

DEPARTMENT: Business Technologies

PRIORITY: 5

PROGRAM: All Professional Technical degree programs in department.

INITIATIVE TITLE: Increase enrollment and retention in Business Technologies' (BT) Professional Technical degree programs.

DESCRIPTION: We need to increase enrollment and retention in BT Professional Technical degree programs. We need to develop plans for our existing programs (Program Development Plans). Current enrollments have fallen from previous levels and a concerted effort needs to be made to ensure that trend does not continue. The goal is feasible, but requires effort over time to bring fruition. There are approximately 1200 students enrolled in Business Technologies classes in Fall, Winter, and Spring terms. This will help us keep programs stable and up to date. This initiative will also allow students to have a better idea of what programs are available to them and they will be able to make better career decisions.

RESOURCES NEEDED: Resources to develop and implement a productive recruitment and retention plan. \$3000 to conduct program planning, surveys, analysis, design, and implementation of Program Development Plans for the four Professional Technical degree programs.

FUNDING SOURCES:

Carl Perkins

1. What evidence do you have that shows special populations have access to your programs?
Women comprised between 83 & 100% of BT degree programs population of students in 2002-03. Minority students comprised from 9 to 19% of BT degree programs population in 2002-03.
2. How does this request fit in with at least two of the Carl Perkins related goals?
Goal #2 – Special Populations
This project will serve many special populations including disabled persons, academically and economically disadvantaged students, and students with limited English proficiency. A majority of students enrolled in Business Technologies programs are members of targeted populations. Many are returning to the work force or upgrading their technical skills in order to retain their current jobs, seek promotions, or retool for new positions.
Goal #3 – Nontraditional Training & Employment. This initiative will better prepare students for employment.
3. Describe how this project might show collaboration with Lane County high schools.
Funding will improve curriculum and programs shared through articulation agreements with 13 local-area high schools.

ORG/PROG CODES:

INITIATIVE ARTICULATION WITH COLLEGE'S VISION, MISSION, & GOALS:

This initiative directly supports the college's Mission to provide quality professional technical and lower division college transfer programs. This initiative is an example of the Learning Core Value of creating a learning-centered environment and recognizing the unique needs of each learner. This initiative also supports the Accessibility Core Value by minimizing barriers to learning. This initiative also supports the College Climate Strategic Direction of student retention. Students that

are successful, especially in the beginning of their course of study, are much more likely to continue and finish the program.