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					
What is your performance measure? What is your goal? (The goal should be measurable.)	**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 your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**

Our goal is to match or improve upon prior academic year levels for the following measures:
    Enrollment
    Retention Rate
    Graduation Rate
 	
The Wisconsin Technical College System (WTCS) uses Tableau for a reporting system. Data is reported to the WTCS, any "cleaning" is done, and the information is available allowing technical colleges to easily view and track performance of a number of measures and compare to the other colleges in the WTCS system.
	Enrollment measures are FTEs (full time equivalents) for the academic year.
	
	The **retention rate** is a cohort assessment of new program students who either completed or are still retained in the business program into the second year. Since this is a 2 year measure, the last year shown is 2020.
	
	The **graduation rate** is a cohort assessment of new program students who completed their business program of study within 3 years. Since this is a 3 year measure, the last year shown in 2019.
		Business program enrollment was highest in 2015. Then, with the improved economy, enrollment declined in 2016 and 2017, then held fairly steady for 2017 through 2020. Enrollment declined in academic year 2021 which we believe is attributable to effects from the pandemic.
		
		The retention rate has been fairly steady with rates between 55% and 61% in 2020. In 2020, the students that were already in the business programs continued working on their degrees although classes were moved online.
		
		3 year graduation rates improved from 2015 to 2019 from 13.3% to 19.1%.
			In the past, WI Technical College enrollment, retention rate, and graduation rate were directly related to the local employment rate.
			
			Despite higher unemployment due to the coronavirus and "Safer at Home" orders, technical college officials attributed the decline in enrollment to many factors, including employees waiting to get their jobs back vs. retraining, unavailability of in person classes, but most of all to the disruption and uncertainty in peoples lives due to the pandemic.
				As part of the Strategic Enrollment Management program, the *Gateway to Success* course was developed and required for new students, and faculty were encouraged to become *Student Success Champions* . Both initiatives are designed to help remove barriers and increase retention and completion.
				
				Dean Isensee believes that relationship building plays a key role in retention of the Business program students. To support retention, she established quarterly Zoom Open Houses for students to drop in and connect with campus leadership and sends a monthly message highlighting things that students need to know or about services available to them.
				
				Dean Insensee believes that recruitment and retention are an inherent element to the roles of all staff and faculty and supports initiatives and events to increase faculty participation in such activities.
					
					Gateway Business Programs
					
					Enrollment - number of students
					2015 2,061
					2016 1,975
					2017 1,771
					2018 1,773
					2019 1,807
					2020 1,778
					2021 1,722
					
					Trends for the individual Associate Degree programs in Business follow.

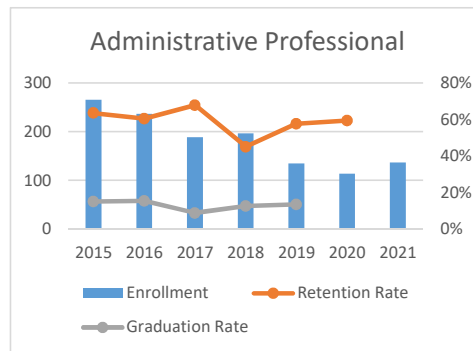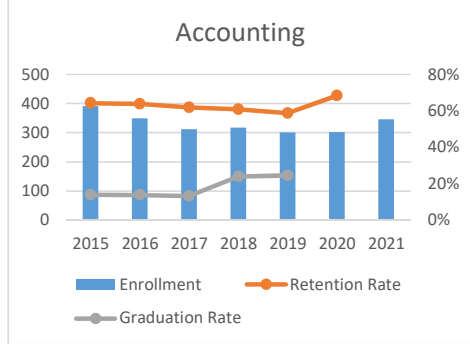| Analysis of Results					
What is your performance measure? **What is your goal?** **(The goal should be measurable.)**	**What is your measurement instrument or process?** **(indicate length of cycle)**	**Current Results:** **What are your current results?**	**Analysis of Results:** **What did you learn from your results?**	**Action Taken or Improvement Made:** **What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**

Accounting

Administrative Professional

Intentionally left blank.

Business Management

Graphic Communications

Leadership Development

Marketing

Professional Communications

Supply Chain Management