UHCC December 2007 Coversheet
Annual Instructional Program Review

College: **Hawaiʻi Community College**

Program: **Marketing**

Check All Credentials Offered	AA	AS	ATS	AAS	CA	CC	COM	ASC	
				X	X				

College Mission Statement (or provide link)
Hawai`i Community College promotes student learning by embracing our unique Hawai`i Island culture and inspiring growth in the spirit of *E `Imi Pono.* Aligned with the UH Community Colleges system's mission, we are committed to serving all segments of our Hawai`i island community.

Program Mission Statement (or provide link)
The Marketing program is designed to prepare students for a career in the field of merchandising and marketing.

OVERALL PROGRAM HEALTH (Check one)		
Healthy	*Cautionary*	*Unhealthy*
X		

Part II. Analysis of the Program (strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the data)
Based upon analysis of the demand, efficiency, and effectiveness data, it would appear that the primary strength of the Marketing program is its consistency over the past three academic years. The vast majority of the statistics for each data element have improved or varied relatively little from year to year.
One area that has shown a noticeable decline in the AY 06-07 is in the student semester hours for non-program majors. However, that was offset by a significant increase in student semester hours by program majors. Since the average class size has remained relatively constant, the drop in student semester hours by non-program majors and corresponding increase by program majors is likely due to more students declaring Marketing as their major in a more timely manner.
Although the average class size has remained relatively constant over the past three years, the class fill rate is significantly lower, but that is probably due to the increase in class enrollment cap.

The cost per student semester hour appears to be in line with other programs in the division. However, the accuracy and reliability of the data are questionable since there appears to be difficulty differentiating between Marketing and Cisco Networking Academy courses since the one full-time Marketing instructor has been conducting both marketing and academy courses.

In the AY 05-06, there was a significant drop in the persistence of majors fall to spring and in the Perkins cores indicator: Academic Attainment (1P1). However, it would appear that this may be an anomaly as the years prior and after are similar.

One glaring weakness appears to be the number academic credentials earned in relation to persistence and number of majors. With persistence rate and number of majors being relatively high, the number of students earning an academic credential appears to be disproportionate. There could be a number of reasons for the low number of graduates, but since specific study or survey has not been conducted, the possible reasons cited below would are purely speculative and based upon anecdotal evidence.

- Students may have obtained gainful employment prior to graduation.
- Marketing program requirement changes and higher expectations from students.
- Students may have changed majors or transferred to a four-year institution.
- Students may have chosen to double-major prior to graduation.

Overall and in general, it would appear from analysis of the data provided that the Marketing program is sufficiently efficient and effective.

Significant Program Actions (new certificates, stop-out; gain/loss of positions, results of prior year's action plan)
Perhaps the most significant program action was receiving approval to hire a half-time instructor to assist with teaching, administering and developing the Marketing program. Several years ago, one of the two full-time Marketing instructors was assigned to administer the Cisco Networking Academy and a few years thereafter, the second full-time Marketing instructor left the college.

Although not shown by the quantitative indicators provided, not having at least one person who could devote the needed time and attention to the program has been a detriment to the development of the Marketing program. However, those who accepted responsibility for the program during this period did an excellent job of maintaining a healthy level of program efficiency and effectiveness.

Several changes to the Marketing program requirements were also implemented during the past three-year period.

Part III. Action Plan
The one full-time faculty member previously dedicated to the Cisco Networking Academy will reassume full administration and responsibility for the Marketing and academy programs. This should help to stabilize the Marketing program to the point where various efforts to develop and grow the program can be conducted on a more continuous basis without interruption and with more focused time and attention. And with the hiring of a half-time person, the opportunity to develop the program will be even greater.

Work to reconvene the Marketing Program Coordinating Council to re-examine the Marketing programs at the respective UH Community Colleges and to re-focus on articulation efforts between the community colleges and with the high schools.

In concert with Leeward Community College and the Business Technology program of HawCC, modify the Marketing program and courses to establish certificates that satisfy a course of study (Retail Management Program) endorsed by the Western Association of Food Chains (WAFC).

And as part of the on-going efforts by the Business Education and Technology Division, maintain communication and articulation with the local high schools.

Part IV. Resource Implications (physical, human, financial)
Items in the action plan are essentially non-cost items and expected to be carried out as part of the normal duties and responsibilities of the designated Marketing program faculty. Other normal annual operating expenses for the coming year would likely include the following items whose cost would be covered as part of the normal division budget:

- Printer/copy paper ($100).
- Laser printer supplies ($150).
- Professional development activities for two people ($1,000).
- Upgrade of Web design and related software ($2,500).

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AY 2007 Completed Reviews