

Academic Program Viability Reports

Purpose: To enhance the program viability report process, it was decided in 2013, that program specific data would be extracted from Pulse/Business Intelligence. The same model will be employed in 2014.

Background: This is the eighth year in which the Academic Program Viability Report (APVR) has been published. The APVR was designed as an abbreviated yearly summative evaluation of a program's viability. It provides key College stakeholders such as the Executive Committee, a snapshot of relevant program specific information in order to highlight program trends and issues. Program level action plans are included in the report as part of the program viability report process.

The APVR contains detailed measure descriptions as well as individual program reports for all lower and upper division programs designated by the active academic organization levels. The seven required measures include *unduplicated student count, SSH Enrollment, percent full metric, course success rate, number of program graduates, placement data, and employment trends*. An additional measure, *retention*, is now available to programs who wish to include it in their reports. Please see "Measure #8: Retention" on page 3 for more information.

Viability Process:

Program Specific Charts: The process begins with the creation of trend charts for each of the programs. Program directors or deans generate five of the measures in Pulse/BI, and Academic Effectiveness staff provides placement and employment data from external sources.

Follow-up Report: The Program Action Plan follow-up captures the qualitative results of the previous year's action plan items. This completed form, located in each program's SharePoint folder, is part of the APVR along with each program's individual program charts and the current year's action plan.

Program Action Plans: Once the measures have been uploaded to SharePoint, program administrators review the data and discuss various actions (between 1 and 3) that could be implemented by their program(s) to improve performance. A Program Action Plan form in WITS is used to capture the action items. [Note: the seventh area, employment trend information, is not charted and cannot be directly impacted by program performance].

Program Meetings: Meetings are held with program administrators, deans, and staff from Academic Effectiveness and Workforce to discuss each program's performance. After the program specific meetings have been conducted, and appropriate parties are in agreement, the completed follow-up report and action plan form are included in the APVR.

- **Timeline for Next Reporting Cycle:**
 - **September 2014:** Programs create their measure charts and follow-up reports
 - **October - November 2014:** Meetings conducted with individual Program Administrators to discuss measure results and draft program action plans
 - **December 2014:** Complete Final APVR
 - **January 2015:** Present Final APVR to leadership

2013-14 Viability Report Measure Descriptions

Individual program reports include seven measures which are designed to evaluate a program's viability. The source of the information for the first five measures is the Viability Report Dashboard in the SPC Pulse/Business Intelligence system. Measures are extracted between September 19 and October 1, 2014. Each measure is described in detail below.

Measure #1: Unduplicated Headcount

Unduplicated headcount is the total number of unduplicated students enrolled in courses within the specified Academic Organization during the selected academic years. The filters for the Unduplicated Student Count measure are as follows:

- Term Desc - Multi: 2010, 2011, 2012, 2013
- Career - Program - Plan - Subplan - Multi: Undergraduate
- College - Group - Acad Org - Subject: Academic Organization
- All other filters: All

Measure #2: SSH Enrollment

SSH enrollment is defined as the total number of student semester hours in the specified Academic Organization during the selected academic years. The filters for the SSH Enrollment measure are as follows:

- Term Desc - Multi: 2010, 2011, 2012, 2013
- Career - Program - Plan - Subplan - Multi: Undergraduate
- College - Group - Acad Org - Subject: Academic Organization
- All other filters: All

Measure #3: Performance

The performance graph displays the percent of students successfully completing a course with a grade of A, B, or C (success rate), divided by the total number of students enrolled in courses within the Academic Organization during the selected academic years.

The performance table includes the percent of students successfully completing a course with a grade of A, B, or C (success rate), as well as the percent of students who withdrew, or received a grade of F or WF, within the Academic Organization during the selected academic years.

The filters for the Performance measure are as follows:

- Term Desc - Multi: 2010, 2011, 2012, 2013
- Career - Program - Plan - Subplan - Multi: Undergraduate
- College - Group - Acad Org - Subject: Academic Organization
- All other filters: All

Measure #4: Percent Full

The percent full metric is calculated by dividing the actual enrollment count of the specified Academic Organization, by the Standard Course Load (SCL) for selected the academic terms. The filters for the Percent Full metric are as follows:

- Term Desc - Multi: 2013-14 Fall, Spring, Summer; 2014-15 Fall
- College - Group - Acad Org - Subject: Academic Organization
- Class Status: Active, Full, Stop Further Enrollment
- All other filters: All

Measure #5: *Graduates*

The graduates measure depicts the total number of graduates within specified program plan(s) associated with the Academic Organization, for the selected academic years. The filters for the Graduates measure are as follows:

- Term Desc - Multi: 2010, 2011, 2012, 2013
- Graduation Degree Plan Subplan - Multi: All Applicable Program Plans
- All other filters: All

Measure #6: *Total Placement*

Total Placement is the percentage of students who have enlisted in the military, are continuing their education, or are employed in their field within the first year of graduation. The source of the information is the 2013-14 SPC Factbook, Table 35/Smart Choices

Measure #7: *National, State, and County Trends*

Employment trend information is reported by country, state, and county. The source of the information is: Economic Modeling Specialists International www.economicmodeling.com. Jobs (2014) refers to the average annual job openings due to growth and net replacement; % Change (2013-2018) depicts the percent change in the number of annual job openings during the five-year period; and Median Earnings refers to the average earnings for the specified job title.

[Note: the seventh area, employment trend information, is not charted and cannot be directly impacted by program performance. Trend data by job title(s) will be provided to each program].

Measure #8: *Retention (optional)*

A new retention option via the "custom cohorts" filter is available this year, as an optional measure. It is available within Measure #1: *Unduplicated Headcount* by selecting a custom cohort. In order to create a custom cohort, deans must provide AEA with a list of student IDs for a cohort of students which enrolled in their program in Fall 2013.

- Term Desc - Multi: 2013-14 Fall, Spring, Summer; 2013-14 Fall
- Career - Program - Plan - Subplan - Multi: Undergraduate
- College - Group - Acad Org - Subject: All
- Custom Cohort - <program specific cohort>
- All other filters: All