

**TABLE 7: Business Unit Performance Results (Standard 6)**

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.

**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 results such as enrollment patterns, student academic success, graduation rates, retention rates, job placement rates, transfer rates, industry certification/licensure attainment, 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.

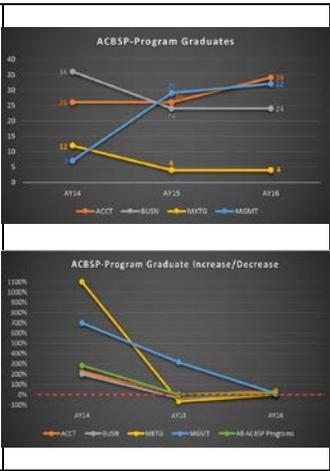
**- Please note that data reported in this table should be business unit data and not institution-wide data.**

- If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program.

- For all data reported, show sample size (n=75).

**Analysis of Results**

<b>Performance Measure:</b> What is your performance measure? What is your goal? (The goal should be measurable.)	<b>What is your measurement instrument or process?</b> (indicate length of cycle)	<b>Current Results:</b> What are your current results?	<b>Analysis of Results:</b> What did you learn from your results?	<b>Action Taken or Improvement Made:</b> What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)																																								
Increase enrollment by 5% over previous year	Technical College System of Georgia Knowledge Management System (TCSG KMS) Reports by College, by Program, by Academic Year	Overall, AY15 enrollment for ACBSP-accredited programs increased by 47% over AY14, and AY16 enrollment decreased 5% from AY15.  Current results: AY14-AY15: ACCT = +55%; BUSN = -26%; MKTG = +33%; and MGMT = +162%.  AY15-AY16: ACCT = +6%; BUSN = -15%; MKTG = -20%; and MGMT = -3%.	All ACBSP programs experienced a substantial increase in AY15 enrollment, except Business Administrative Technology. In AY16, only Accounting met the measure, while all other programs experienced a decrease in enrollment.	Faculty participated in strategic planning to develop goals/themes: student success (increase access and articulation), resource management (acquire technology), community partnerships (collaborate with business, industry, and K12 and university systems), and communication (branding and marketing).  Additionally, ACBSP programs will participate in recruitment activities, such as Spring Fling, to increase program awareness and enrollment.	<p><b>ACBSP-Program Enrollment</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>ACCT</th> <th>BUSN</th> <th>MKTG</th> <th>MGMT</th> </tr> </thead> <tbody> <tr> <td>AY14</td> <td>108</td> <td>118</td> <td>100</td> <td>90</td> </tr> <tr> <td>AY15</td> <td>163</td> <td>74</td> <td>130</td> <td>95</td> </tr> <tr> <td>AY16</td> <td>170</td> <td>60</td> <td>71</td> <td>90</td> </tr> </tbody> </table> <p><b>ACBSP-Program Enrollment Increase/Decrease</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>ACCT</th> <th>BUSN</th> <th>MKTG</th> <th>MGMT</th> </tr> </thead> <tbody> <tr> <td>AY14</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> <tr> <td>AY15</td> <td>+55%</td> <td>-26%</td> <td>+33%</td> <td>+162%</td> </tr> <tr> <td>AY16</td> <td>+6%</td> <td>-15%</td> <td>-20%</td> <td>-3%</td> </tr> </tbody> </table>	Year	ACCT	BUSN	MKTG	MGMT	AY14	108	118	100	90	AY15	163	74	130	95	AY16	170	60	71	90	Year	ACCT	BUSN	MKTG	MGMT	AY14	0%	0%	0%	0%	AY15	+55%	-26%	+33%	+162%	AY16	+6%	-15%	-20%	-3%
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Meet or exceed the College's retention rate of 63%	Technical College System of Georgia Knowledge Management System (TCSG KMS) Reports by College, by Program, by Academic Year	For AY15, Business Management met the measure. For AY16, Accounting, Business Management, and Marketing Management met the measure. Overall, ACBSP-accredited program retention measured 60% in AY15 and 75% in AY16.  Current results: AY15: ACCT = 57%; BUSN = 45%; MKTG = 33%; and MGMT = 67%.  AY16: ACCT = 89%; BUSN = 33%; MKTG = 86%; and MGMT = 72%.	