 students. This exceeds the minimum goal.</p>	<p>Positive trend in enrollment for the last three years.</p>	<p>The new dean will work collaboratively with the enrollment department to continue the positive trend of online enrollment. Specially, the dean is willing to participate in more recruitment events.</p>	<p style="text-align: center;"><b>Business Undergraduate Non-traditional Online Enrollment Trends</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr><td>2015</td><td>10</td></tr> <tr><td>2016</td><td>24</td></tr> <tr><td>2017</td><td>13</td></tr> <tr><td>2018</td><td>34</td></tr> <tr><td>2019</td><td>48</td></tr> <tr><td>2020</td><td>55</td></tr> </tbody> </table> <p style="text-align: center;">Fall Semester by Year</p>	Year	Enrollment	2015	10	2016	24	2017	13	2018	34	2019	48	2020	55							
Year	Enrollment																									
2015	10																									
2016	24																									
2017	13																									
2018	34																									
2019	48																									
2020	55																									
<p>Increase in MBA on-ground enrollment by 10% or more each year by 2022.</p>	<p>MBA on-ground enrollment data is collected using the Historical Enrollment by Major report produced every year and most recent enrollment numbers collected by the Graduate Enrollment Counselor. The yearly target goal is determined based on a 10% increase of the actual enrollment number from the previous year.</p>	<p>For this data set, we only increased enrollment 10% or more in 2015. In 2020, MBA on-ground enrollment was 56 students. This reflects is a slight drop from 2019, which was 58 students.</p>	<p>MBA enrollment has declined since 2016.</p>	<p>The Graduate Enrollment Counselor will adopt additional recruiting practices such as building business partnerships and conducting virtual information sessions. The percent target will also inform budgetary goal setting as this performance measure was not taken into consideration during budget decisions in previous years.</p>	<p style="text-align: center;"><b>MBA On-Campus Enrollment Actual and Target Goal Trends</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Target</th> </tr> </thead> <tbody> <tr><td>2015</td><td>75</td><td>73</td></tr> <tr><td>2016</td><td>70</td><td>83</td></tr> <tr><td>2017</td><td>63</td><td>77</td></tr> <tr><td>2018</td><td>63</td><td>69</td></tr> <tr><td>2019</td><td>58</td><td>69</td></tr> <tr><td>2020</td><td>56</td><td>64</td></tr> </tbody> </table> <p style="text-align: center;">Fall Semester Year</p>	Year	Actual	Target	2015	75	73	2016	70	83	2017	63	77	2018	63	69	2019	58	69	2020	56	64
Year	Actual	Target																								
2015	75	73																								
2016	70	83																								
2017	63	77																								
2018	63	69																								
2019	58	69																								
2020	56	64																								
<p>Increase in MBA online enrollment by 10% or more each year by 2022.</p>	<p>MBA online enrollment data is collected using the Historical Enrollment by Major report produced every year and most recent enrollment numbers collected by the Graduate Enrollment Counselor. The yearly target goal is determined based on a 10% increase of the actual enrollment number from the previous year.</p>	<p>In 2020, MBA online enrollment was 21 students. This reflects is an increase from 2019, which was 16 students.</p>	<p>MBA online enrollment reflects a positive increase of more than 10% for the last two fall semesters.</p>	<p>Prior to May 2019, the College of Professional Studies was responsible for enrollment. The COB Graduate Enrollment Counselor who assumed responsibility for online enrollment will continue with current enrollment practices that result in an increase the last two years.</p>	<p style="text-align: center;"><b>MBA Online Enrollment Trends Actual and Target Goal</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Actual</th> <th>Target</th> </tr> </thead> <tbody> <tr><td>2015</td><td>18</td><td>11</td></tr> <tr><td>2016</td><td>14</td><td>20</td></tr> <tr><td>2017</td><td>12</td><td>15</td></tr> <tr><td>2018</td><td>12</td><td>13</td></tr> <tr><td>2019</td><td>16</td><td>13</td></tr> <tr><td>2020</td><td>21</td><td>18</td></tr> </tbody> </table> <p style="text-align: center;">Number of Students</p>	Year	Actual	Target	2015	18	11	2016	14	20	2017	12	15	2018	12	13	2019	16	13	2020	21	18
Year	Actual	Target																								
2015	18	11																								
2016	14	20																								
2017	12	15																								
2018	12	13																								
2019	16	13																								
2020	21	18																								