West Georgia Technical College is participating in Achieve the Dream (ATD)-the national, nonprofit leader in championing evidence-based institutional improvement. As part of our ATD focus, improvements in advisement and tutoring have substantially increased retention. As a result of this participation, more students are being retained and the percentage of students enrolling in a university has also increased.	To improve retention rates, faculty members will provide direct advisement to students more frequently and collaborate with the Student Success Coordinator to ensure tutoring hours/availability by program/by campus are meeting student needs. Faculty members received training for TEAMS, the Technical College System of Georgia application that combines real-time and human analytics sourced from college personnel into a collaborative system designed to enhance retention. Faculty members receive weekly tips via email to enhance knowledge of the system.	<p><b>ACBSP-Program Retention</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>ACCT</th> <th>BUSN</th> <th>MKTG</th> <th>MGMT</th> </tr> </thead> <tbody> <tr> <td>Fall AY14</td> <td>13</td> <td>11</td> <td>11</td> <td>11</td> </tr> <tr> <td>Fall AY15</td> <td>34</td> <td>21</td> <td>11</td> <td>11</td> </tr> <tr> <td>Fall AY16</td> <td>42</td> <td>18</td> <td>6</td> <td>7</td> </tr> </tbody> </table> <p><b>ACBSP-Program Retention Rate</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>ACCT</th> <th>BUSN</th> <th>MKTG</th> <th>MGMT</th> </tr> </thead> <tbody> <tr> <td>Fall AY14</td> <td>57%</td> <td>45%</td> <td>33%</td> <td>67%</td> </tr> <tr> <td>Fall AY15</td> <td>89%</td> <td>33%</td> <td>86%</td> <td>72%</td> </tr> <tr> <td>Fall AY16</td> <td>89%</td> <td>33%</td> <td>86%</td> <td>72%</td> </tr> </tbody> </table>	Year	ACCT	BUSN	MKTG	MGMT	Fall AY14	13	11	11	11	Fall AY15	34	21	11	11	Fall AY16	42	18	6	7	Year	ACCT	BUSN	MKTG	MGMT	Fall AY14	57%	45%	33%	67%	Fall AY15	89%	33%	86%	72%	Fall AY16	89%	33%	86%	72%
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<p>Increase graduation rate by 5% over previous year</p>	<p>Technical College System of Georgia Knowledge Management System (TCSG KMS) Reports by College, by Program, by Academic Year</p>	<p>Overall, ACBSP-accredited programs AY15 graduation rate increased 2% over AY14 and the AY16 graduation rate increased 13% over AY15.</p> <p><u>Current results:</u>  AY14-AY15:  ACCT = 0%;  BUSN = -33%;  MKTG = -67%; and  MGMT = +314%.</p> <p>AY15-AY16:  ACCT = +31%;  BUSN = 0%;  MKTG = 0%; and  MGMT = +10%.</p>	<p>Overall, Business Management met the measure each academic year. In AY14-AY15, Accounting maintained an equivalent graduation rate, while Business Administrative Technology and Marketing Management experienced decreases. In AY15-AY16, Accounting and Business Management met the measure, while Business Administrative Technology and Marketing Management experienced significant improvement in graduation rates over AY14-AY15.</p>	<p>DegreeWorks advisement summaries for each student will be utilized as a method to evaluate course offerings, by each campus, and update as needed to align with needs of students for program progression. Faculty members will submit appropriate documentation of degree completion timely to ensure all completions are included in the statewide data system.</p>	 <p>The top chart, titled 'ACBSP-Program Graduates', shows the number of graduates for four programs: ACCT, BUSN, MKTG, and MGMT. The y-axis ranges from 0 to 40. Data points are: AY14 (ACCT: 10, BUSN: 15, MKTG: 10, MGMT: 30), AY15 (ACCT: 25, BUSN: 25, MKTG: 5, MGMT: 25), and AY16 (ACCT: 30, BUSN: 25, MKTG: 5, MGMT: 35).</p> <p>The bottom chart, titled 'ACBSP-Program Graduate Increase/Decrease', shows the percentage change in graduates for the same programs. The y-axis ranges from -100% to 100%. Data points are: AY14 (ACCT: 20%, BUSN: 30%, MKTG: 20%, MGMT: 60%), AY15 (ACCT: 150%, BUSN: 60%, MKTG: -70%, MGMT: 80%), and AY16 (ACCT: 20%, BUSN: 0%, MKTG: 0%, MGMT: 10%).</p>
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